CUSTOMER EXPERIENCE

Trends from around the world

MOOD:MEDIA

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METHODOLOGY

At Mood Media we look at customer experience differently. We pride ourselves on the fact that we focus on the customer's point of view and take a pragmatic approach to what we see.

This trendbook contains examples of how retailers around the world are designing their stores to elevate their customers' shopping experience. Through these examples we paint a vivid picture of the current trends that are emerging across the retail world.

When selecting the core themes of the customer experience we thought: which of the features are new for a consumer entering a store today and what would have been present five years ago? This method was applied across each continent, capturing the general trends for each area. This is why the information gathered is indicative for the whole continent even if not all of the countries are represented in this booklet.

This global trendbook was compiled thanks to Mood's truly global footprint and a network of experts in customer experience.

IS THIS THE DOWNFALL OF BRANDS OR A REKINDLING OF THEIR RELATIONSHIP WITH CUSTOMERS?

Brands are at a crossroads with a choice ahead of them: improve their customer experience and thrive, or forgot it and risk losing out to competitors.

Why?

The reason for this is simple: in marketing terms, consumers have evolved and their expectations are now higher than ever. Technology has changed the rules of the game and retailers need to keep up.

Why do we still need brands?

When we purchase an item from a brand we are not simply purchasing that item, we are buying everything from the retail experience to the values that the brand embodies. In a world where voice recognition technology is becoming more and more commonplace, what happens to the other brands when consumers start asking Amazon's Alexa or Google Home for a Hoover, not a vacuum or ask for Kleenex, not just tissues? A-commerce (Automated commerce, from connected objects controlled by the voice or facial recognition) will shake up the codes of retail and of brands, certainly of those that are not perceived to be the top brand of their category. Will they still exist? Yes, if they succeed in creating emotional connections and a holistic in-store experience for the consumer.

The store is the place that best embodies the brand and communicates with consumers, with the ability to reinstate this essential connection through a genuine in-store experience. This enriched experience will in turn enable the brand to better know its customers. These drivers are themselves subject to two standards that characterise today's consumers. On the one hand, they demand trust and transparency: consumers want to be able to understand everything about brands' choices and their involvement in the real world. On the other hand, consumers need to feel understood by the brand they show a preference for. This means belonging to a community and assuming that these essential needs are taken into account by the brand and transformed into personalised and unique experiences.

The purpose of this trendbook is to understand what the levers of an enriched customer experience are today and what we foresee happening in the near future.

Scott Moore

Global SVP Marketing & Creative Content Mood Media

THE FOUR TRENDS OF CUSTOMER EXPERIENCE

Today

THE WORLD: A UNIFORM VISION OF THE CUSTOMER EXPERIENCE

Valentina Candeloro

Marketing Director
Mood International

Of all the lessons we have drawn from this analysis, the most important has to be how uniform the trends we have observed are.
Of course, the average customer experience of a store will be very different depending on its geographical location and the level of economic development of the country, but strikingly, in the state-of-the-art, high-tech stores, the recipes and implementations are the same everywhere.
From Nigeria to Chile, Vietnam to France, the vision of the in-store customer experience is becoming global in its design and activity. It is also no longer only retail brands that are investing in an elevated customer experience.

The unbelievable international success of shopping centres also surprised us. While in our previous study on the evolution of the in-store customer experience the analysis focused on the revolution brought about by department stores, true spaces of living and relaxation, the story here is repeated. Shopping centres everywhere are becoming part of the local culture and entertainment, and often they go far beyond the simple pleasure of shopping: with amusement parks in Indonesia, organising festivals and concerts in Morocco, and even hosting theatre halls in centres in Ivory Coast, these shopping centres are not only found in capital cities anymore, but in all major cities across the globe.

Finally, this global analysis brought us additional understanding of the role that e-commerce merchants are playing in the development of retail. Be it in Mexico with Amazon, or in China with Alibaba, these giants of e-commerce are propelling small businesses forward all around the world, bringing their phygital standards up to date through tools like click-and-collect or by modernising payment methods.

THE FOUR MAJOR TRENDS OF CUSTOMER EXPERIENCE

As the identified trends are both global and uniform, we can categorise them under four headings.

If we were passionate about using acronyms, we would have named this CICC, a custom-made customer experience, which enables an immersion at the heart of the brand, fostering a community and offering convenience to its customers. This is today's overview of the in-store customer experience:

Customisation

While this has been a key trend since the beginning of the decade, it is starting to become more industrialised at the point of sale.

Brand immersion

Getting consumers immersed in the brand's universe has become imperative. In order to achieve this, brands have two very important tools at their disposal: art and play.

The store as a community

Soon, with the development of conversational technologies (chatbots, AI, etc.), brands will no longer exist independently as such; they must become part of their customers' daily life and gather real communities around them.

