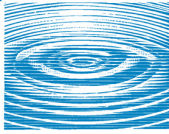




KING·CASEY



BRAND·RETAIL INNOVATORS

King · Casey

# CASE STUDY

Insights from Client Best-Practice Strategies and Results



# Kal

Creating a New Retail Coffee Brand

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## Creating a New Retail Coffee Brand

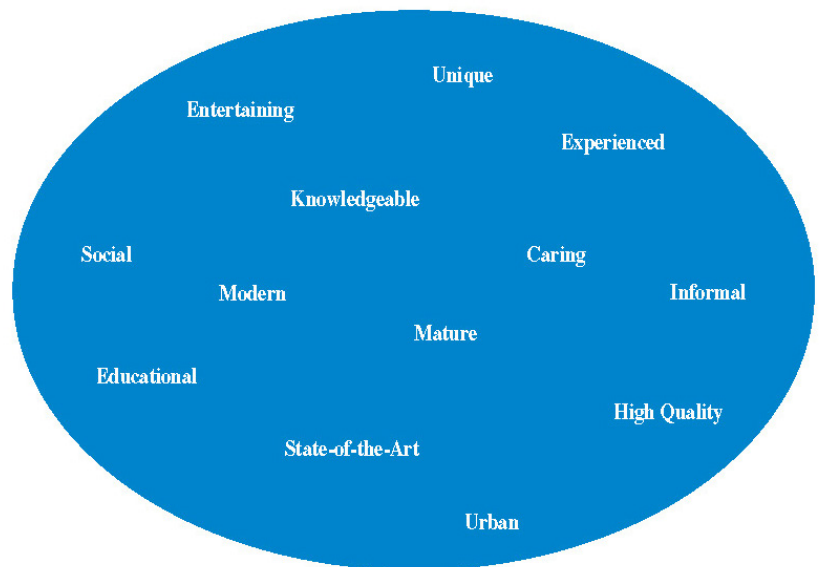
### The Situation

The Bahadi company in Saudi Arabia had an idea for a new retail concept that would sell rare and unique specialty coffees. But the challenge was how to take an idea and develop it from scratch into a proprietary retail concept. They came to King-Casey for help. The project involved strategic planning, naming, branding, store design, and the creation of packaging systems and customer communications.

### Brand Positioning and Design Platform

The project began with the creation of a brand positioning statement and a design platform that would guide the naming, brand identity, store design, packaging and customer communications that followed. The result was the following:

*This brand buys, roasts and retails a large variety of different specialty coffees, some very rare and unusual, in an engaging setting where customers can learn about coffees, sample/appreciate different types, blends, and varieties, and shop for specialty coffees not available elsewhere. The coffees offered include the best available in the world. This is a retail experience that stimulates all of the senses: sight, hearing, touch, smell, taste. The environment provides a unique blend of discovery and education (edutainment).*



### Identifying Brand Attributes

Before any design work began, King-Casey developed a client-approved list of “brand attributes”. These are the descriptive words that collectively represent the core values and personality of the brand. These attributes were used to guide the creative process and to objectively evaluate how effectively the resulting designs supported the descriptive brand attributes, e.g., does the design communicate “modern”, “unique”, “educational”, “urban”, “quality” etc.

KAL



### Creation of a Name and Brand Identity

After developing and assessing a range of potential brand names, the name “Kal” was selected. Kal is an Arabic word that relates to the measurement of dry goods, and specifically refers to the “scoop” that is used to measure and dispense product (such as coffee beans). In addition to its relevant meaning, Kal is memorable, easy to pronounce and has good graphics possibilities.

King-Casey developed a range of different logo designs for “Kal” (above) and reviewed these and others with the client. Using the brand attributes and positioning statement, we evaluated the designs based on which ones most effectively reinforced the greatest number of brand attributes.

