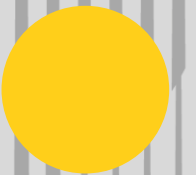




The
global
retail
agency

Installing retail experiences without boundaries.

How can brands deploy retail experiences seamlessly, consistently, and with maximum compliance to optimise return on investment?



Investing in Expert Installation: The Key to Successful Retail Launches.

The launch of a new product is exciting and represents a significant investment of funds, time, and effort. When launching in-store, it's crucial to apply the same attention to detail, leaving no margin for error.

Today's retail environment demands innovative approaches to meet high consumer expectations. The challenges of bringing a product to retail require seamless integration of technology, design, and customer engagement.

Using an expert retail installation company ensures a seamless rollout and alleviates pressure from your team. High-quality installations reflect your brand and maximise sales, whether in one store or 10,000 stores across multiple countries. Your team already has enough to manage!



What will this document discuss?

This document outlines key elements for a successful product launch. We'll discuss the benefits of partnering with an expert installation provider who offers a single point of contact, emphasising how external expertise can enhance quality and streamline the rollout process. Additionally, we provide a comprehensive checklist of considerations for choosing the right installation partner, ensuring an optimal match for your needs.

The checklist.

This checklist will guide you through the essential factors to consider when selecting an agency, helping you make an informed decision that aligns with your brand's goals and expectations.

1

Choosing The Right Partner

Start by considering experience and recommendations to ensure you're selecting an established and reputable agency. It's also advisable to check if the agencies on your shortlist are members of the industry association POPAI, as this indicates adherence to best practices in the industry.

2

Consider Branding & Consistency

During a product launch, it's easy to overlook the smaller but significant details, such as how the agency will represent your brand in-store. Your brand reputation is crucial for making a good impression on retailers and maintaining strong relationships. Be sure to outline your preferences and guidelines in the brief.

3

Think About The Bigger Picture

Will your agency be visiting stores where you currently have other displays? It can be beneficial to ask them to check on your other installations in the area. Some agencies do this as a standard practice, and their initiative and added value can be very advantageous.

4

Local Vs International

Differences in regulations and etiquette between countries and cultures can impact how installations are implemented. Be prepared for variations in processes and timescales. Fortunately, your agency will be aware of the requirements to comply and will manage these for you.

5

Maintenance

Your POP/POS needs to look as good as it does on day one throughout its time in-store, so maintenance is essential. Check if your installation partner offers an ongoing maintenance contract as part of their service. This is crucial for ensuring you get the best possible ROI from your investment and for maintaining high sales and brand reputation.

The benefits of outsourcing.

Choosing the right retail installation partner is essential for the success and efficiency of your in-store displays. A dedicated agency offers numerous benefits, including strong compliance, skilled professionals, expert project management, cost efficiency, flexibility, and valuable local knowledge. Comprehensive reporting keeps you informed throughout the process. Below are the key points to consider when selecting a retail installation agency:

1

Compliance

A dedicated retail installation agency prioritises delivering maximum compliance. They ensure retail displays are positioned correctly in-store, assembled accurately, and merchandised according to planograms. This supports return on investment by optimising the customer experience and driving sales at the point of purchase.

3

Cost Effectiveness

Consolidating all aspects of the project through one partner delivers economies of scale. A high-quality installation ensures a better return, both in terms of the longevity of the display in-store and the generation of sales.

5

Local On-the-Ground Knowledge and Language Skills

A specialist agency will have a comprehensive understanding of the markets it operates in, including etiquette and cultural nuances. This insight extends to country-specific regulations, licensing, and access knowledge.

2

Installation Skills & Project Management Expertise

Your project team will include highly trained, certified retail professionals with extensive industry knowledge. Additionally, a single point of contact skilled in project management will act as an extension of your team, understanding your working style and definition of success.

4

Flexibility

Your retail installation partner can upscale or downscale resources, adapt working hours, and deliver within tight timescales. This is crucial for completing installations around store opening times and regulations.

6

Comprehensive Reporting

Outsourcing installations eliminates the need for brand involvement in day-to-day activities. However, detailed reporting, including daily activity logs and quality control images, keeps key stakeholders informed at every stage.

The freedom to inspire your shoppers globally.

From scoping and planning to implementation, retail installations should be seamless, consistent, and of the highest quality.

Managing multiple vendors across different stores or countries requires vast resources and local knowledge, leading to potential miscommunication and inconsistencies.

For many brands, deploying internal resources for projects isn't feasible. Relying on store staff risks incorrect installations or non-installations, jeopardising your brand reputation, sales, and wasting time, money, and resources.

Our comprehensive solutions are designed to overcome these challenges, ensuring your retail installations are executed flawlessly, preserving your brand integrity, and optimising resource efficiency.

Enabling brands to reach shoppers globally



Retail that's ready and running.

Our experienced team provide global control of your project, managing everything from scoping and planning phases through to training and logistics, to ensure your retail displays are placed in the intended position in-store, assembled correctly and merchandised to planogram.

To complement a new campaign, or as a standalone insight initiative, we offer services to audit and survey stores to capture data, drawings and photographs of retail environments to help plan and optimise efficiency of future campaigns.

During each campaign we provide detailed reporting on every installation with established control measures to ensure quality. We keep you connected through our online platform giving you visibility of project reporting, estate management & inventory.



We specialise in impactful and innovative solutions for:



Permanent POP



Temporary POS



Pop-ups



Window Displays



Vinyl Graphics



Shop-in-shop

Client Case Studies & Testimonials.

SONOS

Sonos, a partner for over 6 years, launched the 'Outside Lands' project to revamp their retail presence with new interactive displays across EMEA.



“ Thank you for your dedication to the Sonos account. Working with you has been smooth, and we're pleased with the team. Your established processes run well, and our project management teams collaborate effectively with Sonos counterparts. Excited for future projects together. ”

[View Full Case Study](#)

Ray-Ban

The high-profile launch of Ray-Ban Stories, a brand-new product in the luxury & tech market space, required a centrally managed service in collaboration with multiple global stakeholders.



“ 100% have a can-do approach with minimal info and briefing. Their expertise and experience provide us with first class service with a team that goes above and beyond to deliver exactly what we need! ”

[View Full Case Study](#)

Can we rethink retail for the better?
UNDOUBTEDLY!

Will your next campaign benefit
from our vast experience and
centrally managed solutions?
100%

Ready to bring your vision to life?
Let's discuss your next project and
embark on the journey together!

To discuss your next project,
contact our team:

