

# in-store insights

Global Trends

Dedicated to enhancing  
the total shopper  
experience



# SHIFTING PRECONCEPTIONS

Ask any shopper why they buy one brand over another and you might not get the answer you like. They are likely to have a reward card with a supermarket just because it's conveniently down the road, or buy the same toothpaste for years because they haven't found a reason to try anything different – rather than out of genuine loyalty. So how can brands and retailers jolt shoppers fixed in a routine to reassess their value, and how can they say something different to stand out above the noise of the competition?

To succeed in today's highly competitive market, a brand's proposition has to disrupt shoppers' own preconceptions and engage them to attract conversion, either in the moment or in the future. Getting them to think, and shop, differently hinges on how you explain the benefits of your brand and making it easier for them to justify any decision to change. The challenge is to invent creative ways to catch shoppers while their guard is down.

## CARVARNA – USA

Looking at car-buying differently, second-hand car dealership Carvana has made shopping for a second-hand car online as efficient and exciting as possible, with customers collecting their vehicle from a five-storey vending machine.

Once they've purchased their car online, customers arrive at the pick-up centre and select their name at a kiosk. Then, they insert an oversized Carvana-branded coin into a slot to activate the vending machine. A series of robot arms collects the desired car from the carousel, and brings it to the delivery bay.

Carvana claims a car can be bought in just 20 minutes. The online-only model allows the company to cut down on staff and overheads, which it estimates saves customers \$2,000 per purchase.



The Arizona-based company created the vending machine on the back of its own research, stating that customers wanted to pick up their cars in person, rather than have them delivered. In response to this, it built the vending machine in Nashville, Tennessee to deliver both its cars and an unforgettable car-buying experience.

Carvana supplies each customer with a personalised video of their vending machine experience for them to share on social media. For those customers who still need a little more encouragement to

collect cars from the vending machine, Carvana offers customers who live outside of Tennessee a \$200 subsidy in airfare and white glove transportation from Nashville airport.

"I think what we're trying to create is a fun way to pick up your car that is also metaphorically representative of what we are as a brand. It's fun, it's easy, it's automated, and the customer is in control," said Ernie Garcia, founder and CEO of Carvana.



## HYUNDAI CARD

– SOUTH KOREA

In a country where the average person carries four credit cards and there are more than 20 providers, Hyundai Card CEO (and Vice Chairman) Ted Chung sought to elevate the company and deepen emotional connections with cardholders by offering them access to intellectual inspiration and a sophisticated lifestyle.

Seeking to single out its brand in the crowded Korean credit card market, Hyundai Card has adopted an unconventional customer rewards strategy by opening a library tapping into cultural passion points. Hyundai cardholders can access a purpose-built library in Seoul dedicated to music.

The Music Library is home to 10,000 vinyls, 250 rare albums, 3,000 hard-to-find musical publications, and every issue of Rolling Stone magazine dating back to its launch in 1967. Only cardholders can access the library – providing a money-can't-buy opportunity to get lost in an aspirational experience that reflects the brand, perfectly. The exclusive library also features three studios where musicians can practise, record and produce their own demo album.

It is the brand's third destination experience for cardholders to access a bounty of exclusive cultural knowledge. Before the Music Library, Hyundai Card opened two libraries dedicated to design and travel, respectively. Cardholders can access each library up to eight times a month for free.

"We wanted to build a space where you can feel the Hyundai Card brand, from the ways books are displayed on the shelves to staff's manners, to how the space is operated," commented Jintae Kim, Hyundai Card chief marketing officer, when the Design Library – the first in the portfolio – opened in 2013.

Hyundai Card intends to open more libraries in due course, although the themes are not yet publicly known. The company launched in 2001 and has more than 6m cardholders. The Music Library's architecture was designed by Ga. A Architects and Gensler.



## DUTCH AIDS FOUNDATION

– HOLLAND

To get potential donors to think differently about the experiences of AIDS victims, the Dutch AIDS Foundation opened the First World Problems pop-up store, selling fake miracle cures to critique modern life's trivial problems.

Products included 'Always Super Wi-Fi', 'Hear TV Whilst Eating Chips', and 'Keep Your Cereals Forever Crunchy'. Each cure, sold in faux-medical tubs and sachets, contained a handful of peppermint tablets.

The tongue-in-cheek pop-up was designed to contextualise modern life's petty gripes against the daily suffering of AIDS victims all over the world. Each of the placebo products sold for €4.95, with all the proceeds going to the foundation. For a time, customers could buy the First World Problems range online too. "A tourist walked in there one day and handed the receptionist €100 because he loved the campaign so much. That's why they're turning it into a store," said Niek Stevens, campaign director at creative agency SUE Amsterdam. The packaging for the placebo products was designed by creative agency Dog & Pony.



GDR Creative Intelligence is a London-based foresight agency, which provides the world's leading retailers and brands with all the intelligence and analysis they need to make smarter choices – online, in-store and in person.

These case studies were featured in its quarterly trends publication, the Global Innovation Report, and on its digital platform.

An in-depth report will be emailed to POPAI members soon.

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