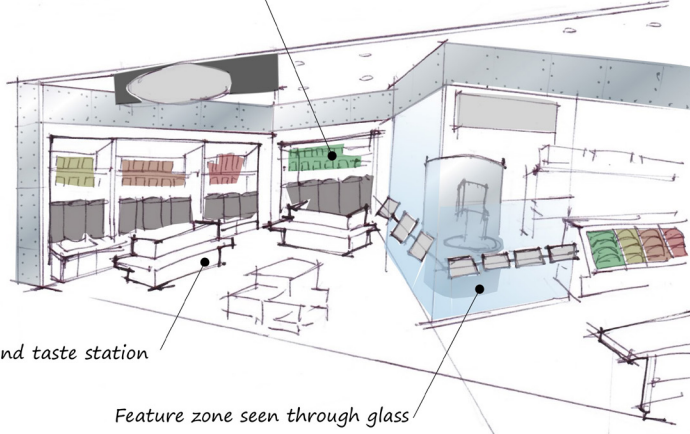
The logo design and trade dress (shown below) along with the “scoop” icon were selected as the brand identity elements that would represent the brand.



SPECIALTY ROASTERY  
اتبب الاوا تيباؤ



Bulk coffee display wall

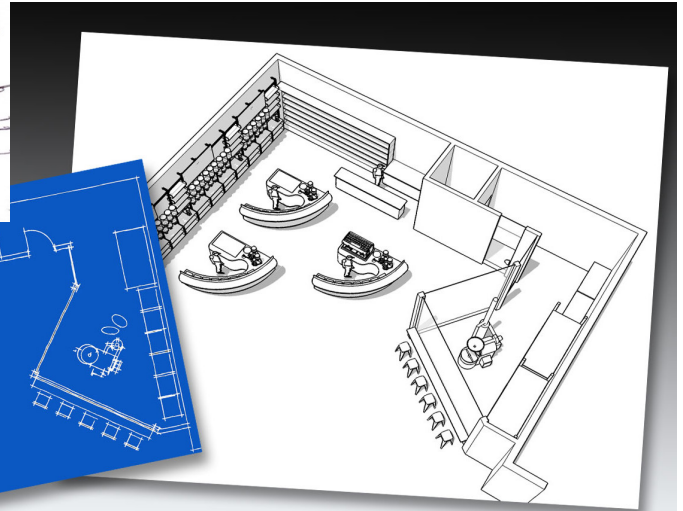


Brew and taste station

Feature zone seen through glass

## Preliminary Concept Sketches

It was agreed that the prototype location would be a 000 square meter mall location. A range of rough concept sketches were developed and shared with the client. One direction was selected for further refinement.



## Floor Plans and Model

With agreement on a concept direction, further refinements were made to the layout and customer flow, and a preliminary 3-D model was built to the prototype dimensions.

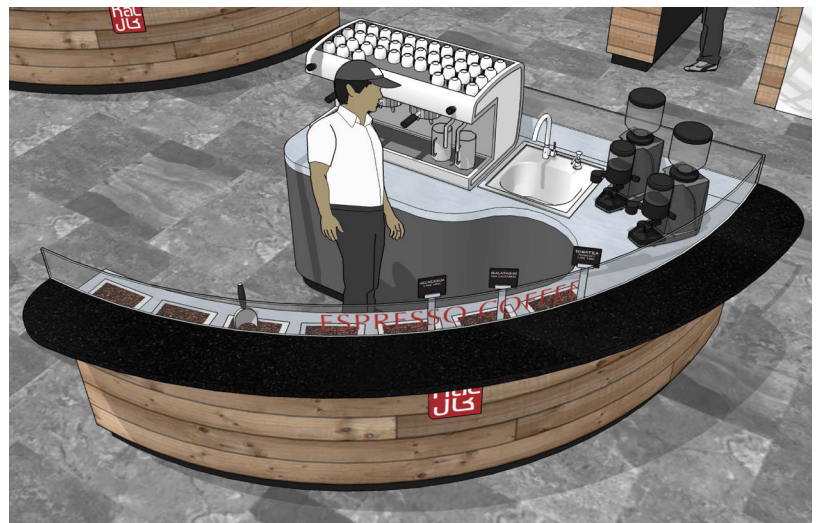


## Creating an Element of “Theater” to Engage, Educate and Differentiate the Brand

With Kal positioned as a leading coffee expert in the region, King-Casey developed interactive and informative features to the store design that would reinforce the brand’s “experienced, knowledgeable, educational and entertaining” brand attributes. As seen in this rendering, customers can watch and smell their own special blends roasted in the store. Elsewhere in the store, they can interact with a jumbo touch-screen video to learn more about coffees, where they come from and how coffee beans are harvested.

