

King-Casey Case Study

Al Sorayai

Jeddah, Saudi Arabia



KING-CASEY



BRAND-RETAIL INNOVATORS

Creating a New Brand and Hypermarket Concept

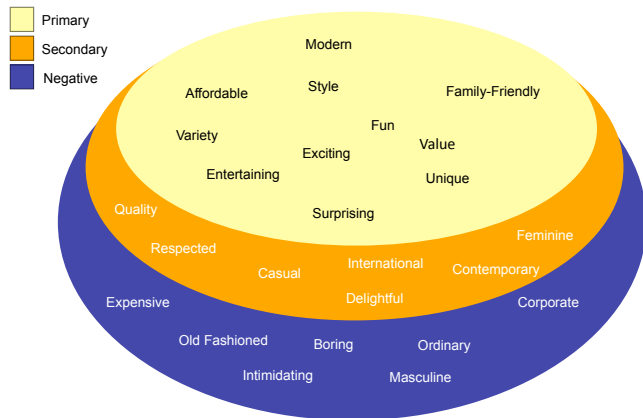
The Situation

For over half a century, Al Sorayai has earned a respected name in its field of carpets and rugs. Based in Saudi Arabia, Al Sorayai saw an opportunity to develop a new hypermarket concept that offered Saudi consumers a world-class shopping experience for home furniture, textiles, carpets, accessories and appliances. It would be the first large scale store of its kind in the Kingdom. To develop such a concept, they hired King-Casey to strategize, conceptualize, design and develop the new store.

How We Did It

With nearly 60 years experience branding and developing retail concepts, King-Casey has developed a structured, consumer-centric approach to store design. The end result is to create a unique and proprietary retail concept that is highly responsive to customer needs and expectations.

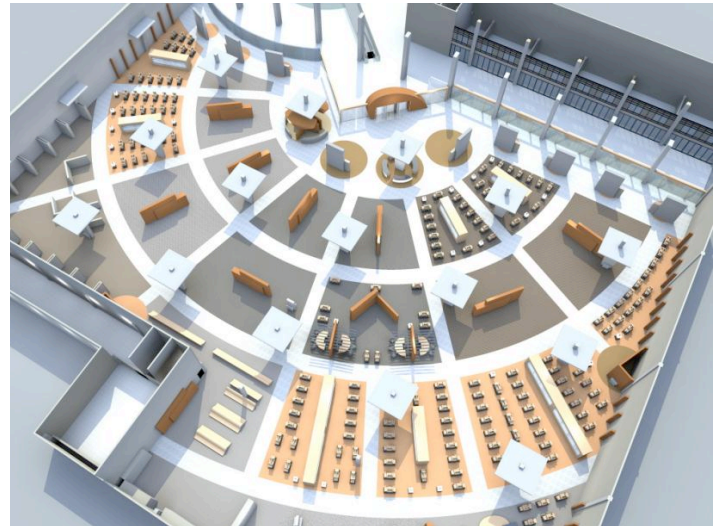
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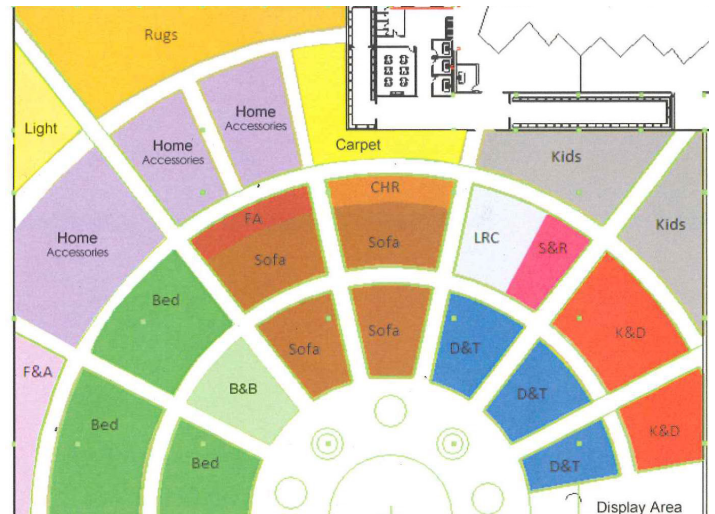
One of the first steps was to capture in writing what the brand was all about. Brand attributes were agreed upon early in the project. These words represented what Al Sorayai wanted this new store to represent. Brand attributes such as these are used to develop a positioning statement, and used as a guideline when developing new designs. The negative attributes in the blue oval are those things you don't want the brand to be.