Convenience redefined

Digitalisation has deeply renewed the approach of this pillar of retail, to better accommodate customers' core needs.

CUSTOMISATION

While this trend has been a retail staple since the beginning of the decade, it has gradually begun to take a more industrial approach at the point of sale through the customisation of services, products, or even of the store itself!

Today, customisation is periodically used for objects (e.g. the 3D printing of a shoe heel), although we have not yet reached a point where artificial intelligence is a commonplace part of the in-store shopping experience. We do not yet have shops where facial recognition technology immediately identifies a consumer and adapts the store layout to his or her known preference (e.g. a personalised display).

On the other hand, physical customisation is the method of choice, especially in the retail sector: Levi's (Tailor Shop) or H&M (Take Care) in France, Silver Deer in Mexico, and Alára in Nigeria are good examples of stores striving to offer a VIP service to their customers.

Another trend of personalisation is the use of technology to find the best-suited product. In this case beauty retailers are at the forefront, for example Alibaba and their connected mirrors.

Finally, the last aspect of this trend, the customisation of the atmosphere in the store. This could be achieved through enabling shoppers to influence the music playing.

BRAND IMMERSION

How do you enable customers to enter your brand universe? This is a critical issue for stores today. Brands need to be able to create a world in which they offer their products and even go beyond that to reveal their true essence to customers.

Play

For several generations, the game culture and its mechanics have been released from arcades and consoles. It is now an aspect of the daily lives of not only the consumers, but also of brands and stores. Powered by new tools and a creative mindset, brands can involve consumers, turning the customer experience into a user-generated playground. A good example of this is a range of t-shirts at Tesco which have been designed by children, for children. The result? Consumers who are fully immersed in the brand's world, and a metamorphosis of the store into a playground where customers want to spend more time.

Art

Technological advances, paradoxically, identify an important need, namely being able to connect with customers differently and to connect the digital world with art, a key way for brands to channel emotions. All around the world, you can find shops that have been designed like galleries, such as Melissa in Brazil, a space where art, fashion and design coexist, or like Samsung in Canada.

THE STORE AS A COMMUNITY

Brands and stores must now face a challenge made even more critical with the rise of the Internet of Things: creating a spellbinding brand universe, powerful enough to transcend their products and foster a community around it.

In order to make this a reality, brands have implemented very effective strategies at the point of sale, through three types of experiences:

Collective

Brands design/present their stores in such a way that customers feel at home. Examples of this 'apartment' trend include Sonos or Pirch in the United States

Communal

The store is transformed into a meeting place, with internal cafés and restaurants (e.g. Eataly World in Italy, Playce Marcory in the Ivory Coast, or Lego in China)

Collaborative

The store becomes a living space where a community learns, plays sports, trains, or discovers a variety of things as a group (e.g. Electrolux in the Netherlands or Leroy-Merlin in France)

CONVENIENCE REDEFINED

Consumers are increasingly demanding that brands adapt themselves, almost magically, to support their changing needs and desires. This of course involves an advanced cross-channel and data strategy but also involves two key points.

First, the development of services online and in store that contribute to the fluidity of the buyer's journey, and in which the store makes the most of online tools. Some examples include stock availability and reservation of the item in the desired colour or size to be picked up in store, staff bringing the customer clothes directly to the fitting room in a different size or colour as requested from an embedded tablet, access to accurate product information through screens, sharing on social media, ultra-fast delivery... All these services have now become a reality.

The other important element is the progress made in payment technologies. Even though NFC (contactless) payment is not yet mainstream everywhere in the world, the removal of the tills in favour of tablets greatly modifies the layout of the store, and of the customer journey, while also giving sales assistants more time to take care of customers. Is this a testimonial to the new role of store employees as consultants?
The transaction is now carried out side by side and no longer face to face.

This trend is also rooted in one fundamental strength of stores: their geographical proximity to customers remains a key asset not only for the use of data but also for delivery. Nike by Melrose in the United States or Etam-Undiz in France are prime examples.

A GLOBAL TOUR OF IN-STORE TRENDS

EUROPE

For several years European brands have been moving towards a broad digital transformation, focusing on in-store innovations using robots, artificial intelligence and virtual reality. These stores are designed to make life easier for customers while simultaneously providing them with an unforgettable experience, telling a story to increase brand loyalty.
A good customer experience is centred on emotion; the customer must be able to experience both a collective and an individual, custom-made experience.

Across Europe, you will find amazing creativity - as you will see from the following examples, it is an abundant playground for the customer experience with extremely dynamic local brands.