## Tasting Stations Help the Customer

In keeping with the brand positioning, the Kal retail experience stimulates all of the senses: sight, hearing, touch, smell, taste. There are tasting stations throughout the store for each of the featured categories of coffee (Espresso, Arabic and Turkish). Here customers can sample different roasts and learn more about the taste and unique qualities of special and rare blends.





## Visual Merchandising Romances the Harvesting and Roasting Process

A “museum-like” display is a key store design element. It is here that customers can see and learn about the coffee bean and how it is harvested. This is another example of how the store design itself is used to visually reinforce the brand positioning and key brand attributes: e.g., educational, informative, knowledgeable, entertaining.

## Branded Packaging System

King-Casey developed an integrated branded packaging system for Kal, with guidelines for the look and communications content. In this illustration, we see good, better, best package designs (top row, left to right) for popular pre-packed coffee roasts; custom roasts created for individual customers, and the packaging for rare, premium roasts. Along the bottom are package designs for Kal coffee-related spices (used to make Arabic and Turkish coffees).





## Brand Hierarchy

King-Casey's approach to 3-D Branding ensures that everything the customer sees and experiences provides a visual reinforcement of what the brand stands for. Note the seamless integration of all aspects of the retail design (brand identity, store design, packaging system, customer communications and staff uniforms).



## **The End-Result: A Strategically Integrated, 3-D Branded Retail Experience that Differentiates the Brand and Engages the Consumer**

Unique to King-Casey is our ability to develop retail designs that visually reinforce everything the brand stands for. Great retail design is far more than just creating a nice logo. It is more than just coming up with attractive decor, materials and finishes. It's an ability to develop a strategically, integrated system of branded elements. It's a deep understanding of how customers use and interact within a retail space, and then developing an environment that anticipates and responds to these needs.

Any store is actually a collection of many individual "customer operating zones". Customers behave differently in each zone. Their needs and expectations are different. Each of these unique zones is right for one merchandising strategy, and dead wrong for another. By identifying these zones and understanding how customers behave in each zone, you can craft zone-specific communications and merchandising strategies that are sharply responsive to how customers use these zones. This makes the customer experience easier, and more enjoyable, while distinguishing your brand and maximizing business results. This "Customer Zone" strategy was at the heart of the designs King-Casey created for Kal.

The concept of developing merchandising and communications strategies based on "customer operating zones" was pioneered by King-Casey decades ago. This blend of science and creativity is used to help clients manage the entire customer experience.



### **COZI® (Customer Operating Zone Improvement)**

*is King-Casey's unique strategic principle for brand building which focuses on understanding your customer's behavior to develop brand specific solutions that make the customer experience easier and overall more pleasant.*

#### **Designs Based on Customer Zones**

*The most successful brands have recognized that their stores are not just big branded boxes. Each is actually a collection of many individual "customer operating zones". Customers behave differently in each zone. Their needs and expectations are different. Each of these unique zones is right for one merchandising strategy, and dead wrong for another. By identifying these zones and understanding how customers behave in each zone, you can craft zone-specific communications and merchandising strategies that are sharply responsive to how customers use these zones.*

## About King-Casey

King-Casey is one of the top 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. Our highly creative design solutions are firmly grounded in scientific insights derived from research and hard data about consumer behavior. Our strategies and designs are crafted to realize measurable and meaningful results for your brand. We provide a complete range of services including assessment, research, branding, visual merchandising, store design, and rollout. We will help you develop creative, innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

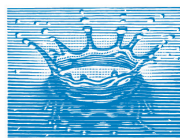
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*"Bahadi hired King-Casey to help us develop a new "from scratch" retail coffee roastery brand. This was a comprehensive project involving retail strategy, naming, positioning, branding, store layout, retail design, product packaging and customer communications. King-Casey did a highly professional and creative job with the entire project and we are delighted with their world-class deliverables." -- Abdullah S. Bajaba (Sales & Marketing Manager, Bahadi Co.)*



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