

Case Study: Sport Chek®

Sport Chek introduces retail lab powered by Samsung



Customer Need

Sport Chek undertook a brand reformation in 2012, establishing its new “Your Better Starts Here” philosophy in an effort to set itself apart in an increasingly competitive sporting environment. As the retail setting is the perfect showcase for their brand, Sport Chek wanted to create a superior retail experience by combining world-class products, all-star staff and digital innovations to deliver powerful images, sound and interactivity throughout the store.

Samsung Solution

Sport Chek introduced its new retail lab concept store in downtown Toronto in January 2013 and selected Samsung Canada as its digital electronics partner to enhance the in-store experience for the digitally savvy consumer. Samsung Canada brought in their premier integration partner, TELUS, to design the ultimate digital media solution for Sport Chek – providing digital screens with ultra-thin borders, touch technology and tablets, allowing for personalized content and greater customer interaction with merchandise.

Results

The Digital Screenmedia Association's Award for Excellence¹ submitted by the TELUS Digital Signage team for the Sport Chek Retail Lab Project was a great testimony to the convergence of technologies and content to create an impressive digital media showcase. The Sport Chek store represents the largest single retail signage deployment in Canada². This 12,000-square-foot retail lab has enabled the brand to engage consumers at an entirely new level.



The store creates a shopping experience that mirrors the emotional rush customers get when pursuing the sports they love.

With 140 Samsung digital screens installed and 32 Galaxy Tab 2 10.1 tablets available, staff are better equipped to provide engaging customer experiences. Reflective of the project's success, Sport Chek plans to expand the retail lab to some of its 170 stores across Canada within the next five years and to its new series of flagship stores, with the first opening in early 2014 at the West Edmonton Mall (78,000 square feet) in Alberta, Canada.

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Overview

The Customer

As Canada's largest sporting retailer with more than 170 retail locations, Sport Chek strives to inspire its customers to be a "better you" – whether that may be looking better, feeling better or performing better in sports. Sport Chek undertook a brand reformation in 2012, establishing its "Your Better Starts Here" philosophy with powerful new advertising, social media strategies and a strong commitment to create more personalized shopping experiences.

Sport Chek customer research determines that 80 percent of Sport Chek's customers were under the age of 40 and increasingly engaged in the digital space. This became evident in store as customers progressively exhibited showrooming behaviour, using personal mobile devices to research products sold in the store, influencing shopping habits and sales transactions. This behaviour prompted Sport Chek to expand its retail technology strategy in an effort to bolster the brick-and-mortar experience for the digitally savvy consumer and better communicate and relate with its customer demographic.

Sport Chek decided to strengthen its retail strategy by partnering with leading consumer and technology brands to deliver "living lab" experiences. Collectively, this created an ongoing test-and-learn environment, delivering the perfect mix of great products, expert staff and next-in-class digital innovation for a supreme shopping experience.

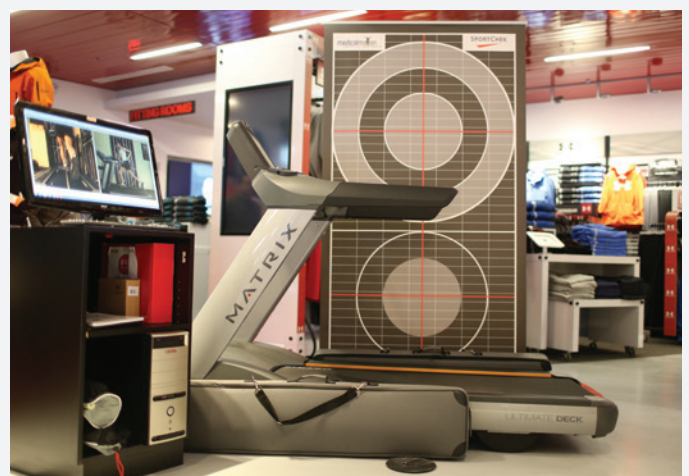


"Our goal with the live lab store was to test and demonstrate the latest in retail technology to deliver the same emotional rush our customers get when they are pursuing the sports and physical activities they love," said Duncan Fulton, Chief Marketing Officer, Sport Chek. "The store serves as a conduit between customers and their favourite brands, offering unparalleled levels of customization and is staffed with the strongest product category experts in the industry."

