

CASE STUDY

AW LAB Stores

AW LAB PROFILE

Established in 1997, Athletes World is the leading Italian sportswear company with more than 150 stores.

In 2011, after a market survey was carried out on clients and brand awareness, Athletes World saw the need to rethink its brand identity to provide a new image across all sport shops in line with the brand mission "Your Urban Style Refresher". The new brand AW LAB was born in September 2011. A new generation of retail shops designed as trend setting "urban sport style" workshops. The latest name is easy to remember and the logo is a distinct and recognizable icon evoking the young generation and digital world.

The vision behind the strategy



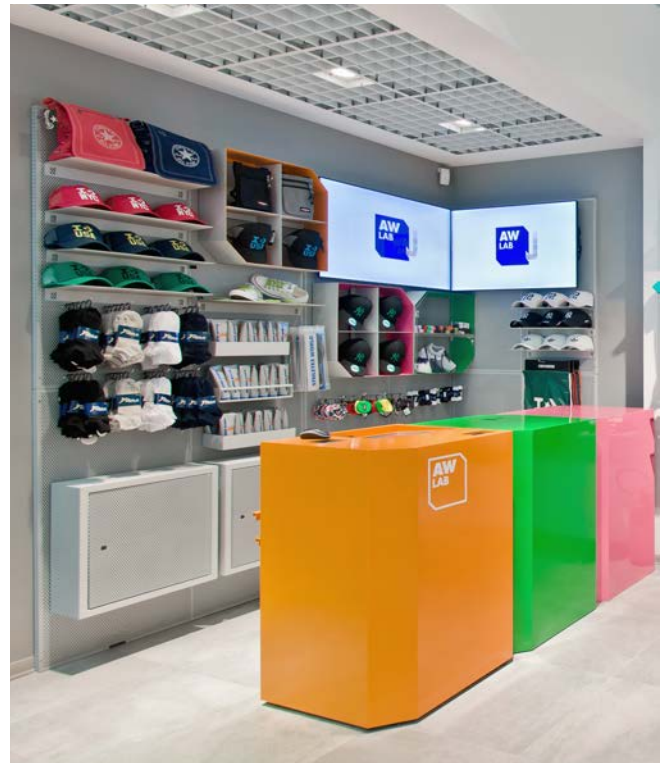
The AW LAB's strategy is to offer a wide selection of unique products from the major international sports brands, fashionable sport clothes and trainers. Customers are also satisfied with an expert sales team giving their help and expert advice. The key feature of AW LAB is to interact with the target customer group. "We want to establish a strong relationship with our clients, making our stores an exciting place to visit," states Rocco Carena, AW LAB Marketing Manager.



The retail shops are redesigned to interpret the new brand identity. In the new layout, every feature originates from the main logo and colours used. The in-store customer experience is thought of as a digital shopping experience including in the new layout, the digital signage and the in-store radio.

The former will be placed both in the shop windows and behind the counters. The latter will be used to play music and provide information about the products.

"The reasons behind this change was the need to increase the ways of communication reaching our customers (who always have high expectations and are accustomed to all kinds of promotional stimulus). Using innovative media we can increase customer loyalty, improve clients communication and increment the number of sales. The awareness of our brand has risen as a result of this," explains **Rocco Carena, AW LAB Marketing manager.**



The solution



AW LAB required to find a supplier with reliable technology and a professional service who could meet its communication needs. After a benchmark evaluation from current leading digital signage suppliers, AW LAB chose M-Cube. The company met the requirements both in technology with the digital signage platform Scala and in the service offered. AW LAB already knew of M-Cube as an in-store radio service provider for Bata, part of the same group as AW LAB. So it had the chance to appreciate its high-standard service.