Linda Ralph

VP Business Development
Mood International

EATALY WORLD – BOLOGNA

Italy

Covering an area of nearly 25 acres, Eataly World is the largest food park in the world.
On opening, it was predicted that six million visitors a year would discover the secrets of pizza, pasta, olive oil, prosciutto, and more! There are also shops, 45 restaurants, factories, discovery workshops, wine bars, and a farm on site. To travel around the food park customers have the option of walking or choosing bicycles equipped with fridges. In this concept we find a mix of different customer experiences; collective (with laboratories) as well as custom-made with dedicated workshops and a conference centre.
The aim of the park is to tell the world about the excellence of Italian food and wine, making this park a beacon for tourism in the area.

DECATHLON / QUECHUA

France

Decathlon uses virtual reality to overcome the problem of a lack of space in stores and enable sales assistants to show their 14 varieties of tents set in three environments: mountain, forest and desert. By adjusting the brightness and weather settings (rain and wind) in the HTC headsets, users can discover the characteristics of real size products in a realistic virtual setting. A survey conducted across all the 13 Decathlon stores equipped with VR revealed that more than 95 of users recommended this new shopping experience.

This is a thoroughly immersive customer experience that aims to generate excitement among customers while also reducing the potential for a surprise when using the tent!

LA.SALLE. DE.SPORT WITH REEBOK – PARIS

France

This 1,700m² hybrid venue comprises a store, a gym, and a social area under the same roof. It is a great example of a space where you can be fully immersed in the culture of the brand while you shop their product range. As one of the few places of its kind in Europe, it offers a holistic experience combining shopping, fitness classes, and a Social Club.

The shopping and sporting areas are connected by a 30m-long track, and the social area, while available as an area for relaxation, is also a space to exchange ideas, sometimes during conferences hosted by the store.
The whole enterprise is supported by their 'founding members', a team of influencers.

TOMMY HILFIGER – LONDON

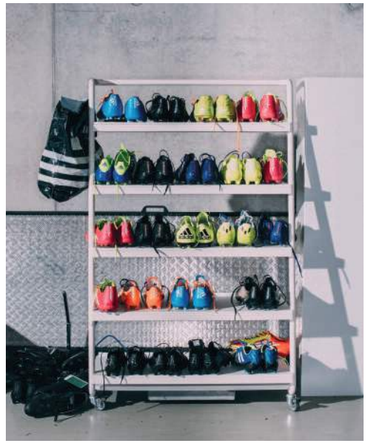
United Kingdom

This sophisticated and high-tech store is equipped with multiple interactive screens allowing the customer to view stock availability both in-store and online, and to place an order. Several RFiD kiosks have also been installed, which provide quick access to product and stock information. The fitting rooms are equipped with smart mirrors (and RFiD) that offer the same functionality as the screens in the main part of the shop, without the need to leave the fitting room.
The café tables are fitted with wireless charging and rotating screens that provide the ability to browse easily with the person sitting opposite. Finally, the Customisation Lab allows the customer to personalise their purchases with patches, embroidery and other tailor-made services.

ADIDAS

Germany

Adidas launched an ambitious pop-up shop inside a Berlin shopping centre. This concept, Storefactory, was based on producing machine-created, made-to-order items in-store. Only offering one product - customisable merino wool jumpers knitted by a machine on-site - the brand wanted to gauge customer interest in this highly personalised experience. Once the customer has been measured up using a body scan, they work with an employee to design their jumper, which is then knitted behind a glass wall within a few hours. This project was upscaled and several factories were built across various countries to build customised, limited-edition trainers, with the ability to adapt to local requirements.



MEDIA MARKT – EINDHOVEN & WILRIJK

Netherlands

Media Markt's store provides both a digital experience and a comfortable living space for its customers. Clients are greeted by Pepper, a robot cashier, as their orders are sent directly to the cash register, while throughout the store entertainment takes centre stage: a DJ, coffee tasting, a gaming corner, a hairdresser or even a chef using the latest kitchen appliances available to be purchased in store. The store also offers customisation of home appliances as well as the opportunity to fly a drone inside the shop. A space is even put aside for local start-ups to present their innovative ideas. Finally, the brand's website provides a virtual visit to the store.

These pilot stores are expected to be scaled up across the entire market to deliver a customer experience that is collective, tailored and personalised.

ASIA

Unlike any preconceived ideas you may have about the predominance of technology or robotics in Asia, the retail sector is based on an immersive customer experience, mindful of adhering to the customs of the locations where brands take up residence (e.g. Innisfree, Cartier, Nike).

The formats of the shops are diverse and varied. Sometimes they appear as temporary, responding to this local aspect and to the culture of the country and its citizens (e.g. Nike, Lego).

The customer experiences are also often mixed with a clear taste for the immersive, most commonly through play or art (e.g. Lego, Dolce & Gabbana, Hela). However, a fondness for the community aspect also shines through, going hand in hand with the logic of adapting to local customs (e.g. Nike, Hela, Lego, Dolce & Gabbana) and which welcomes different communities at the point of sale (children for Hela, artists for Nike and Dolce & Gabbana).

