
Open™

Retail Revolution

Working with Specialized to deliver a complete strategic partnership services programme.



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Specialized

[Project_](#)

Retail Services Programme

[Case Study_](#)

Retail Revolution, July 2008

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Strategy. Design. Technology.

Retail Services Programme



“I would like to thank the team at Open for their commitment to a coordinated and comprehensive strategy, delivering high quality elements throughout the project.”

William Watt, Retail Services Manager - Specialized UK

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Retail Services Programme

Case Study_

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Retail Services Programme



Objective_

To implement a strategic partnership and develop integrated communications with their dealership, to propose a retail experience that meets and exceeds the expectations of customers for Specialized products and services.



Specialized was preparing to launch a new retail services programme to their dealership. This strategy will be the first time Specialized has partnered with dealers in investing in their retail environments. The programme develops a partnership with forward thinking retailers to create an exclusive branded store, employing the most progressive business concepts and strategies in order to deliver a high-end retail experience to the discerning consumer.

Traditionally, this is not an element of retail bicycle dealers have understood or been prepared to invest in. The retail programmes offered will range from a basic fixtures programme, working with the dealers' current fittings, through a concession style Store-in-Store programme, up to a premium Concept Store.

Concept Store is a Specialized branded store, most closely related to a franchise, aiming to create a quality retail environment that competes with primary brand high street stores from other industries.

For Concept Store and Store-in-Store Specialized are asking the dealer to make a significant investment into their store environment; taking the high ground in fixture and fitting quality, retail design, lighting design and fittings, graphics, and are asking them to invest in and change their retail practices.

This initiative is one of the most important strategies for Specialized globally, and is both necessary and critical to support the development and growth of the brand. This retail services programme drives a new retail model, which will return improved revenue and profit; and for many of the dealers this partnership model is very new and unfamiliar.

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Approach_

The brand communications needed to be coordinated across three levels of engagement, and be of exceptional quality to engage with the retail sector.



Specialized is one of very few cycling brands in the world who can supply dealers with a complete line of bikes, accessories and apparel. Specialized offer a complete brand experience through innovative internet content, print communication and event promotion; a combination of services that creates an exceptional environment for customers. The Specialized brand is stronger than ever. The reputation for bringing the most innovative, highest quality cycling products to the market has created exceptional brand loyalty among discerning consumers.

With this as a strong and fundamental platform Open developed an integrated strategy focussing on matching the brand values with a comprehensive set of a communication materials. The main requirement was to adapt the way Specialized had historically communicated to its dealership. In the past this relationship had been unstructured, originating from a dependency built around strong product lines, mutual interests and an informal cycling culture.

In order for these three programmes to be successful, the method of presentation, the language, copy writing and the end product all had to be revitalised in order to fit with the proposed brand values. This would ensure

an ongoing trust and deepening of partner loyalty. Initially Open created a suite of brand assets such as photography, interactive 3D retail environments, and tone of voice direction matched with contemporary creative style to communicate the retail programme. We then created a staged process of touch-points to engage the selected dealers, and allow the proposal information to be delivered in focussed managed stages, ensuring ultimate uptake.

Dealers were individually invited to the new Specialized UK headquarters in Surrey and given an interactive presentation with 3D animated walk-throughs to showcase the future proposition. This was then presented in book format with accompanying digital files. The high quality of communication tools provided to Specialized delivered a confidence and clarity of proposal.

As an international company with sales and programmes worldwide, Specialized rely heavily on local knowledge and the relationship the dealership have built with customers. The flexibility of the Flash presentations also allowed Specialized to present in-store to regional retailers and deliver a consistent message across all touch-points from Concept Store retailers through to Store-in-Store operations.

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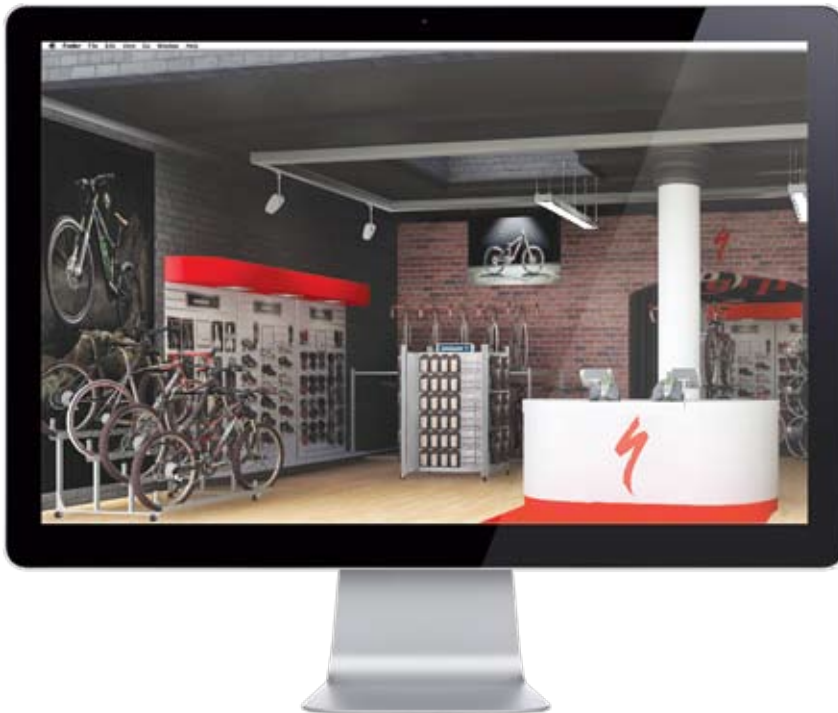
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Retail Services Programme



Solution_

The creation and delivery of a comprehensive set of communications, to sell, as well as support the Retail Services programmes.



The creation and delivery of a comprehensive set of communications, to sell, as well as the management and maintenance of completed stores, and support the Retail Services programmes.

- In-store photography of three Specialized retailers and UK Headquarters
- Concept Store Programme Pitch Book
- Store-in-Store and Fixture Programmes Pitch Books
- Fixtures Brochure
- 3D CAD animated retail environments
- Flash presentations

"As a big Specialized dealer already, we can see a massive benefit in converting the High Street flagship store into a Concept Store to take cycle retail to the next level. Specialized bring absolute professionalism and innovation to the store and with the brand we envisage big things for Park Street."

Paul Newman, owner of Zero G/Specialized Concept Store, Bristol.

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Retail Services Programme

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Results_

Concept Stores are proving themselves among dealers who recognise their unique business advantages. It's what sets Specialized Concept Stores apart from rivals in the industry, and makes a partnership with Specialized an attractive retail model.



Related links_

[Find out more about Bristol's Concept Store »](#)

[Find out more about all Concept Stores »](#)

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Above_

Store-in-store, Epsom, Concept Store 3D render , Concept & Store-in-Store/Fixtures books, Concept Store book detail, Concept Store, Bristol & Fixtures book detail



Contact us

For any further information on how Open can help you, please contact:

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