



FAMILY DOLLAR

December 2012 | v01

Pratt Visual Solutions would like to thank Family Dollar Stores, Inc. for the opportunity to provide conceptual design solutions relevant to a suburban retail shopper. We understand that Family Dollar Stores, Inc. operates a chain of approximately 7,400 general merchandise retail discount stores in 45 states. We present this package with the goal of enhancing the current front of store experience while still maintaining the brand integrity and customer experience addressing the following:

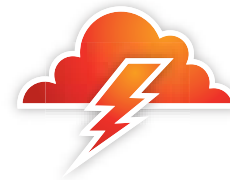
- Rethink- the overall graphic experience from the customers approach through their first impression upon entering the store.
- Exterior of store
- Entryway
- Dwell space
- General and Trend End-caps
- Emphasize the customer EXPERIENCE toward the female shopper with an average household income of \$75K or greater
- Tame current combination of messaging and imagery presentations, which can be a lot for the customer to absorb upon entering.
- Present simple, clean, modular visual solutions for a suburban retail shopper.

OUR STEPS



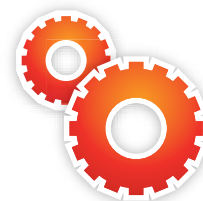
STORE WALKS

Two store locations in the Indianapolis, IN market. We examined the current situation from a shoppers perspective - what works, where the opportunities exist and the overall brand integrity.



BRAINSTORMING SESSION

We compared the two Family Dollar store experiences and indirect retailers in the Fishers and Avon suburbs outside of the city of Indianapolis.



CONCEPT DEVELOPMENT

Based on our findings from the store and market analysis, we developed concepts that addressed the front of store opportunities.

OUR GOALS

THINK like the shopper

ENHANCE the customer experience

SIMPLIFY the communications/experience at the front of store

UNIFY the conceptual ideas across elements

INTEGRATE solutions that fit seamlessly into the existing retail environment while maintaining the integrity of the brand

FAMILY DOLLAR

General Observations



Exterior of Store

- Overwhelming array of competing elements across storefront.
- Operational and promotional signage and graphic communications can be more effective -lost due to obstructions and heavy messaging.
- Opportunity for “visual surprises” to attract customer attention.
- First impression a shopper receives upon entering the store—what product offering, sale, promotional messages, etc. are relevant in a new market and/or to a new shopper.

Entryway

- Opportunity to organize the array of communication entering and exiting the store.
- Utilize the space to reinforce the brand upon entering.
- Alternative floor treatment to navigate the shopper and/or define a seasonal destination upon entering.
- Security towers can become integrated into the overall concept, reducing any negative connotation or feelings of distrust.

Dwell Space

- Currently, the dwell space feels overwhelming and creates a barrier upon entering the store. Note: this could be due to the time of year and seasonal inventory requirements.
- Opportunity to enhance and announce the seasonal zone to attract and invite shoppers to experience the product.
- Create a modular graphic communication system allowing flexibility for transitional seasonal messaging or promotions.
- Alternative flooring to define the space and direct shoppers into the area.
- Create a hierarchy of communication to clearly announce the space.

General and Trend End-caps

- The lower height across the front of the store opens the sight line into the rest of the store.
- Lower end-caps give a feeling of openness upon entering the main aisles.
- Opportunity to use the end-caps as secondary level of navigation to inform the shopper of product assortment within the aisle. (i.e. Health and Beauty, Cosmetics etc)
- Create a product vendor solution - “Trend-caps” to feature or announce lifestyle or brand name products.
- Differentiate the front of store low end-caps from the tall brand message/promotional end-caps through a new design or secondary brand color.

Wayfinding

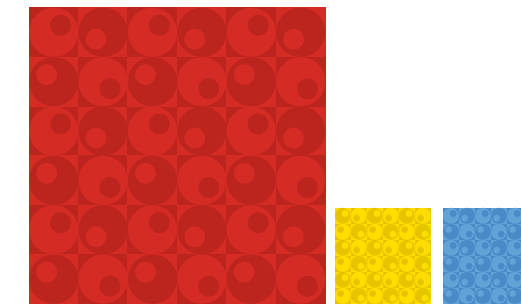
The placement of the current wayfinding is hidden from customer view in various stores. Hanging wayfinding from the ceiling may be suggested, as it will create greater visibility for the customer from aisle-to-aisle.



This concept illustrates a conceptual idea to organize and strengthen the front of store appearance and communications. Defined window standards provide the opportunity to transition the look of the exterior for monthly, seasonal, or promotional programs in a more controlled approach.

Scrim Backdrop

- Will add vibrant color from a distance
- Specified height will still allow visibility into store
- Scrim will have a generic Family Dollar pattern for permanent or non-promotional treatments



Generic Circle Pattern

Composed of two darker reds keeps Family Dollar primary colors more prominent and vibrant, while allowing the pattern to be used as a graphic filler on a variety of items throughout the store. This pattern can be used in the Family Dollar secondary palette.

