2020

Brand eXperience AWARDS

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VIRTUAL EXPERIENCE

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Brand EXPERIENCE AWARDS

17 RETAIL BUSINESSES WIN 2020 BRAND EXPERIENCE AWARDS

In the new era of retail, we know that experience is everything. But which retail and direct-to-consumer (DTC) brands are winning customer attention and affection across all stages of the shopping journey? The Brand Experience Awards, presented by RetailX and *Retail TouchPoints*, were created to spotlight the businesses that are redefining the rules of interaction, engagement and loyalty. They have implemented new tools and strategies in one or several areas of the brand experience, raising the stakes for their competitors and the entire retail industry.

Winners were selected from more than 90 nominations. They include large and small retail companies and brands in a variety of industry segments, from cosmetics and apparel to technology and hospitality.

This year's winners are (in alphabetical order):

Allbirds	**L'Oréal**	**Soft Surroundings**
Anomalie	**Microsoft**	**The Boutique Hub**
AT&T	**Pizzas Pronto**	**The Groomsman Suit**
Boost Mobile	**Rebag**	**The Vitamin Shoppe**
e.l.f. Cosmetics	**Sleep Number**	**Yves Rocher**
Häagen-Dazs	**Sodexo**	

Join us in congratulating all 17 winners!

Debbie Hauss
Executive Director, Content
Retail TouchPoints

Alison Medina
VP, Content
RetailX

DIGITAL THANK-YOU PROGRAM MOTIVATES GUESTS TO REWARD SODEXO EMPLOYEES

thx:) for making my day

Tell us about an employee who makes every day a better day for you.

THX :) For making my day! is a customer loyalty program that allows Sodexo guests to recognize employees directly for their performance as it relates to satisfaction and service. Compared to traditional methodologies that rely on a manager or supervisor observing and recognizing behaviors, or waiting until a comment card or feedback slip is filled out and then hopefully read, *THX :)* is constantly collecting feedback and images that can be shared with the employee, the teams at the work site and, in some cases, used to reward the customer providing the feedback as well.

THX :) is deployed 100% digitally. Using a QR code or tiny URL, guests can recognize employees who "make their day" on their mobile device by filling out a questionnaire and uploading a photo of the person they are "nominating."

The "nominations" are shared by a team of "Customer Loyalty Experts" with the accounts in their immediate area. The accounts then use this information to recognize and reward their outstanding team members, and "tell the story" back to guests who then continue to recognize performance. On a national level one "nominee" per month is selected as the National THX :) Champion.

Using a QR code or tiny URL, guests can recognize employees who 'make their day' on their mobile device.

Category:

Digital Innovation

WINNER

ANOMALIE

WEB SITE:
www.dressanomalie.com

ANOMALIE BRINGS WEDDING DRESS BUYING ONLINE WITH DATA-POWERED PLATFORM

In December 2019, Anomalie launched DressBuilder, a data-powered platform that leverages the collective knowledge of expert dressmakers, stylists, data scientists and behavioral scientists to create four billion permutations of possible dresses for brides, sized 00 to 30+. Anomalie's design team spent 30,000 hours documenting their dressmaker knowledge into the DressBuilder and sharing insights directly with brides. Anomalie engineers have been working on technology that will make up for brides not being able to try on dresses in person (building IP around predictive algorithms for fit, customization and visualization tools).

The brand recently announced its FitCommit Guarantee, which pledges that no Anomalie bride will pay more than $499 in alterations to address fit issues. If alterations exceed $499, the team vows to cover the cost difference.

Since its launch, DressBuilder has surveyed more than 750,000 brides, and more than 1,500 people a day were completing the DressBuilder quiz and signing up for a custom sketch (prior to the coronavirus pandemic). In March 2020, Anomalie saw its best month in sales and a 25% increase in signups (1,500+ per day). Weekly sales were up more than 3X compared to the six months prior.

DressBuilder has surveyed more than 750,000 brides.

Digital Innovation

WINNER

REBAG

WEB SITE:
www.rebag.com

DIGITAL INNOVATION DRIVES OMNICHANNEL LOYALTY AT REBAG

Rebag has been focused on improving technology implementations and creating a cohesive omnichannel experience for customers looking to buy and sell luxury bags. In stores, customers can identify potential purchases using iPads to access the bag finder survey.

