



KING-CASEY



BRAND-RETAIL INNOVATORS

King · Casey CASE STUDY

Insights from Client Best-Practice Strategies and Results



ROOMZ

Creating a New Retail Furniture Brand

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The Situation

Almutlaq is a well-established furniture retailer in the Kingdom of Saudi Arabia with a trustworthy and respected heritage. Known for traditional quality furniture, senior management wanted to develop a new retail furniture concept that leveraged the goodwill of the Almutlaq brand, while projecting a fresh, modern, world-brand image that would appeal to the region's growing demographic of young families. To achieve their objectives, they came to King-Casey for help.

Developing a Concept Definition, Brand Attributes and Brand Positioning

One of the first steps was for King-Casey to work with Almutlaq's senior management to identify the desired qualities and personalities that would reflect the new brand experience. This resulted in a concept definition and a list of primary and secondary brand attributes (descriptive words that everyone agreed should be associated with the new brand). King-Casey created a brand positioning and design platform that captured in words a brand that would be perceived as innovative, entertaining, imaginative, fashionable, youthful and fun. These strategic documents would eventually drive the creative work that followed. But first, we wanted to validate consumers' reaction to Almutlaq's new strategy.

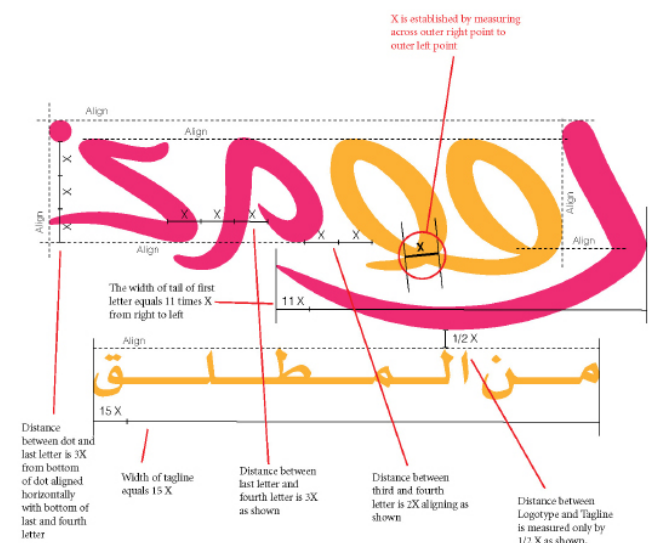
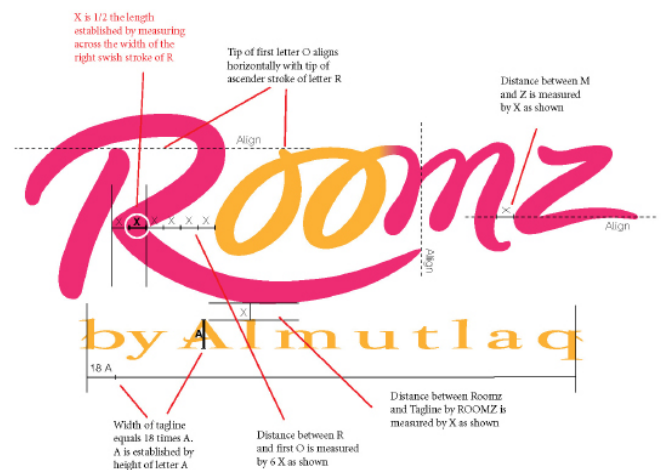
Consumer Research to Validate Strategy

Before launching into any creative work, King-Casey used qualitative research to ensure that the stated brand attributes and brand positioning were desirable to consumers, and to determine to what extent (if any) the established Almutlaq name could be used in association with the new retail concept. The research clearly indicated that the Almutlaq name did not strongly support the new brand positioning and attributes. And so King-Casey determined that an entirely new brand name and brand identity (logo and trade dress) be developed for the new concept.

Developing a New Name and Identity

Using the brand positioning and brand attributes as guides, King-Casey's creative team came up with a wide

range of new retail brand names that reflected the desired personality and retail experience. The list was narrowed down to a smaller number that were market-tested for their effectiveness in supporting the brand positioning and attributes. Note this is not a subjective exercise in "which name do you like?". This approach is an objective means for selecting a brand name based on how effectively it supports brand strategy. With a validated winner in hand (ROOMZ), King-Casey developed a range of logo designs which in turn were validated with consumers to identify the design that best visually supported brand strategy.



(Above) A name and logo was developed for this new retail furniture concept (both English and Arabic). The Almutlaq "parent" name was included as an endorsement of quality and trust. King-Casey provided a detailed brand standards manual to assure compliance to standards.

Designing 3-D Branded Trade-Dress

Great branding is much more than a great logo and a big primary sign. At King-Casey, we develop 3-Dimensional Branding that results in a unique and proprietary customer experience that differentiates a brand from its competitors. We achieved this for ROOMZ by visually communicating the essence of the brand by visually integrating brand identity, positioning, trade-dress and architecture. We designed the building exterior to create a 3-D interpretation of the new brand, providing an effective way of communicating the brand's personality and differentiating this brand from competitive concepts before even entering the store. The impactful exterior of ROOMZ serves as a unique and memorable beacon that drives traffic and promises target market consumers' innovation, entertainment, imagination, and fun.

The unique and bold exterior branding serves as a beacon for drawing customers and a proprietary landmark among a sea of other retail concepts.

The Result

A key measurement of success in the furniture sector is "sales per square meter". Sales at the new ROOMZ concept are outperforming the original Almutlaq stores by 30% and customers are delighted with the new retail experience.



(Above) The new identity was seamlessly integrated into the exterior trade dress and architecture, providing a unique and impactful retail "beacon" that draws customers and distinguishes ROOMZ from other retail concepts.



(Above) A comprehensive brand identity manual provides clear guidelines for the correct use of the new brand to a wide range of applications.

(Above) Branded uniforms, vehicles and product labeling reinforce the 3-D branding of the new concept.

About King-Casey

King-Casey is one of the top retail consulting and design firms in the U.S., with regional offices in the Middle East and Latin America. For more than half a century, we have been helping companies build competitive brands by dramatically improving the customer experience. Our highly creative design solutions are firmly grounded in scientific insights derived from research and hard data about consumer behavior. Our strategies and designs are crafted to realize measurable and meaningful results for your brand. We provide a complete range of services including assessment, research, branding, visual merchandising, store design, and rollout. We will help you develop creative, innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

www.king-casey.com



COZI® (Customer Operating Zone Improvement) is King-Casey's unique strategic principle for brand building which focuses on understanding your customer's behavior to develop brand specific solutions that make the customer experience easier and overall more pleasant.

Designs Based on Customer Zones

The most successful brands have recognized that their stores are not just big branded boxes. Each is actually a collection of many individual "customer operating zones". Customers behave differently in each zone. Their needs and expectations are different. Each of these unique zones is right for one merchandising strategy, and dead wrong for another. By identifying these zones and understanding how customers behave in each zone, you can craft zone-specific communications and merchandising strategies that are sharply responsive to how customers use these zones.



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