

M-CUBE: INNOVATIVE SHOPPING EXPERIENCE IN THE AW LAB STORES

Digital signage and in-store radio to increase shop's traffic flow, improve brand's perception and provide a unique shopping experience

THE CLIENT

Established in 1997, Athletes World is the leading Italian sport wear company with more than 150 stores.

In 2011, after a market survey was carried out on clients and brand awareness, Athletes World saw the need to rethink its brand identity to provide a new image across all sport shops in line with the brand mission "Your Urban Style Refresher".

The new brand AW LAB is born in September 2011. A new generation of retail shops designed as trend setting "urban sport style" workshops. The latest name is easy to remember and the logo is a distinct and recognizable icon evoking the young generation and digital world.

VISION

The AW LAB's strategy is to offer a wide selection of unique products from the major international sports brands, fashionable sport clothes and trainers. Customers are also satisfied with an expert sales team giving their help and expert advice.

The key feature of AW LAB is to interact with the target customer group. "We want to establish a strong relationship with our clients, making our stores an exciting place to visit," states Rocco Carena, AW LAB Marketing manager.

THE PROJECT BACKGROUND

The retail shops are redesigned to interpret the new brand identity. In the new layout, every feature originates from the main logo and colours used.

The in-store customer experience is thought as a digital shopping experience including in the new layout, the digital signage and the in-store radio. The former will be placed both in the shop windows and behind the counters. The latter will be used to play music and provide information about the products.



AW LAB

- **Sector:** Retail fashion
"urban sport style" trend setting sports wear
- **Target Market:**
Teenagers & Youngsters
- **AW LAB:** the new brand identity of Athletes World – company founded in 1997
- **Shops:** 150 of which 75 AW LAB
- **Group:** BATA – Compar SpA

"The reasons behind this change was the need to increase the ways of communication reaching our customers (who always have high expectations and are accustomed to all kinds of promotional stimulus). Using innovative media we can increase customer loyalty, improve clients communication and increment number of sales. The awareness of our brand has risen as a result of this," explains Rocco Carena, AW LAB Marketing manager.

THE SOLUTION

AW LAB required to find a supplier with reliable technology and a professional service who could meet its communication needs.

After a benchmark evaluation from current leading digital signage suppliers, AW LAB chose M-Cube. The company met the requirements both in technology with the digital signage platform Scala and in the service offered.

AW LAB already knew M-Cube as an in-store radio service provider for Bata, part of the same group as AW LAB. So it had the chance to appreciate its high-standard service.

PROXIMITY MARKETING

DIGITAL SIGNAGE

M-Cube supplies the digital signage monitors to the stores and manages the contents of the entire network.

Up to today, 75 AW LAB retail stores have been renovated. As part of the new layout, the shops have been fitted with a digital signage display in the window and a banner display behind the counter.

Installation

- Shop Window: 2 monitors with a vertical banner
- Behind the counter: 2 monitors with a horizontal banner
- Monitor: Samsung 46" EU Light Ultra Slim 3cm Wall Mount



"M-Cube already was the in-store radio service provider for Bata, part of the same group as AW LAB. We were familiar with the company and had the opportunity to appreciate their professionalism and service offered.."

- Rocco Carena, AW LAB Marketing Manager -



Content

AW LAB’s objective is to use the range of features of the digital signage to augment its communication capabilities for the clients in store. The content on the displays can be updated quickly and shared on different channels.

The content, updated weekly in all the stores, include: product promotion videos and Partner’s TV adverts, AW LAB videos, live events and life-style videos to support the marketing campaigns in store.

IN STORE RADIO

Thanks to the in-store radio, the proximity marketing is even more exciting and captivating. The music accompanies the customer while in the store improving the shopping experience. Furthermore, it allows AW LAB to communicate in an innovative way with the clients. The AW LAB Radio represents the brand giving a consistent image throughout the stores. “The information is always updated and given immediately. Thanks to the uniqueness of this device, messages and current promotions can be communicated efficiently supporting in store activities,” states Rocco Carena, AW LAB Marketing manager.