The data from survey activity is uploaded into the company's Endear retail CRM, which has been implemented in 11 different stores. Sales associates use information from the surveys to put together lookbooks with their recommendations, then follow up with customers after their store visit via email and text.

When Rebag customers are searching online, they can access the **Claire** technology, designed to help educate consumers when they are looking to either buy or sell a bag. By identifying the resale value of more than 10,000 bags from 50+ designers, consumers can feel confident they are getting the best deal.

The company also recently updated its **Infinity Exchange** offering, allowing shoppers to try a bag and return it within 12 months.

"By implementing a more holistic experience, we've seen a drastic improvement in our repeat customers," said Geronimo Chala, VP of Retail at Rebag. "And we've done well during the pandemic. We've been quick to pivot, implement and execute."

"By implementing a more holistic experience, we've seen a drastic improvement in our repeat customers."

- GERONIMO CHALA, VP OF RETAIL, REBAG

E-Commerce Site Optimization

WINNER

L'ORÉAL

L'ORÉAL OPTIMIZES BUILDING AND PERFORMANCE ACROSS 3,000 WEB SITES

In 2016, out of 3,000 live L'Oréal web sites, only 20% were driving the bulk of daily traffic from 1 billion global consumers. Many sites had decentralized or inactive technologies.

Working with the Valtech agency, L'Oréal implemented a digital experience platform from Sitecore with a headless content management system (CMS) and personalization capabilities that could rapidly deploy web sites across all brands, zones and countries.

Called "The Website Factory (WSF)," the new platform has reduced new web site time-to-market. An average master site is up in six months, with a rapid one-month technical rollout in local countries (not including content production and web mastering).

Out of 15 target brands, 11 web site masters have been built with Sitecore, and more than 400 localizations were launched by the end of 2019. New web sites using the WSF have seen a significant decrease in average loading time, from 10 seconds to less than three seconds.

The WSF allows short time-to-market for new site products and services, such as virtual try-ons and skin diagnosis. In one example, the flagship L'Oréal Paris brand launched its "beauty genius" app, storing web site visitors' answers to return customized content and product suggestions that best fit their profile.

The L'Oréal Web Site Factory allows short time-to-market for new site products and services, such as virtual try-ons and skin diagnosis.

E-Commerce Site Optimization

WINNER

WEB SITE:
www.elfcosmetics.com

WEB SITE OPTIMIZATION YIELDS 3.5% CONVERSION LIFT FOR E.L.F. COSMETICS

e.l.f. Cosmetics' digital transformation focused on four pillars: building a digital ecosystem, harnessing customer data, personalization and consumer experience. Whether the consumer shops online or offline, e.l.f. Cosmetics strives to create a consistent, unique experience that caters to each customer's individual needs and desires.

Key initiatives supporting this digital transformation included growing and optimizing the company's web site, expanding the company's digital footprint internationally, and modernizing the company's personalization efforts with advanced technology such as augmented reality. All of these initiatives needed a fast, highly performant e-Commerce site to support them, which led to e.l.f. Cosmetics' implementation of the YOTTAA Acceleration Platform.

During a trial, e.l.f. Cosmetics ran half of its live traffic through YOTTAA and half through its standard environment. YOTTAA delivered a 27% improvement in site speed and a 3.5% lift in conversion. As a result, e.l.f. Cosmetics has been able to forge ahead with all of its 2020 digital initiatives, despite the coronavirus pandemic.

Delivered through reverse proxy, YOTTAA's acceleration platform takes control over how and when all browser elements are loaded, to improve site performance and create consistent shopper experiences. The platform also includes comprehensive analytics and dashboards.

Web site optimization delivered a 27% improvement in site speed and a 3.5% lift in conversion for e.l.f.

Last Mile & Fulfillment Experiences

WINNER

GIOVANNI'S PIZZAS PRONTO!
— ITALIAN MEALS DELIVERED —

WEB SITE:
www.pizzaspronto.com

PIZZAS PRONTO BRINGS THE RESTAURANT TO THE NEIGHBORHOOD

Pizzas Pronto is a delivery-only restaurant that built a fleet of mobile storefronts/kitchens that are able to serve on-demand customers directly at their curbside, whether at home or at work. During the COVID crisis, consumers wanted even more than "contact-less deliveries". Pizzas Pronto's mobile kitchens allow onboard workers to remain inside the mobile storefront while preparing orders at a customer's curbside. When a mobile storefront nears the customer's home, a text message notifies them that their order will be ready for pickup at the service window within minutes.