Digital Signage

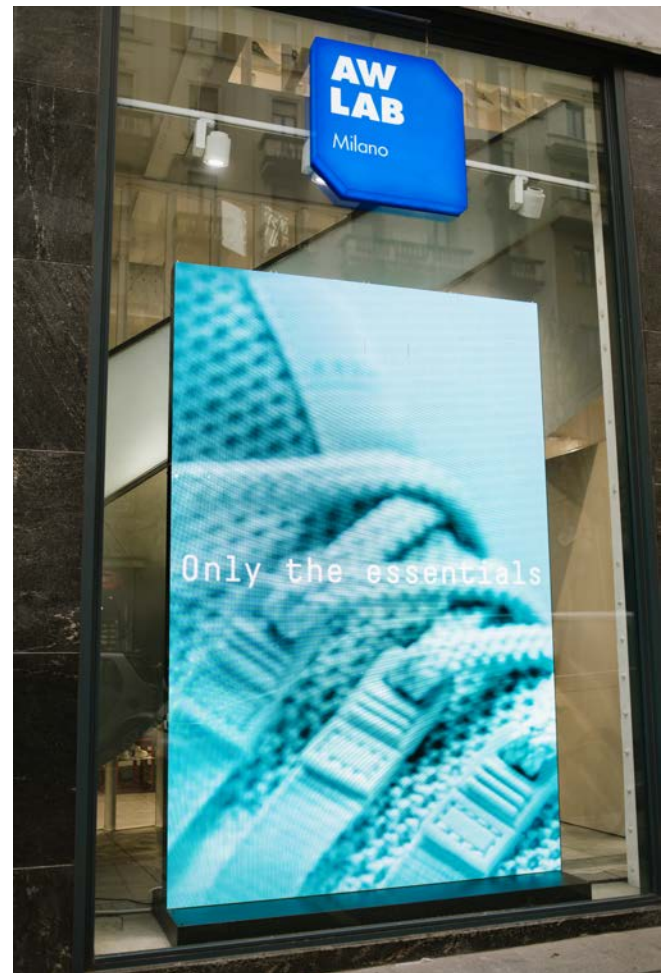
M-Cube supplies the digital signage monitors to the stores and manages the contents of the entire network. Up to today, 75 AW LAB retail stores have been renovated. As part of the new layout, the shops have been fitted with a digital signage display in the window and a banner display behind the counter.

Content

AW LAB's objective is to use the range of features of the digital signage to augment its communication capabilities for the clients in store. The content on the displays can be updated quickly and shared on different channels. The content, updated weekly in all the stores, include: product promotion videos and Partner's TV adverts, AW LAB videos, live events and life-style videos to support the marketing campaigns in store.

In-Store Radio

Thanks to the in-store radio, the proximity marketing is even more exciting and captivating. The music accompanies the customer while in the store improving the shopping experience. Furthermore, it allows AW LAB to communicate in an innovative way with the clients. The AW LAB Radio represents the brand giving a consistent image throughout the stores. "The information is always updated and given immediately. Thanks to the uniqueness of this device, messages and current promotions can be communicated efficiently supporting in store activities," states Rocco Carena, AW LAB Marketing manager.



M-Cube provides a complete radio in-store service centrally managed from the M-Cube Radio department. The day program is broadcasted in the retail shops through the M-Cube player- a pocket size audio-device developed by the company. The M-Cube player receives daily updates via the internet. However, thanks to its technology "Store & Play", the daily program is stored on a memory chip and reproduced without depending on internet connection – unlike a streaming service.

M-Cube music designers create the daily programs from the instructions provided by AW LAB. They create the music playlists and schedule the broadcasting times for the daily program, advertisements and messages. Following a market survey AW LAB has chosen the music genres that best meet the taste of its customers. The music playlists are frequently updated in line with the latest music trends. The day-program is varied with a mix of music during the different hours of the day.



“ Rocco Carena states, “The digital signage has boosted the marketing mix, integrating the in store communication with multimedia contents. It has a high impact and attracts the customer’s eye, becoming the distinctive feature of AW LAB’s shops. The in-store radio makes proximity marketing even more engaging and exciting, giving a strong brand identity to our stores through the music.”



ABOUT US

Our mission is to create increasingly emotional digital experiences for stores, providing technology and content for innovative and interactive retail in the 105 countries in which we operate.

We handle in-store communication for more than 400 brands, from designing solutions to the creation and development of content, from system integration to in-store installation and managing the entire service.

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