On the Asian continent, technology can therefore be said to service the community or to enable a full immersion, rather than being used solely for logistics.

C.M. Liew

Managing Director
Mood China

HELA CLOTHING / TESCO

Sri Lanka

Hela Clothing, the Sri Lankan-based global apparel leader, has developed augmented reality t-shirts for kids! In collaboration with British retailer Tesco's F&F brand, the launch of these t-shirts is helping to push forward the child's interactive gaming experience. The Zero Gravity T-shirt, available online and in store, enables buyers to download the Zero Gravity app allowing them to explore the t-shirt print through augmented reality.

The novel feature with this pairing is that when app and t-shirt are closely located, an additional exclusive game is unlocked - a highly innovative customer experience!

NEW HYDRATATION STATION / INNISFREE – HO CHI MINH CITY

Vietnam

Korean brand Innisfree has brought innovation to the world of cosmetics in their first pop-up store in Vietnam. This pop-up, named their 'Hydration Station', displayed the brand's range in various different zones dedicated to the theme of tea as applied to cosmetics, offering customers eco-friendly products adapted to the local culture. By dividing the experience into these different areas, the customer is invited to take part in a journey, providing an immersive and cultural experience.

LEGO – SHANGHAI

China

Spread over two floors and covering 585 m², Lego have opened a second flagship store offering customers an immersive personalised experience, the first of its kind in China. The brand invites families to go to the store together to design fun and innovative constructions, spending quality time together. This second flagship store in China shows Lego's commitment to this market, bringing a new, immersive and communal customer experience for the whole family.

CARTIER – TOKYO

Japan

A new pop-up shop, located in Tokyo, was the brainchild of the giant French luxury company Cartier, that launched this space alongside their 'Juste un clou' (or 'Just a nail') campaign. The temporary space was modelled on the layout of local Japanese convenience stores, and displayed the brand's new collection of jewellery. The tagline of the campaign 'When the ordinary becomes precious' was echoed in both the jewellery itself (the collection featured minimalist representations of nails) and in the layout of the shop, which provides a recognisable and immersive customer experience, democratising the image of unattainable luxury but staying true to the campaign ideals.

7FRESH – BEIJING

China

JD.com has opened an innovative supermarket 7Fresh entirely dedicated to food, 75% of which is fresh. In a similar fashion to its rival Alibaba's Hema stores, numerous screens display product information and recipe ideas, the shop also offers a mobile payment app (using WeChat Pay) and a 30-minute delivery service. However, their greatest innovation lies in their smart carts that can guide customers through the aisles. The interactive experience is completed in the in-store restaurant, where chefs are available to create meals out of the purchased groceries.

DOLCE & GABBANA – TOKYO

Japan

In this luxury retail store in Tokyo, innovation is brought into play through the connection of architecture, products and materials using bright design, contrasts and perspective. No fewer than 400 moving projectors were installed to highlight the collections, and luxury building materials such as black marble and ceramic create a feeling of grandeur in the store. The brand also collaborated with a local design school, inviting students to create drawings for the shopping bag designed for the opening.

This immersive experience is designed to generate emotion among visitors through the design of the store itself.

OCEANIA

Oceania is perhaps the most interesting retail area to keep an eye on today. Perhaps it is due to the mix of Anglo-Saxon influences and its proximity to Asia. Nevertheless, regardless of the reason, in Australia and New Zealand brands have developed a very advanced understanding of retail:

+ The points of sale have a well-defined role in the suppliers' strategy: they are treated as an asset, alongside digital assets, and allow the brand to provide the best service to their customers.

+ The experience is curated and focuses on the real needs of customers: fresh produce, convenient services or games; everything has been thought through and is effective.

Steve Hughes

Managing Director
Mood Australia

CUE CLOTHING

New Zealand

After rolling out a three-hour delivery, Cue Clothing created a seamless experience for customer experience with its new clothing line.
Following this, there was an evolution of inventory management allowing staff to prepare orders for delivery within 30 minutes. From the store a reservation is triggered with a NZ courier (partner with the National Post) automatically generating a shipping label. For Cue Clothing the bricks and mortar store plays a key role in the fulfilment of its orders, with 87% of click-and-collect and collection orders being packaged there.

The brand is also investing in AI to offer personalised experiences via recommendations or facial recognition.

RODD & GUNN – MELBOURNE

Australia

New Zealand clothing retailer Rodd & Gunn has opened an experiential space in Melbourne. This new store features a concierge to facilitate the click-and-collect experience, as well as a live video stream from Queenstown, New Zealand, connecting the brand to its Kiwi roots.

Designed as a versatile environment to blur the line between in-store and hospitality, the store even provides a mini-bar for customers.