Pizzas Pronto operates on the Fleat Network, which allows merchants to manage self-delivery programs internally. Fleat leverages advanced system automations, artificial intelligence and machine learning to send geotargeted digital messages to a merchant's customer database. These technologies can be used for targeted and personalized "just in time" promotions as well as to manage all communications from order to fulfillment.

During the COVID crisis, Pizzas Pronto created the concept of "Virtual Block Parties," which facilitates organized community events around pre-planned group orders. This allowed Pizzas Pronto to serve entire neighborhoods in a structured fashion that maintained rules around safe distancing. Neighbors could place their family's orders in advance and select time windows for service.

Pizzas Pronto created the concept of 'Virtual Block Parties,' which facilitates organized community events around pre-planned group orders.

ALLBIRDS MARKETS ITS NATURAL, SUSTAINABLE THEME ACROSS CHANNELS

Allbirds disrupted the footwear industry by offering a very simple, minimal shoe in basic colors that could be worn for work or leisure. The brand uses sustainable materials in the upper, laces, sole and packaging. The brand marketing theme, "Light On Your Feet, Easy On The Planet," appears in social channels including Twitter and Facebook.

Allbirds keeps its theme consistent across online, social and in-store channels. For its no-questions-asked Return Policy, the brand states: "Wear in the Wild. Lace up and let loose. Take 30 days to parade around town. If you're not swept off your feet, we'll take your shoes back, no questions asked."

Allbirds also markets via **YouTube** videos titled: "Meet your shoes," to educate consumers visually about their use of sustainable and natural materials.

Furthering the brand message and its commitment to charitable causes, **Allbirds partnered with JUST** water in 2019, together donating all proceeds to the Earth Alliance's Amazon Forest Fund.

In January 2020, Allbirds received rave reviews in a **CNN article**. The company opened **20 new stores in 2019** and planned another 20 in 2020. As of 2019, Allbirds reported that all existing U.S. stores reached profitability within the first two months of opening.

Fueled by powerful mobile and social marketing, as of 2019 Allbirds reported that all existing U.S. stores reached profitability within the first two months of opening.

Marketplace Strategies & Technologies

WINNER
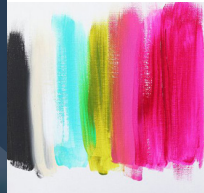
THE BOUTIQUE HUB

THE BOUTIQUE HUB CURATES GLOBAL FASHION FOR SMALL BUSINESSES

The Boutique Hub is a digital marketplace created to "help consumers find their favorite boutiques around the world, and to help boutique owners, small brands, designers, service providers and fashion influencers come together to connect, collaborate, learn & grow." The site features two platforms:

- **#BoutiqueStyle:** Curates global boutique fashion daily to share directly with consumers and allow them to find their favorite boutiques.

- **#BoutiqueBusiness:** Connects the boutique industry's owners, brands, designers and influencers to help find the tools and resources they need to grow their business.

To help its small businesses during the COVD-19 crisis, The Boutique Hub converted operations to "LIVE" sales on social platforms, and provided loans and grants to its independent business owners. The company created "We Will Survive" and "We Are All In This Together" campaigns that offered positive feedback, shared success stories and comforted those in need of help. Many boutiques working with The Boutique Hub have reported record sales during the crisis.

To optimize business processes, The Boutique Hub teamed up with CommentSold, a solution that automates administrative tasks for small businesses, and other service providers, to help the independent retailers move forward when brick-and-mortar stores were being closed.

During COVD-19, The Boutique Hub converted operations to 'LIVE' sales on social platforms and provided loans and grants to its independent business owners.

Mobile & Social Optimization

WINNER

Soft Surroundings

WEB SITE:
www.softsurroundings.com

SMS DELIVERS BIG WINS FOR SOFT SURROUNDINGS

Soft Surroundings, a women's retailer founded in 1999, started as a catalog company. In 2019, the company realized a digital transformation was vital for survival, and that led to a big win with SMS.

Soft Surroundings dove into SMS during the 2019 holiday season. The company partnered with Listrak and saw major spikes in engagement, with a 21% increase in conversion rates for November and December 2019.

