

KNow's Booth® Insights Drive Success for Store Redesign

A major fitness fashion retailer planned a store redesign to reinforce brand messaging. They turned to KNow to understand if they hit the mark with consumers.



Business Challenge

Will a new store design effectively communicate the key brand pillars to consumers?

With a goal to create transparency between the brand and consumers, the company created a new store layout highlighting 6 brand pillars.

Questions:

Did the new store design connect consumers with the brand's key pillars?

Did store associates see a difference in shopper experience and sales?



Methods Used

A 2-phase approach after redesign and a design iteration

KNow brought our **Booth® Insights methodology** to connect with shoppers in store after the layout redesign and again after design adjustments.

KNow's targeted approach allowed us to intercept shoppers in the moment and to include store associates' point of view on how the new design impacted shoppers and the store team.



Business Outcomes

The brand learned shoppers already had a strong understanding of the brand pillars and the new design could be scaled back.

The client team reported findings in the test store allowing the stakeholder team to experience the insights in the space.

The Booth® Insights approach was so insightful, the brand did not move forward on a third phase of research, saving the team money.

A key measure of success, the store saw increased sales after the scaled back changes.

KNow
RESEARCH

Insights, delivered.

"The information collected was about the brand and not just about a product; consumer insights don't expire. There was a night and day difference between KNow and some of the other bigger firms in what they delivered."
- Research Manager, Retail Firm

Case Study¹

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