The wood-panelled ceiling and floor are complemented by a sophisticated decor incorporating New Zealand art, making it feel more like an art gallery than a store.

CANON – MELBOURNE

Australia

Canon Australia has opened a unique collaborative store. In addition to a vast product discovery area, customers can receive personalised consultations in the store and access two relaxation areas with cycloramas to test their equipment. Co-located with SunStudios, the store has on-site printing capabilities, professional studios, a coffee shop and a large gallery.

Its goal is to address photographers of all levels.

Another unique feature is the importance of the Canon Collective team who organise various weekly activities, including photography guides for beginners, photo tours and assembly workshops in-store.

WOOLWORTHS – ASCOT

Australia

'Woolworths 3.0', a next generation, true neighbourhood store, has now opened. It includes a new drive-thru area: via an app, customers can notify the store of their arrival and park in a designated area where their shopping will be delivered to the car, without them ever having to get out.

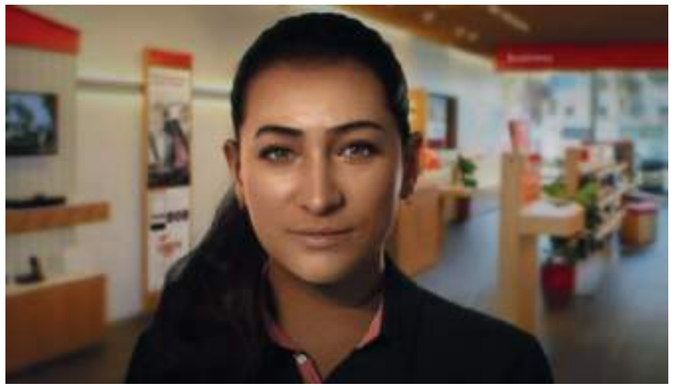
The immersive customer experience is geared toward convenience and local produce, with a range of roast chickens, breads and cakes made-to-order at the bakery. Guests can also purchase cheese from a dedicated cellar, 100% Australian meat or fresh fish.
With the atmosphere of a market, the fruit and vegetable section focuses on local produce.

GENERAL PANTS – SYDNEY

Australia

General Pants Co. relies on in-store gaming, with a focus on creating experiences that resonate with its young clientele. The Westfield Parramatta site is home to a half basketball court and a vintage arcade space. The 800m² area also includes a large space devoted to denim, and a shoe area. The works of Australian street artists cover the walls, adding to the relaxed atmosphere.

General Pants has already created an immersive experience in collaboration with Universal Music, with the opening of a store that includes the sale of records and a listening station, a pop-up tattoo parlour and an ice-cold drinks dispenser.



VODAFONE

New Zealand

Vodafone has just launched Kiri, an artificial intelligence virtual assistant that welcomes customers into the store. Kiri is able to look at the customer and understand the emotions being displayed when they smile or frown, for example. She is designed to be warm and engaging and can tell jokes. For six months, Vodafone will test Kiri in two stores to carry out routine transactions, such as prepaid phone recharges, the goal being to free up 'sellers time' for better customer interactions. If the test is successful, Kiri could be deployed around the world.

NORTH AMERICA

North America is often considered to be the leading arena for customer experience and brings together all the latest innovations. Several points should be considered as the most noteworthy :

+ A sustained focus on community: this concept was born very early and keeps growing steadily, including in sectors like home (e.g. Pirch) and banking, where it was not expected to be this developed

+ The importance of servicing: this includes all of its variations, especially when it comes to the delivery time, the order in store (availability of stock), payment and tailor-made items

+ Technological innovations to attract customers are a thing of the past: there is no need for gadgets as brands now rely on technology to deliver convenience. The exception however is the food industry, especially in Silicon Valley, where automated restaurants are taken to the next level!

In absolute terms, stores rely on an immersive experience. At Kanuk, jackets are tested in real weather conditions, while at Pirch the consumer can test all the products in a home-like setting, where they are plugged in and waiting, which is similar to Sonos' stores.

Jaime Bettencourt

SVP Business Development Mood North America

SILVER DEER – MEXICO

Mexico

Silver Deer is Mexico's most famous concept store. Dedicated to men and luxury, it brings customers into its community with a warm and welcoming atmosphere where guests can take their time and drink a glass of bourbon whilst discovering carefully selected clothes, shoes, home care products, skincare and books.

In addition to this, the store has a shoe salon, grooming area, patio, mezzanine and luggage area, as well as a VIP room for tailor-made services, making it the only store of its kind in Mexico.

KANUK – MONTRÉAL

Canada

Kanuk has developed an immersive experience claiming the ultimate in 'Shoppertainment' in its flagship store. It is divided in two; on the left a remnant of the lino-floored warehouse and to the right an elegant showroom. However, the most important change is at the back of the store where a temperature regulated 'cold' room is available to customers. This in-store winter space allows customers to test the quality of coats in the room as it is cooled at a temperature between -10 and -25 degrees celsius, reproducing identical conditions of a typical winter in Quebec. The brand also focuses on its local roots by housing an on-site manufacturing plant.