Initially hesitant on whether SMS would resonate with its target demographic of adult women (average 60 years old), Soft Surroundings found that SMS messages actually quadrupled active site visitors within one minute of messages being sent.

Cyber Monday and Black Friday 2019 became the two strongest days ever in the company's 20-year history, a direct result of the SMS campaign. In fact, the conversion rate for SMS outpaced the mobile ad conversion rate by approximately 50%. Additionally, Soft Surroundings saw a spike in both users and sessions — with a 12% increase in mobile sessions during November and December.

Overall, the SMS campaign led to a 10% increase in online sales compared with the year prior.

SMS messages quadrupled active site visitors within one minute of messages being sent.

YVES ROCHER USES LOCATION-BASED TECH TO ATTRACT NEARBY SHOPPERS

Yves Rocher is a global retail leader of plant-based cosmetics founded in 1959, present in more than 90 countries on five continents with more 6,000 stores worldwide. The brand sought to enhance its online presence, strengthen its digital footprint and nourish the organization's connection to its online communities.

Yves Rocher wanted to effectively reach consumers who were routinely executing 'near me' searches online for stores, reading reviews, and checking the address, opening times and other key information. The brand implemented the Uberall platform, featuring three tools:

- **Listings** ensures that Yves Rocher locations have accurate, consistent location-specific information across directories, web sites, apps, social media and inbuilt GPS systems.

- **Engage** allows Yves Rocher to ensure that any ratings and reviews feedback from consumers are addressed in a timely manner.

- **Locator + Pages** location optimization tool was created to boost local business SEO to reach the most relevant nearby prospects, whether they're looking at online reviews or driving by with a navigation app engaged.

Shortly after the implementation, Yves Rocher profile views increased by more than 80%, clicks on calls were up by 287%, clicks on directions by 120%, and web site clicks by 117% (YoY Q1 2018 vs. Q1 2019).

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Yves Rocher increased profile views by more than 80% with a new location-based platform.

MICROSOFT PIVOTS TO PROVIDE DIGITAL CUSTOMER SERVICE DURING COVID-19

As the coronavirus crisis took hold, Microsoft was ready to help secure employees' jobs as well as address customer needs via its **Emergency Remote Operations** plan, an opt-in program for employees to provide remote customer service. Close to **2,000** employees in more than 100 stores — **80%** of the company's store workforce — agreed to participate.

In early March, Microsoft Stores adopted stricter cleaning policies and social distancing rules while preparing for the next, inevitable phase. All stores shuttered on March 16 and seamlessly transitioned to the new remote model.

Emergency Remote Operations workers received weekly bonuses as well as extensive training and upskilling opportunities. Associates also have received secure devices and/or patches to ensure they are able to keep all client data secure during service interactions.

Although some Microsoft store employees were not able to participate in the program due to priorities — including home schooling and/or caring for at-risk family — they still have been treated as valuable members of the business. All Microsoft Store employees affected by the outbreak have been paid for their regularly scheduled hours, whether due to store closures, reduced store hours or other circumstances outlined by HR guidance.

Close to 2,000 Microsoft Store employees in more than 100 stores — 80% of the company's store workforce — are providing remote customer service.

Pivot Strategy

WINNER

THE GROOMSMAN SUIT

WEB SITE:
www.thegroomsmansuit.com

THE GROOMSMAN SUIT ADDS VIRTUAL SHOWROOM AND DESIGN SERVICES

The Groomsman Suit (TGS) is striving to make shopping for wedding attire convenient and affordable online by offering digital resources and services including:

- Wedding Planning Resources (free fabric swatches, 100+ guides and tips on the company blog, stylist support);
- Free Home Trial;
- Automated Group Coordination;
- Accurate & Simple Sizing Tool; and
- Virtual video appointments with stylists.

In the midst of COVID-19, TGS created new offerings to support engaged couples planning their weddings from home. **Virtual Showroom Appointments** allow TGS stylists to meet with couples via video chat.

A **Virtual Design Studio** will allow couples to design their wedding style on the TGS site from home. Customers will be able to change suit colors, swap out different apparel items and change accessories.

Since launching the company from a New York City apartment in 2016, The Groomsman Suit has grown, on average, 300% per year, and generated more than $3M in sales in 2019. Because word of mouth has helped the brand grow, less than 7% of total sales is spent on marketing, which has helped the company to be profitable since 2017. By 2022, the company expects to exceed $10M in sales annually.

