



Making

Impact

BUILDING COMPETITIVE BRANDS BY
IMPROVING THE CUSTOMER EXPERIENCE

King • Casey

About King-Casey. We are one of the premiere retail consulting and design firms in the U.S. For more than half a century we have been helping companies build competitive brands by dramatically improving the customer experience. We provide a complete range of services including assessment, research, branding, identity, visual merchandising, packaging, retail prototype design, and rollout. King-Casey develops innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

Consumer Research. King-Casey evaluates your customer's behavior and then develops actionable findings to improve their experience. Using state-of-the-art tools and proprietary techniques, we objectively validate the effectiveness of products, services and your retail environment to identify specific opportunities for improvement. We gather information from focus groups, management interviews, in-store behavioral tracking (customer shadowing), videography (hidden camera studies) and exit interviews (customer intercepts). We can validate new design concepts to ensure success.



King-Casey conducts objective research using a wide variety of analytical tools and methods. Our research ensures that the design solutions you implement are responsive to your customers' needs and expectations.

Brand Strategy & Identity Development. Where is your brand positioned in the marketplace? How is it perceived, both positively and negatively? Can you identify your brand's core equities? What are the barriers standing in the way? King-Casey provides an objective assessment of your brand. We deliver specific identity solutions that reach strategic business objectives, and differentiates your brand identity in the marketplace.



Retail Design. Retail strategists and designers identify and solve specific retail problem areas: poor customer retention; ineffective customer way-finding and communications; inefficient customer flow; we can successfully build and test a new prototype store, or revamp an existing store to maximize business results. King-Casey stands ready to create a 3-D brand solution for your concept.



King-Casey develops unique and customer focused 3-D branding solutions. Here we see a high-tech, impactful Mall of America retail environment designed by King-Casey for the USPS.

Menu and Menuboard Enhancement. Time and time again King-Casey has proven that menuboard enhancement strategies generate fabulous returns on investment. The return on investment often exceeds other strategies to increase sales and profits. King-Casey develops menuboard enhancement strategies for QSR's, Fast-Casual menu and Casual Dine restaurants. As an undisputed leader in this area, King-Casey maximizes business results while improving customer satisfaction.



King-Casey's new drive-thru menu for Culver's is an example of our expertise in menuboard design, restaurant branding and merchandising enhancement.

Package Design and Merchandising. For over half a century, our business has been creativity and design innovation. King-Casey's award-winning designers develop packaging and merchandising programs that meet customer needs and gives you a competitive edge in the marketplace.



King-Casey's package design and merchandising strategies for All-Rabie enhanced the customer experience while increasing sales and profits.



What is COZI®? It is an acronym: Customer Operating Zone Improvement. This is King-Casey's proprietary process for improving how you present your brand to customers and how you design your store for a better customer experience.

The focus is on the customer. By understanding how customers use a store environment, we create innovative communications, store design and merchandising strategies that meet customers needs, improve their experience with your brand, and blow away the competition. Every store is a series of many zones. It is important to understand each of these zones. What happens in these zones? How do shoppers use these zones? What are their expectations in each of these zones? How can your communications and merchandising strategies in these zones be responsive to customer needs?

When you get it right, the customer experience is faster, easier, and more enjoyable, while distinguishing your brand and maximizing sales and profits.

Our Clients. We have worked with a wide array of companies including many of the largest and most prestigious brand names in the world. Services provided include positioning and naming, marketing strategy and research, brand and corporate identification, brand communications materials, merchandising systems, new store design, and menu and menuboard enhancement. We work with both large brand concepts, and small new start-up concepts.

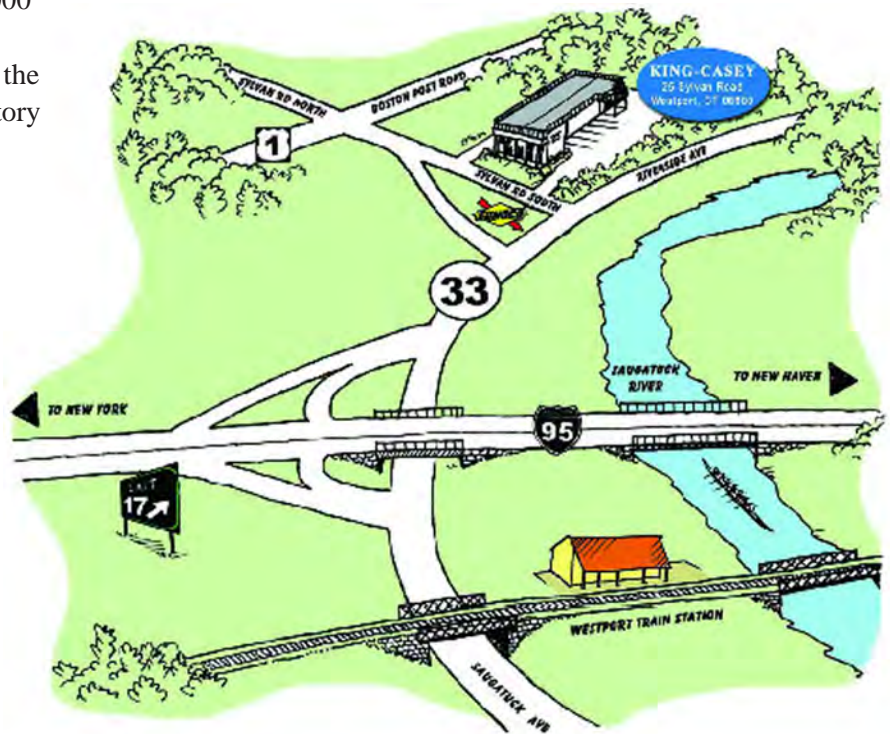


Making History. The year is 1953, Dwight Eisenhower is elected president, “Make Room for Daddy” has its television debut, and “Stranger in Paradise” tops the musical charts. That same year, Fred King and Eugene Casey launch a new marketing and design firm: King-Casey. Right from the start, Fred and Eugene earned a reputation as design strategists. The firm was one of the very first to incorporate science and consumer research into the design process. They delivered a lot more than attractive graphics. Their founding tenet was, “Good Design Must Deliver Good Paypack”. It wasn’t long before King-Casey attracted a prestigious list of loyal clients. To this day, King-Casey blends science, innovation and creativity to deliver solutions that result in measurable business improvements: increased sales, higher profits and superior customer loyalty. Over the years, we’ve worked on diverse projects for a wide array of brands: King-Casey created the colorful balloon packaging for Wonder Bread; we designed the interiors of Mercedes Benz automobiles; we designed an enduring logo for Shell Oil; we created the brand identity for the American Express green card; we introduced the concept of “bundled meals” for Burger King; we created a product design for Toro lawn products that is now in the permanent collection of The Museum of Modern Art; and we created a vivid identity and retail store concept that was implemented in over 40,000 United States Post Offices. Are you ready for innovative solutions that will set you apart from the competition? Give us a call, and let us make history for you and your brand.

Fred King (right) and Eugene Casey (left) launched King-Casey in 1953, blending science and innovation to get measurable results for King-Casey’s clients.



We have always taken great pride in the caliber and quality of our people. Clients benefit from working with the most talented and creative minds in the business. Our focus is on helping you get meaningful business results. King-Casey has remained a small and elite firm, allowing every client to have the individual attention of our senior partners.



King-Casey’s headquarters are located along the Saugatuck River in Westport, Connecticut. The company is about an hour from Manhattan and New York’s major airports.



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