SAMSUNG – TORONTO

Canada

This Samsung store is all about experiencing the products. With decor worthy of a museum, it puts the emphasis on the sales assistants, who accompany visitors in their discovery of products through a carefully curated storyline whilst exploring different spaces in the store. The motto 'experiment' is applied to all products from telephony to home appliances. The kitchen area hosts classes with famous chefs. Another space is dedicated to virtual reality where customers can test the headsets. Samsung has also partnered with universities to offer events hosted every month by local artists relying on the use of Samsung's product line.

CREATOR - LOS ANGELES

United States of America

Creator is an automated restaurant where you can eat an organic burger prepared by a robot. Each burger is made by a machine which is about four meters long and equipped with 350 sensors that are used to control cooking. When the order is almost ready to be served, the bread is cut, toasted and then placed on a conveyor belt where the robot adds the sauce and toppings. The whole process takes only five minutes and waiters are present in the room to manage the service. The automation trend is very strongly present in catering, for example restaurant Eatsa has no visible staff and Zume prepares pizzas with the use of robots.

NIKE BY MELROSE – LOS ANGELES

United States of America

The experience of convenience here is beyond excellent! The store is primarily for 'NikePlus' members, enabling the store to use their data to personalise the store visit. In addition to the services usually available through the app (in-store recognition, stock availability and purchasing in-aisle), members can reserve their purchase for pick-up in 'smart lockers', unlock offers and unique products in a large vending machine, send a message to sellers to make a return, or exchange goods while staying in their car.

In addition, the store offers services including a Sneaker Bar, style consultations and an area to try products.

REVOLVE CLOTHING – LOS ANGELES

United States of America

Revolve is well known for its influencer marketing with nearly 70% of its sales being generated by its ability to mobilise the most important micro-influencers.
The brand has adapted its strategy in store with the Revolve Social Club. The boutique is essentially a private members club where guests can enjoy private shopping sessions, exclusive events and a richer brand experience. Point-of-sale access is by invitation only to the most loyal customers, influencers, stylists and some celebrities. This is a strategy of scarcity that resembles that of the revered brand, Supreme.

SOUTH AMERICA

South America is on the cusp of a vast transformation, and as in the rest of the world, immersive shopping centres are developing at great speed.

Another interesting phenomenon is that e-commerce giants like Amazon are enabling small retailers to become more digital and to solve one of their main problems: cash payments. In a region where a lot of the consumers are not registered with a bank, this is a new and different aspect of the convenience trend!

Digitalisation is very widespread, especially in Brazil. However, the community aspect is probably the least present at the point of sale.

Paula Fernandez Larravide

Director of Business Development
Mood Latin America

ZAITT – VITTORIA

Brazil

Around the world, similarly to Amazon Go, automated supermarkets are growing. Zaitt, a fully-automated and unmanned supermarket is an example in Brazil. Customers need to download an app and get a QR code to enter the store, which they have access to 24/7. After scanning barcodes for payment, customers are billed automatically once purchases are complete.

This supermarket hosts 2,000 people a week, with an average spend of about 30 USD. Due to its success, a second store will be opening shortly in São Paulo. It is comparable to Bingo Box in China, which is an autonomous store connected to WeChat.

BANCO GALICIA – BUENOS AIRES

Argentina

In order to appeal to younger generations that are fleeing from the traditional banking format and choosing technology (online banking) to manage their finances, Latin America is brimming with 'coffee banks'. These banks offer ATMs, tablets used for home banking, but also allow access to meeting rooms and relaxation rooms. Banco Galicia, along with Starbucks, also offers a cafeteria service with free Wi-Fi, a co-working space and specialist advice to customers on request.

STARBUCKS – PAN-AMERICAN HIGHWAY

Peru

The American brand Starbucks is well established in South America, and the firm has therefore decided to test a new concept store based on take-away sales in Peru. The focus is on highlighting an important ecological commitment because it is, in addition to being a new concept, a shop made of recycled materials. It concentrates on a strong commitment to the customers' community and ensures immersion in the values of the brand.

JARDINES LLANOGRANDE – RIONEGRO

Colombia

This shopping centre will be one of 24 shopping centres to open in Colombia by the end of the year! But Jardines Llanogrande goes further, focusing on the immersive experience. With 6 cinema halls, there is lots to do for entertainment, as well as beauty and health centres and leisure activities, which include the largest gym in the region. There is also a focus on the environment with gardens, an efficient water supply and energy management system with vehicles and solar panels. The shopping centre has also set up a partnership with the University of Sports and the Casa de la Felicidad, to integrate further learning within its walls.

