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General Manager

Lee is the General Manager of the ANZ Chapter of POPAI, the global industry body for marketing at retail. As a shopper insights and marketing specialist, she has consulted major global and national FMCG brands. She has worked in senior roles agency and brand manufacturer side, and in specialty retail over the past 15 years, bringing a holistic perspective from all sides of the desk.

#### About POPAI

*Inspiring marketing at retail, worldwide*  
POPAI is the only global, not-for-profit, industry association exclusively operating as the focal point for marketing at retail excellence. POPAI has 20 offices covering 45 countries and more than 1,700 members worldwide. For more information contact: Lee McClymont: M: 0414 941 585 T: +61 (2) 9281 2630 E: [popai@popai.com.au](mailto:popai@popai.com.au) W: [www.popai.com.au](http://www.popai.com.au)



## New technology for personalising the shopping experience: a POPAI snapshot case study

Interactive technology is creating new ways for retailers to connect to their shoppers.

In 2013, Australian company Prendi created a technology for Choices Flooring that allowed shoppers to digitally pick out flooring to visualise room layouts. In 2015, they've stepped their technology up to personalise the shopping experience even more.

The latest development for Prendi and Choices Flooring is Your Floor, which allows in-store shoppers to view more than 2,200 different flooring options across carpet, timber, bamboo, laminate, luxury vinyl and tiles in an image of their home.

They simply take a photo of their

room, upload it onto a website, go to the store with their unique code, and play with what finishings they'd like around their furnishings. Not

only does this activation fully engage the shopper, but it encourages in-store visitation for a unique, customised brand experience. ♦



### Case study: Dymocks

**Client:** Harper Collins  
**Category:** Permeant  
**Channel:** Department store  
**Retailer:** Dymocks

Specialising in children's books with an age range from one to 17 years can be a difficult. Harper Collins, home of the Dr Seuss and Usborne book ranges, wanted to combat the fall in sales among publishing retailers by creating an in-store environment that supported their brands.

The Dymocks flagship store's fixtures were tired and did not connect with the brand story. Add to that the challenging navigation of the range, displayed spine forward, leaving parents to read through their choices.

Id8 Studio was tasked with creating an easy-to-navigate shopping experience for all ages, provide a modern shop

fit-out for the store that engaged with shoppers and, most of all, increased brand visibility and emotional connection with shoppers to separate the client from their competition and increase dwell time.

Id8 Studio created dedicated areas for Dr Seuss and Usborne. These bright, fun and inviting retrofits used iconic brand colours and illustrations to engage shoppers, and LEDs to showcase and illuminate the books showing their front covers. The combination of these elements has resulted in children and parents spending more time choosing books together.

The vast size, bright colour and light features of these displays made the overall effect simply amazing, perfectly branding the Dr Seuss and Usborne range. ♦