Customer Need

In an increasingly competitive sporting retail environment, Sport Chek was faced with the challenge of standing out from the crowd. Sport Chek strategically positioned itself to be one of the most advanced digital retail space of any category in North America. Sport Chek approached select partners and vendors to unveil the retail lab concept, engaging brands to participate in the flagship initiative. This provided an opportunity for other dynamic, passionate and forward-thinking brands to come together and deliver a memorable, unmatched experience for Sport Chek customers.

"Technology was a key driver in bringing the retail lab to life," said Fulton. "We were particularly focused on the creative use of technology to improve guest interaction and engagement while offering relevant content to our customers. To do so, we needed the best technology available."



Case Study: Sport Chek



Samsung Solution

Sport Chek selected Samsung Electronics Canada, a leader in the consumer electronics category, to deliver the digital media solutions to help bring the Sport Chek retail vision to life. With strong TV and tablet performance in 2012, Samsung was the first brand Sport Chek turned to in building a unique, innovative shopping atmosphere. The end result – a concept store that has the technology and high-energy environment of a sports stadium living inside a 12,000-square-foot retail lab.

For both Samsung and Sport Chek, this collaboration was an opportunity to push the boundaries on innovation. With Samsung displays helping to power leading retail experiences, the partnership showcased best-in-class Samsung technology to amplify an amazing retail atmosphere and really wow Sport Chek's customers.



Tile, Tablet and Touch Screens

Samsung provided 140 digital screens installed throughout the store featuring dynamic displays with ultra-thin borders and touch technology, allowing for personalized content and greater customer interaction with merchandise. The screens use digital "tiles" featuring unique LED technology and a thin form factor, in addition to Samsung tablets mounted on the wall and custom-built into merchandise displays. The flexibility of the panels permit usage within a stand-alone environment or a video wall, offering 24/7 operation and high-quality images, ideal for Sport Chek's high-impact retail lab environment. Additionally, traditional signage built into merchandise displays now include tablets in custom fixtures showing video and still image content specifically designed for the associated products.

Staff Tablets

To better facilitate a superior customer experience and address showrooming in store, the Sport Chek staff is equipped with Samsung Galaxy 10.1 tablets loaded with vendor content that help to engage customers by providing them with more information on a product they are interested in. Not only are staff able to showcase relevant content on the tablets, but they also have the ability to easily "take over" the larger screens in the store to show off vendor advertising or community content. Larger screens focus on detailed brand content, creating impactful visuals that influence the purchase decision.

Samsung's Galaxy 10.1 tablets featuring Samsung touch-screen technology are strategically used as sales and information tools to instantly connect customers directly to brands and speak knowledgeably about specific products. For instance, if a customer is looking at outdoor gear in the store, the Sport Chek staff can conveniently touch the tablet screen to play a product information

Case Study: Sport Chek

video, effectively using the digital assets throughout the sales process. Alternatively, runners in the market for a new pair of shoes might be led to the Reebok kiosk and shown how to design their own footwear, right down to the eyelets and tongue lining, with the help of Samsung display screens.

Results

Sport Chek's unique retail lab experience is a prime example of a major retailer embracing the future and anticipating the customer's appetite for digital integration. The collaboration permitted Sport Chek to explore the potential that digital technology provides in driving increased consumer engagement, impacting both sales and the perception of the brand. Samsung proudly complemented the Sport Chek's vision to create an interactive and inspiring retail environment, adding Sport Chek to a growing family of world-class brands that Samsung has helped break through the status quo.

Sport Chek unveiled its retail lab in January 2013, complete with 140 digital screens and 32 Galaxy 10.1 tablets powered by Samsung, creating an interactive space that personifies the brand experience, represents the future of retail and offers a fundamentally better retail environment.

Sport Chek successfully heightened its brand perception by collaborating with a leading consumer brand in Samsung and using its innovative technology to deliver a memorable in-store experience. According to Fulton, customer engagement has increased, and feedback and sales are positive.

As a testament of the success of the first retail lab in Toronto, Sport Chek plans to roll out the concept in some of its 170 stores in Canada within the next five years. Sport Chek also plans to open larger flagship stores in early 2014 modelled after the retail lab concept, the first at West Edmonton Mall (78,000 square feet) in Alberta, Canada.

Legal and additional information

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Samsung Electronics Canada Inc.

1 800 749-0205

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