Virtual Showroom Appointments allow The Groomsman Suit stylists to meet with couples via video chat.

Pop-Ups, Events, Partnerships and Other Brand Activations

WINNER

sleep ⬍ number.

WEB SITE:
www.sleepnumber.com

SLEEP NUMBER USES IMMERSIVE EXPERIENCES TO DRIVE BRAND ENGAGEMENT

During CES 2020, Sleep Number offered an immersive interactive product experience to attract, engage and educate its new Climate360 smart bed and The NEW 360 smart bed.

Sleep Number used **projection mapping technology** to video map the top surface of five beds within the booth space with a Panasonic laser. The effect created the content on the bed, mapped to the attendee's body which was viewed in overhead mirrors.

On one side of the booth, attendees participated in an immersive digital experience with the Climate360 smart bed. The attendee could feel the active heating and cooling of the bed while seeing and hearing the benefits of the bed through a mirror overhead projecting content on their body.

The booth's ceiling was comprised of triangle-shaped lighting elements to emulate the brand icon. It pulsated with color to support the temperature balancing theme. The lighting design attracted people from every part of the hall, creating a disruptive draw to the experience.

Results included:
- 1.6B media impressions;
- 95% key message pull through (defined as 2+ SN key messages);
- 11 product awards received;
- 10.6M brand social engagements;
- 33.8M social impressions; and
- 3,000 attendees experienced the Climate360 smart bed immersive experience.

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Sleep Number's CES20 immersive booth drew 33.8 million social impressions.

AT&T BOOSTS STORE TRAFFIC AND SALES WITH EXPERIENTIAL 'FRIENDS' CELEBRATION

To celebrate the 25th anniversary of the *Friends* TV series, AT&T partnered with Warner Bros. Television to bring *Friends25* to fans through a series of retail activations, pop-ups, partnerships and events.

AT&T embraced experiential marketing in-store at high-profile flagship locations in major markets around the world, which included a full transformation of the second floor of one of San Francisco's historical registry buildings.

With a focus on utilizing a combination of digital and analog experiences, AT&T's campaign offered interactions with a variety of paces, some fast-and-fun and others encouraging a longer dwell time. All experiences had content at the forefront.

With the activation, AT&T saw an increase in store visits of more than 95%. The store social handles increased followers by an average of 57% and saw thousands of tagged photos flood social media, showcasing visitors interacting with the variety of experiences offered. Some other highlights:

- 95% total traffic increase;
- Over 510 million Earned Media Impressions;
- 13% increase in sales;
- 64% brand perception increase;
- Expanded reach to over 64,000 people outside of retail locations through pop-ups and special events; and
- Guinness Book of World Record for Central Perk Lego Set Replica.

AT&T's 'Friends' 25th Anniversary activation delivered an increase in store visits of more than 95%.

THE VITAMIN SHOPPE DIGITIZES AND HUMANIZES THE STORE EXPERIENCE

As consumers are re-entering retail spaces, The Vitamin Shoppe is hoping its new brand strategy and first-of-its-kind concept store in New Jersey resonates with shoppers. Designed by Dayton, Ohio-based brand experience agency ChangeUp, the strategy involved two main objectives: **(1) Evolve the Brand** and **(2) Transform the Store Experience**.

In Evolving the Brand, store associates, known as "Health Enthusiasts," serve as coaches to help shoppers. In Transforming the Store Experience, a new store concept called "Modern Apothecary" is designed to invite customers to discover curated solutions.

New digitally empowered store elements include:
*   **"Only Me" health bar**, where shoppers can take an online assessment and set up auto-delivery to their homes;
*   Complimentary **body composition analysis** station;
*   **Product recognition** device that allows customers to view product details, nutritional facts, reviews, usage guidelines and current promotions on an LCD flat screen; and
*   **Interactive sampling kiosk** that engages customers with a touchscreen, encourages trial of different brands via promotional offers and dispenses free samples.

Results from these initiatives include:
*   The retailer's private label brands have seen a 300 to 500 basis point lift in percent of total overall sales.
*   Comp units increased 7% since reopening versus previous period.
*   Units Per Transaction have increased 6% since reopening versus previous period.

In a new brand strategy for Vitamin Shoppe, store associates known as 'Health Enthusiasts' serve as coaches to help shoppers.