CROWDUP

Chile

The Argentinian app CrowdUp is completely transforming in-store customer experience thanks to virtual reality. Similar to the popular augmented reality mobile game Pokémon GO, brands can organise online campaigns of personalised discounts, with a suggested price that is hidden from the customer. To find the discount, the customer needs to go to the store and use the app to locate the price and receive their discount. Additional information on the product is also available within the app. This is an interesting way to engage with clients, collect data, and to bring entertainment to the store. This concept was replicated for LOL dolls, a product in high demand among customers.

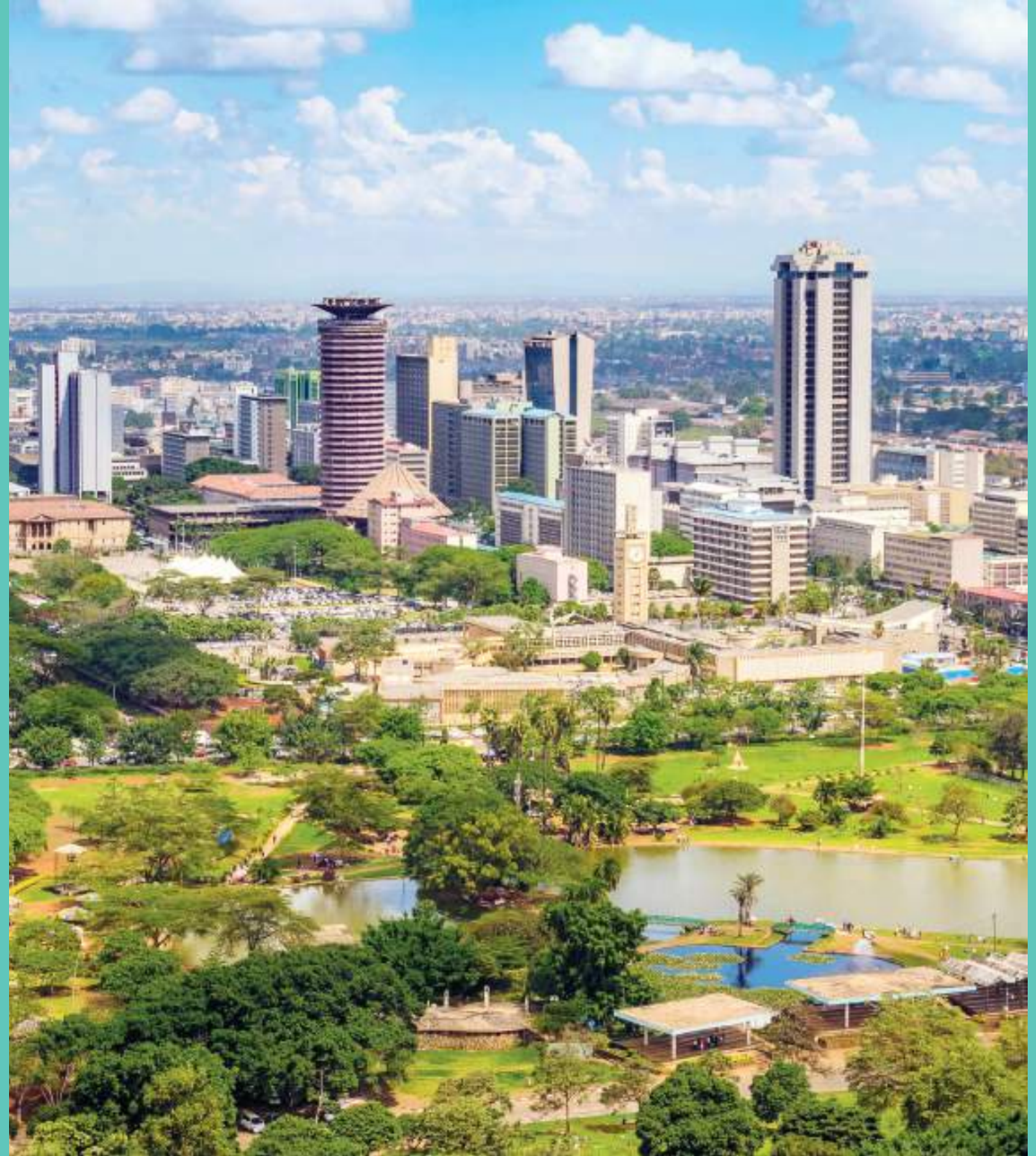
VIVO – RIO DE JANEIRO

Brazil

The store Vivo Centro Rio is the first store for the brand, which focuses on experience, with spaces dedicated to customers who wish to buy products, take out a subscription, benefit from a personalised service or receive help from a computer expert. There is also a co-working space, where the operator offers tablets for customers to use whilst working there.