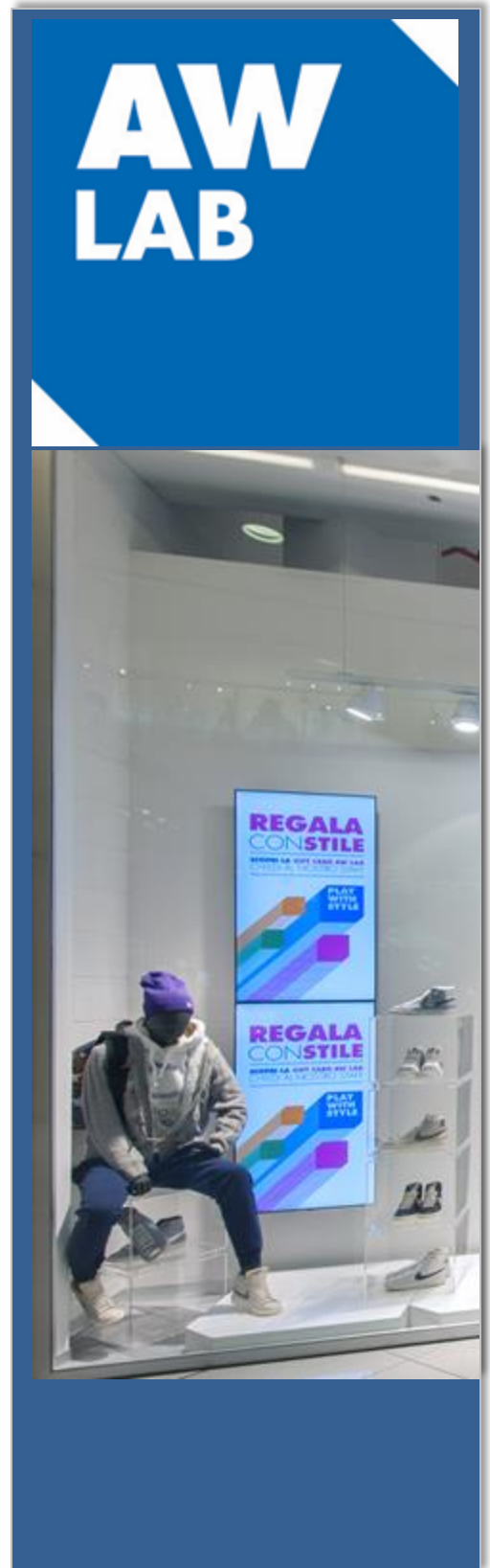
The Service

M-Cube provides a complete radio in-store service centrally managed from the M-Cube Radio department. The day-program is broadcasted in the retail shops through the M-Cube player- a pocket size audio-device developed by the company. The M-Cube player receives daily updates via the internet. However, thanks to its technology “Store & Play”, the daily program is stored on a memory chip and reproduced without depending on internet connection – unlike a streaming service.

M-Cube music designers create the daily programs from the instructions provided by AW LAB. They create the music playlists and schedule the broadcasting times for the daily program, advertisements and messages.

Content

Following a market survey AW LAB has chosen the music genres that best meet the taste of its customers. The music playlists are frequently updated in line with the latest music trends. The day-program is varied with a mix of music during the different hours of the day.



ADVANTAGES

The new AW LAB stores have registered a considerable increase of in store traffic since their opening. The shop's modern layout show they are highly attractive to the public.

Rocco Carena states, "The digital signage has boosted the marketing mix, integrating the in store communication with multimedia contents. It has a high impact and attracts the customer's eye becoming the distinctive feature of AW LAB's shops. The in-store radio makes proximity marketing even more engaging and exciting, giving a strong brand identity to our stores through the music."

THE FUTURE

AW LAB's objective is to complete the restyling of all Athlete World stores within 2014. Rocco Carena, AW LAB Marketing manager gives us an insight "We are working on a project to integrate the physical store with the digital world to create and stimulate a community, 'store to digital to store'."





Athletes World Established in 1997, Athletes World is the leading Italian sport company with more than 150 stores. AW LAB founded in 2011, is Athletes World new generation of retail shops designed as trend setting “urban sport style” workshops.

The AW LAB offers a wide selection of the most famous sport brands trainers and a wide range of unique sportswear. There is also a personal company’s brand collection of accessories and clothes, BeAW. www.aw-lab.com



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convergence technologies. In 2010, the company had a turnover of \$135.8 million. It has 206 offices in 68 Countries and 190,500 employees. Samsung Electronics Co. Ltd is divided into eight independent business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Samsung Electronics is leading in the production of digital televisions, memory chips, mobile phones and LCD-TFT monitors worldwide. It has been recognized as one of the global brands with the highest business growth. www.samsung.com/it



Scala has a passion for creating intelligent digital signage solutions that move products, consumers, and employees. Driving more than

500,000 screens worldwide, Scala solutions increase sales, improve brand loyalty, optimize the customer experience, and reinforce business objectives. Scala is headquartered near Philadelphia, Pa., with multiple subsidiaries across Europe and Asia, and over 500 partners in more than 90 countries.

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ABOUT M-CUBE

Founded in 2001, M-Cube is a leading company in audio-visual solutions and digital content management for in-store and out-of-home marketing.

Thanks to its highly innovative technologies, expertise and a team of highly qualified professionals, M-Cube provides targeted solutions to meet its customer’s marketing needs and business objectives.

M-Cube is specialized in the design and implementation of the in-store radio, marketing intelligence and digital signage communication projects.

The company offers its services worldwide thanks to a well-established network of global partners and a 24/7 network management service.

M-Cube provides solutions for: Retail, Fashion & Luxury, GDO, Banking and Finance, Transportation and the Public Sector.

Clients of M-Cube include:

Giorgio Armani, Trussardi, Benetton, Mc Donalds, Euronics, Esselunga, Despar, Obi, Stefanel, Illy, UBI Banca, IBM, Cariparma, Michelin, ATM Milano, BATA, Acqua & Sapone, AW LAB e molti altri.