BOOST MOBILE OVERHAULS IN-STORE EXPERIENCE WITH ZONED DESIGN APPROACH

Boost sought to improve its brand experience by engaging core customers in-store and broadening its appeal among new audiences. Early visual audits showed that the average Boost store was more about transactions than building customer relationships.

As part of a complete redesign, Boost created a Zoned approach for greater consistency, clarity and customer flow. Each of the three Zones has a specific purpose:

Zone 1: Announce & Amplify - a coordinated approach to exterior signage, window displays and entryway;
Zone 2: Browsing & Products - a clear product zone that balanced product and brand/value messaging; and
Zone 3: Help, Advise & Pay - a zone designed for deeper engagement and interaction, upsell and transaction.

To validate the new store concept, Boost built an Innovation Lab where top Boost Field Directors, Master Agents and Select Dealers shared their feedback on the concept.

Boost Mobile launched 4,000 new and renovated store locations in 15 months. Results include:

* Churn rates reduced below prior levels;
* Boost Net Promoter Score improved;
* 75% of new customers retain their contracts for more than 3 months;
* New stores have a quicker ROI than existing stores; and
* 24% reduction in standard store costs.

Boost Mobile launched 4,000 new and renovated store locations in 15 months.
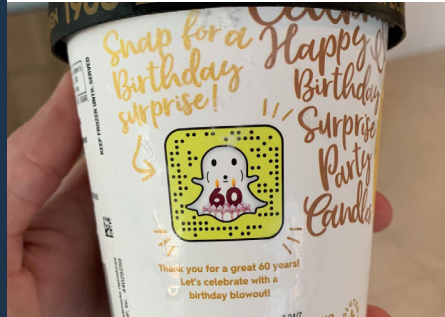
19

The Convergence of Content & Commerce

WINNER

Häagen-Dazs

WEB SITE:
www.haagendazs.com

HÄAGEN-DAZS TAPS AR TO CELEBRATE 60TH ANNIVERSARY WITH CUSTOMERS

Heading into its diamond anniversary, Häagen-Dazs wanted to thank longtime customers by developing an experience inspired by its original ice cream shop in Brooklyn. The brand worked with Trigger to develop an immersive augmented reality (AR) experience, to bring users into a custom life-sized 3D model of a special edition 60th Birthday pint of ice cream.

Through a social activation on retail packaging, the Häagen-Dazs 60th Birthday AR experience was designed to celebrate the company's history and reward customers for their loyalty. During the experiences, customers virtually visit a Häagen-Dazs store to create a customized dessert. The experience ends with a special thank-you card for the consumer.

This experience was developed as a Snap lens; its recognizable ghost-shaped Snapcode was added to special edition 60th Birthday product packaging for Häagen-Dazs' original four flavors. The code also was added to POS materials at grocery store cash registers where Häagen-Dazs is sold across the country.

Due to COVID-19, the May 1st launch was pivoted. All verbiage inside the experience was updated to be sensitive to current events, and to include details about the instant-win microsite that is being added as a linkout.

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To celebrate its 60th anniversary, Häagen-Dazs developed an immersive AR experience to bring users into a custom life-sized 3D model of a special edition pint of ice cream.

retailX
VIRTUAL EXPERIENCE

As a physical event and digital platform, RetailX provides direct access to the technology and trends shaping the digital future of retail. Catering to omni-channel and ecommerce retailers and brands, RetailX is the ultimate resource to advance in the industry's evolution. RetailX is owned by Emerald, a leading operator of business-to-business trade shows in the United States.

www.retailx.com

EMERALD

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www.emeraldx.com

retail TouchPoints®

Retail TouchPoints (RTP) is an online publishing network for retail executives, offering content focused on optimizing the customer experience across all channels. RTP provides an array of editorial opportunities and content designed to guide retail companies in their quest for long-term success. Focusing on the importance of thinking innovatively in a new media climate, we provide optimal vehicles to share industry insights and announcements, such as digital newsletters, video and audio podcasts. More than 70,000 retail executives tap into the weekly RTP newsletter, covering every type of line of business, from C-level executives to Marketing, Merchandising, Store Operations, IT and Supply Chain. RTP also hosts live events: the **Retail Innovation Conference** and **Retail TouchPoints Live!@RetailX**.

www.retailtouchpoints.com

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