Consumer research revealed that some of the negative attributes were associated with the Al Sorayai name (old-fashioned and corporate). It was decided that this new mega store concept needed a new name and identity that would reinforce the brand attributes and positioning. King-Casey developed both English and Arabic language versions of the new identity.



A number of different floor plans were developed, and this "radial" plan was selected as the winner. It is unique to this brand, and the radial layout provides customers with a visually interesting and engaging shopping journey.



King-Casey's product space planners took the radial floorplan and began to strategize which products would go where. The science of product placement was mapped to Al Sorayai's business objectives.



With an approved layout and product space plan, King-Casey's designers developed a series of preliminary black and white renderings illustrating the look and layout of the new store.



Illustrates the King-Casey recommended "Cool" color scheme

Subsequent renderings illustrate colors, materials, fixtures, lighting and other details of the new design. These renderings are then developed into detailed architectural documentation and a bid sheet during the design development phase of the project.



Brand Identity



Exterior Design & Identity Applications



Interior Design



Product Zone Merchandising



This Brand Hierarchy chart shows how all the design elements (from logo to staff uniforms) all come together and contribute to a powerful and proprietary 3-Dimensional brand concept. King-Casey is a pioneer in the art of 3-D Branding.

Business Objectives and Brand Attributes. Working closely with Al Sorayai, the overall business objectives for this project were established. Ultimately, King-Casey's designs must allow Al Sorayai to achieve their business goals. One of the first steps in the creative process was to establish in writing what the brand was all about. The positioning statement and desired "brand attributes" would become the road-map for the new store design.

Research Guides Branding Strategy. Initially Al Sorayai intended to use their current brand name for this new hypermarket concept. But consumer research revealed that some negative attributes we wanted to avoid (old fashioned, corporate) were associated with the Al Sorayai name and identity. And so it was decided that the new store concept should have a new name and identity that would visually reinforce the desired brand attributes and positioning (modern, fun, unique). Additional research validated "The Home Styles" as the new name. King-Casey developed both an English and Arabic language identity (logo) for the new concept.

Space Planning and a Proprietary Floor Plan. King-Casey developed a range of conceptual floor plans and product space planning for the 7,000 square meter store (75,000 square feet) located in the Aya Mall in Jeddah. Ultimately, we selected a "radial" layout that reinforced the "surprising, entertaining, exciting and contemporary" brand attributes we desired. Working with UK-based Retail Smart (King-Casey's strategic retail space planners), products were placed within the radial floor plan so as to optimize the consumer shopping experience and reinforce Al Sorayai's sales objectives.

Design Concepts and Architectural Solutions. At this phase of the project, King-Casey developed a range of design concepts that allowed Al Sorayai to visualize various interior design options for The Home Styles. Agreeing on one concept direction, King-Casey then developed detailed color renderings, computer models and designs to illustrate décor, color, fixtures, merchandising, branding, uniforms, etc. Working with King-Casey's strategic architectural partner (Wilkus Architects), the client was provided with a detailed architectural documentation package. This project was a turn-key solution, from naming and branding to build-out.

The Result: A 3-Dimensional Brand. The concept of 3-D branding was pioneered by King-Casey. This approach to design creates a retail environment that is unique and proprietary to a brand. Everything the customer sees, touches and experiences becomes a 3-dimensional reflection of the brand positioning and desired attributes. Getting this right distinguishes a brand from the competition, while creating a shopping experience that is unique, entertaining and memorable.

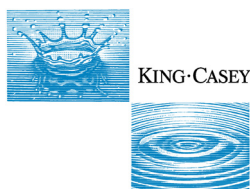
"While I was General Manager of Retail Sales for the Al Sorayai Group, we interviewed a number of firms to help us with the branding and retail design of a new big box retail concept. We selected King-Casey to partner with on this important project. Their creative team helped us develop a new brand name, logo, and branded retail store design concepts, as well as key merchandising display concepts. The project included product space planning as well as the development of an architectural drawing package that allowed us to secure bids for the build-out. The King-Casey team is highly professional, trustworthy and a pleasure to work with." -- Nasser Al-Saery, Market Hall Manager, IKEA, Jeddah



Al Sorayai senior management and store personnel give the "thumbs up" at the grand opening of The Home Styles new mega store.

About King-Casey

King-Casey is a pioneer in retail consulting and design. For more than half a century, we have been building competitive brands for a broad array of retail companies by dramatically improving the customer experience at every point of contact. King-Casey provides a complete range of services including assessment, research, branding, visual merchandising, retail store design and rollout. We develop innovative solutions that result in increased customer loyalty, higher sales and greater ROI. For more information, contact Howland Blackiston, Principal, at our USA office.



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