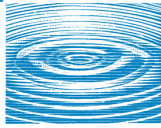




KING·CASEY



BRAND·RETAIL INNOVATORS

King · Casey CASE STUDY

Insights from Client Best-Practice Strategies and Results



Mimo's

Creating Sweet Success for a Colombian Favorite

Mimo's

Creating Sweet Success for a Colombian Favorite

The Situation

Mimo's is a beloved ice cream brand that generations of Colombians have enjoyed for over forty years. But the brand had not kept pace with new competitive ice cream concepts that had entered the market. Mimo's recognized an urgent need to quickly develop an exciting and visually impactful "next generation" Mimo's concept that would effectively distinguish itself from competing concepts, attract new customers, and re-attract lapsed customers.

Mimo's turned to King-Casey to develop a next-generation, 3-D branded store design (see sidebar) that could be applied to three different store types (stand-alone, in-line and kiosk). And the project had to be accomplished in less than three months.



In these "before" images of the exterior and interior of a typical Mimo's store, there is nothing memorable or proprietary about the design. Once inside, you could be in any ordinary ice cream shop. The branding is underwhelming, customer communications are weak, and there are no visual cues that reinforce Mimo's desired brand attributes: fun, variety, abundance, joyful, happy, delicious, etc.

The Process

King-Casey first conducted a COZI® assessment and analysis of the brand's current branding, store environment and in-store merchandising, both from a strategic and design standpoint. This proprietary methodology builds on the strengths and equity of a brand, identifies improvements that overcome weaknesses, and develops innovative ways to delight the customer and distinguish the brand.

We then worked with Mimo's to develop a new brand positioning statement, as well as identify those attributes (descriptive words) that best represent what makes the brand unique.

Based on the COZI® analysis, new brand positioning, and consumer research, King-Casey recommended specific strategies that would guide the development of enhanced 3-D branded store designs and merchandising concepts. King-Casey created optimized customer flows and store layouts for each of the three store types. We developed color renderings to illustrate the new design concepts from various perspectives, and provided specifics regarding colors, materials, textures, furniture, fixtures and product displays. Collectively, this gave Mimo's the direction needed to quickly develop build-outs of the new concepts.

The Results

King-Casey delivered unique and compelling Mimo's 3-D branded store concepts that are strategically sound and greatly enhance the customer experience. We were able to clearly differentiate Mimo's from competitive concepts and help management realize their business goals and objectives. The new store designs leverage the best of the beloved, original concept, while refreshing and enhancing the overall store design to effectively compete in today's increasingly competitive marketplace.

What is 3-D Branding?

Have you noticed? There's a similarity among many retail and restaurant brands. The environments look alike. One chain looks much like the next. The interiors (and often the exteriors) are typically anonymous and interchangeable.

At King-Casey we overcome the "Sea of Sameness" through 3-D Branding. This strategy results in a unique and proprietary environment and customer experience that differentiates a brand from its competitors. We achieve this by visually communicating the essence of a brand by integrating brand positioning, identity, trade-dress and architecture. In this sense, we develop a 3-D interpretation of a brand. Everything the customer sees and touches is unique to this particular brand.

The environment itself communicates to customers the brand's personality and distinctiveness in the marketplace. Brand leaders understand that great branding is much more than a great logo.



(Left) For the new exterior, an enhanced treatment of the logo included an impactful new “swirl” icon to serve as a beacon that is suggestive of the soft-serve ice cream Mimos is famous for. The yellow brand color (proven to have high equity during research) was leveraged to provide greater recognition and visual impact for the brand. The circular marquis adds an additional design element unique to the brand, while being reminiscent of the circular shapes associated with soft serve cones and cups (a motif that is repeated inside).

(Right) The new interior uses brand color and the circular “cone” motif to visually develop a 3-D branded store concept. New illuminated curved glass displays beautifully showcase the products and reinforce the variety, abundance and delicious attributes. Improved customer communications and visual merchandising improve ease of ordering, and guide the customer to products and add-ons that increase ticket and reinforce “variety”.



(Left) Another view of the new Mimos store concept illustrates the inclusion of distinct “customer zones”, each designed to meet the needs and expectations of specific customer types (counter seating zone for individuals and small groups indulging in a quick treat; outdoor café zone for small groups intending to linger and socialize; and an upstairs zone with larger seating for families).



King-Casey’s 3-D branded “Kit-of-Parts” allows for the new designs to be seamlessly adapted to a wide variety of store types and configurations. In these images we see Mimos’s next generation store design for an in-line store location (left) and for a compact stand-alone kiosk (above).

About King-Casey



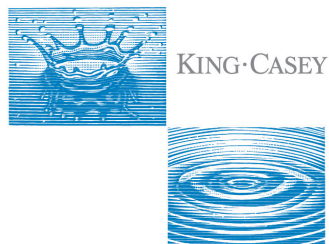
"We selected King-Casey to develop next generation store designs and in-store communications

for our (Mimo's) brand. Their approach is excellent in that it marries sound strategy with fresh creative execution, while at the same time meeting critical milestone dates. We will definitely work with them again when the need arises."

Eduardo Robayo Perdomo
Former President, Grupo Conboca

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.

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