Until December, there will also be a partnership with Motorola for gaming experiences.

The multipurpose room will host workshops for children and the elderly, where the workshops will be organised using the company devices.



AFRICA

Driven by the rise of mobile technology and the development of a middle class in a growing number of countries, Africa is characterised by three phenomena:

+ The incredible growth of shopping centres: these colossal centres combining spaces for living and culture are everywhere, from Maghreb through to Western Africa and all the way to Southern Africa. With immersive experiences, they provide a fusion of entertainments and confirm that shopping has a bright future.

+ The vitality of the 'Made in Africa' movement: this is shown through new brands that highlight their uniqueness, alongside the development of international brands that implement the same 'retail recipe' used in their country of origin (e.g. Leroy Merlin in South Africa).

+ Nomadic innovation: particularly linked to the rise in payment technologies adapted for independent businesses, whether through banks or nomadic cash registers!

David Shmul

Executive Director
Strategic Affairs
Mood International

SOKOWATCH

Kenya

Mobile technology is revolutionising local commerce in Africa and making it more connected. Sokowatch is a perfect example of this. This Kenyan start-up, created in 2013, integrates a large number of local businesses in Kenya, and it has just been launched in Tanzania. Its principle is based on an app, which allows customers to order remotely from their local store and for the goods to be delivered within 24 hours. The start-up is in direct contact with the companies delivering the products in order to make the transaction possible. Customers of course have access to their order history but can also get discount notifications, customer analysis and credit orders.

THE FOSCHINI GROUP – JOHANNESBURG

South Africa

The Foschini group integrated digital technology in its stores very early on, especially through touch screens and by developing a seamless strategy. An interesting example of combining digital and engagement is that the group launched a digital installation in the Sandton City shopping centre that showcases the natural beauty of women to celebrate National Women's Day in South Africa*.

This video mirror combines a digital SLR camera and a wide-angle GoPro camera, and allows participants to see themselves on a red carpet with the messaging #NOFILTER. Participants can share the campaign and their photo on social networks.

** The day commemorates the great uprising of women that took place on August 9, 1956. Nearly 20,000 women marched on the Union buildings in Pretoria to protest against segregation, the internal passport system of the apartheid government and restrictions on the movement of black women in urban areas.*

PLAYCE MARCORY – ABIDJAN

Ivory Coast

Abidjan already has 5 shopping centres, and while some of them, such as Abidjan Mall, appear as entertainment venues, others showcase their involvement in the community. PlaYce shopping centres have launched an eco-responsible initiative by organising a waste collection service for the streets of Abidjan. Already organising fitness days for its customers, PlaYce wanted to give an ecological dimension to this initiative.

The idea was created after observing large quantities of waste restricting the route for runners and hikers in the Ivorian economic capital. Runners have since signed up to pick up the waste polluting the neighbourhood around each centre.

ALÁRA – LAGOS

Nigeria

The first flagship lifestyle store in West Africa, Alára, is a concept store dedicated to African creators from the diaspora or the continent. It also showcases new talent while creating a critical creative platform for Lagos. By providing a real place of conviviality with its restaurant and rooftop terrace, it offers the premium services of luxury outlets, such as:

+ Custom-made clothing because, as the creator highlighted, 'African women do not necessarily match the international standards in terms of body build and size'.

+ Personalised shopping service, where a dedicated sales person accompanies the customer in a private room.

BOURGO MALL – DJERBA

Tunisia

While some go as far as organising a music festival during the summer (Morocco Mall), other shopping centres are becoming true leisure destinations. The Bourgo Mall is a prime example. This complex of four hectares includes residential properties and a shopping centre. This shopping centre's primary focus is on entertainment by including a 1,380 m² auditorium, a space for exhibitions, and a movie theatre. An area of 5,000 m² is dedicated to children with a carousel, playground, nursery school and kindergarten. Thus, this shopping centre is set to become a new tourist attraction for the island.

YAN&ONE – CASABLANCA

Morocco

The cosmetics and wellness brand 'YAN&ONE' launched the first Beauty Smartstore in Morocco. It proposes to unite virtual and reality to create individual beauty solutions, with the option to share them on social media. In a store that occupies 3,500 m², products coexist in an innovative visual merchandising format. More than 1,000 screens and tablets reveal the latest trends via exclusive videos and tutorials. More than a brand, it is a true experiential concept adapted to all skin types. Proud of its heritage, the brand promotes the fact that it is from Morocco and showcases the ancestral beauty rituals that have made the country famous.

MOOD:

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Mood reaches more than 150 million consumers each day through more than 500,000 subscriber locations in 100+ countries around the globe. Mood's clients include businesses of all sizes and market sectors, from the world's most recognised retailers and hotels to quick-service restaurants, local banks and thousands of small businesses.

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