Circular Graphics

- Circular graphics are compatible with Family Dollar branding and can promote specific items from front of store
- Graphics will be easily changeable from season-to-season or promotion-to-promotion







Current Store Front Situation



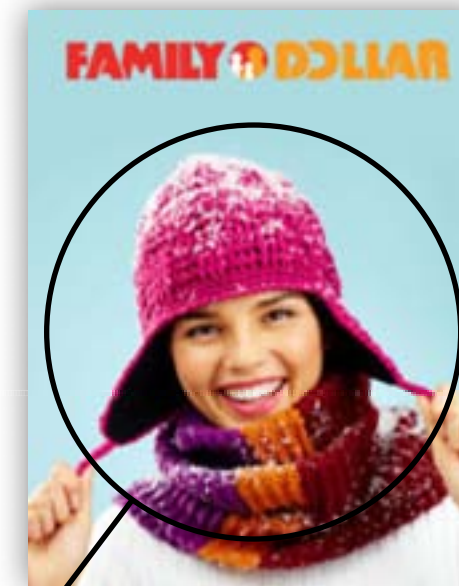
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Window Decals

- Will add vibrant color from a distance
- Semi-transparent material will allow visibility into store
- Material will have the generic Family Dollar pattern for permanent or non-promotional treatments
- Circular opening in decal allows interior banner imagery to show through window-front

Suspended Interior Banners

- Banners are two-sided to display an exterior graphic on the back, and a sales message on the opposite side for interior display



exterior view of poster opening in window decal



interior view of poster





Entryway: Front Doors and Store Hours Sign

exterior view



interior view



Entry/Exit Doors

- Removing all advertising info from the doors, creates a cleaner look upon entry/exit
- Larger horizontal door decals offer better readability for customer traffic

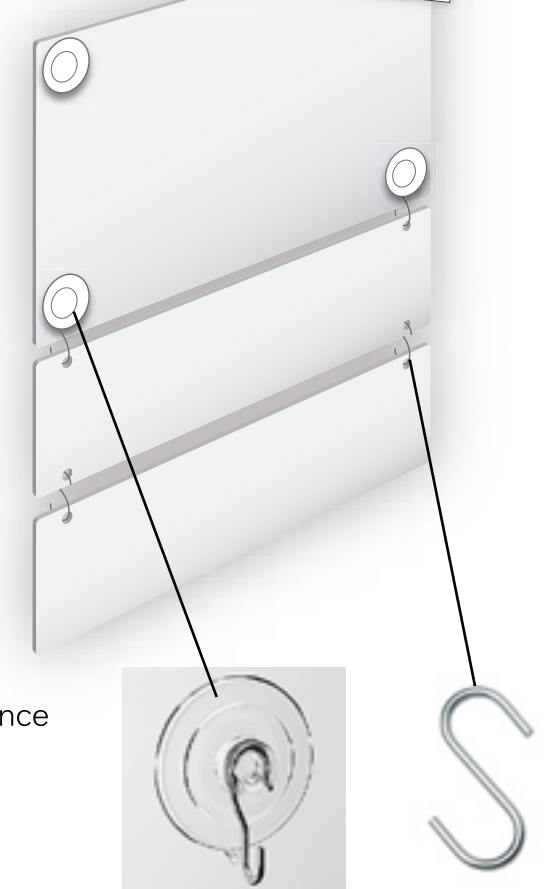
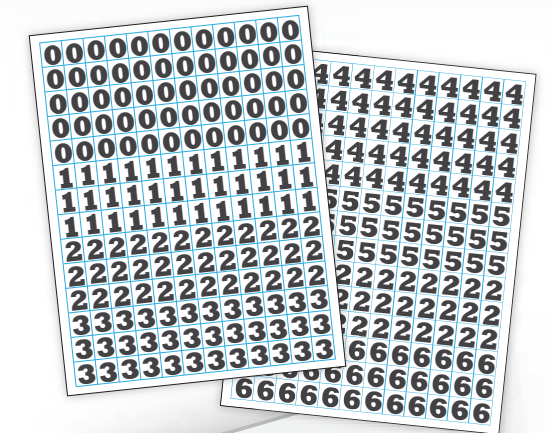
Store Hours	
MONDAY	to
TUESDAY	to
WEDNESDAY	to
THURSDAY	to
FRIDAY	to
SATURDAY	to
SUNDAY	to



Store Hours/Legal Info

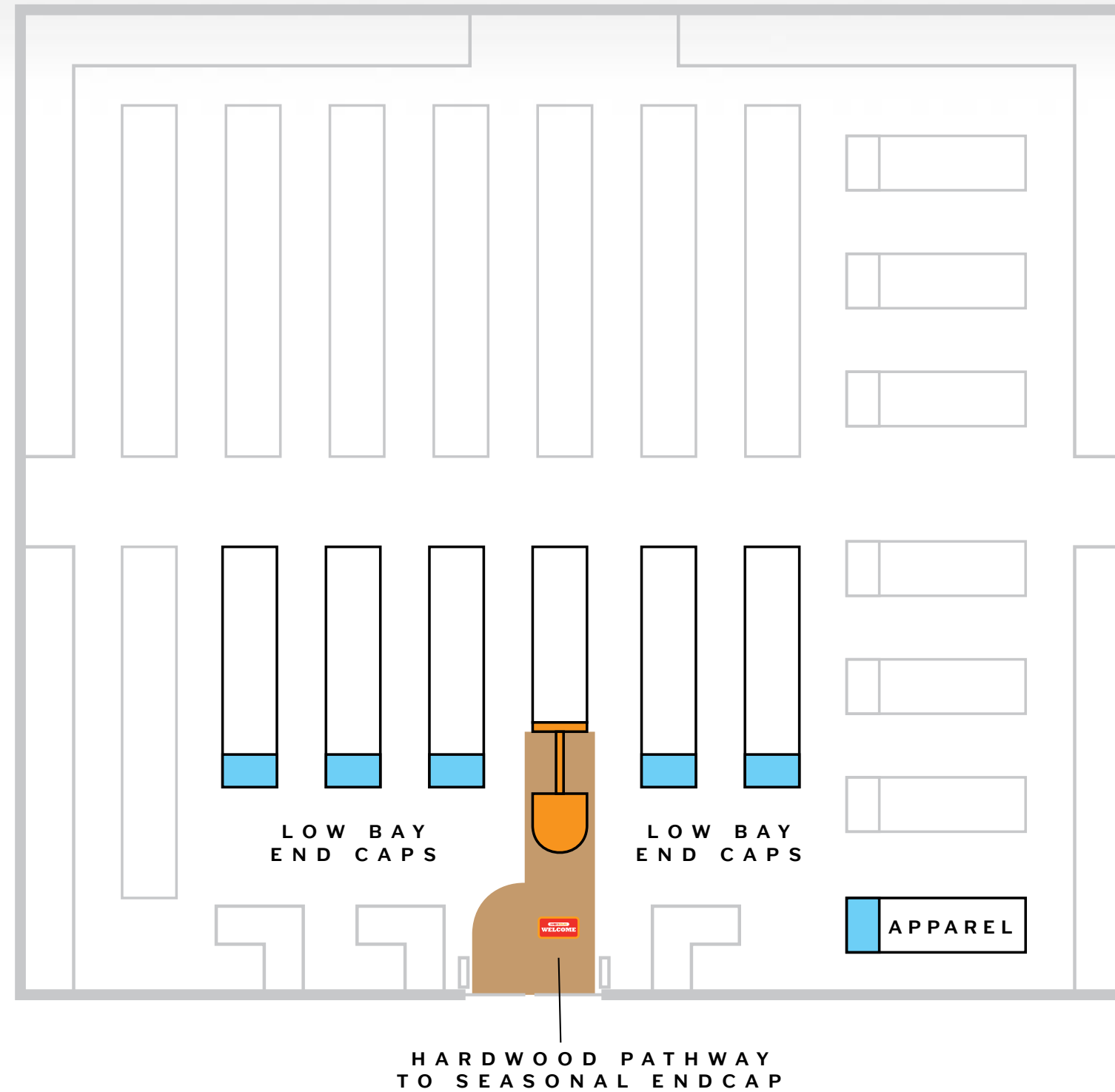
- Will consolidate former door decals in an orderly fashion
- Hours/AM-PM stickers for easily changeability
- Store associates can easily handle installation and maintenance

Hours/AM-PM Stickers



Suction Cup with hook

S-hook



Approx. 30" w x 16" h



Introducing a section of hardwood flooring (approx. 9' w x 6' d) with a welcome mat floor graphic at the entrance, will greet the customer as they enter the store



"Pick up our in-store ad" message to be moved from front doors to top of brochure standee



Using the custom pattern on the entry security detectors will add a splash of color to the entry way, and better integrate them into the environment. Options include a decal application or a corrugated slip cover. Both options offer changeability and cost effectiveness.

Family Dollar Generic



Promotional message inserted over generic message

Seasonal Area

- Area is designed to stand out from existing in-store graphics/displays
- Overhead signage with changeable graphic attracts immediate attention upon entry
- Generic message will be in place at all times when a promotion is not ongoing
- Display will offer a 3-tier table and peghook product area
- Can be engineered to have casters for mobility

4-Sided Frame



Multiple 4-Sided Skyboxes



Family Dollar Generic



General Feature End Caps

- Larger graphic headers will better attract customer attention
- Side cap additions will offer cross-marketing opportunities
- Use of custom on-brand patterns create consistency and standardize the programs that are presented on both the end cap and side caps. This holistic approach strengthens the presentation the visual communication across the front of store.

Vendor Sponsored End Caps

- Vendor sponsored end caps allow Family Dollar to offer name brand items
- Graphic guidelines and templates can be made available to vendors
- Custom pattern shelf strips still required; however, vendor will have a choice of color from the Family Dollar palette

Vendor Sponsored Trend Caps



End Caps: Low Bay Apparel End Cap

Family Dollar Apparel



General Feature End Caps

- Stylish hardware combines graphic treatment with merchandising
- This approach can offer stacked and/or hanging apparel

Food



Laundry

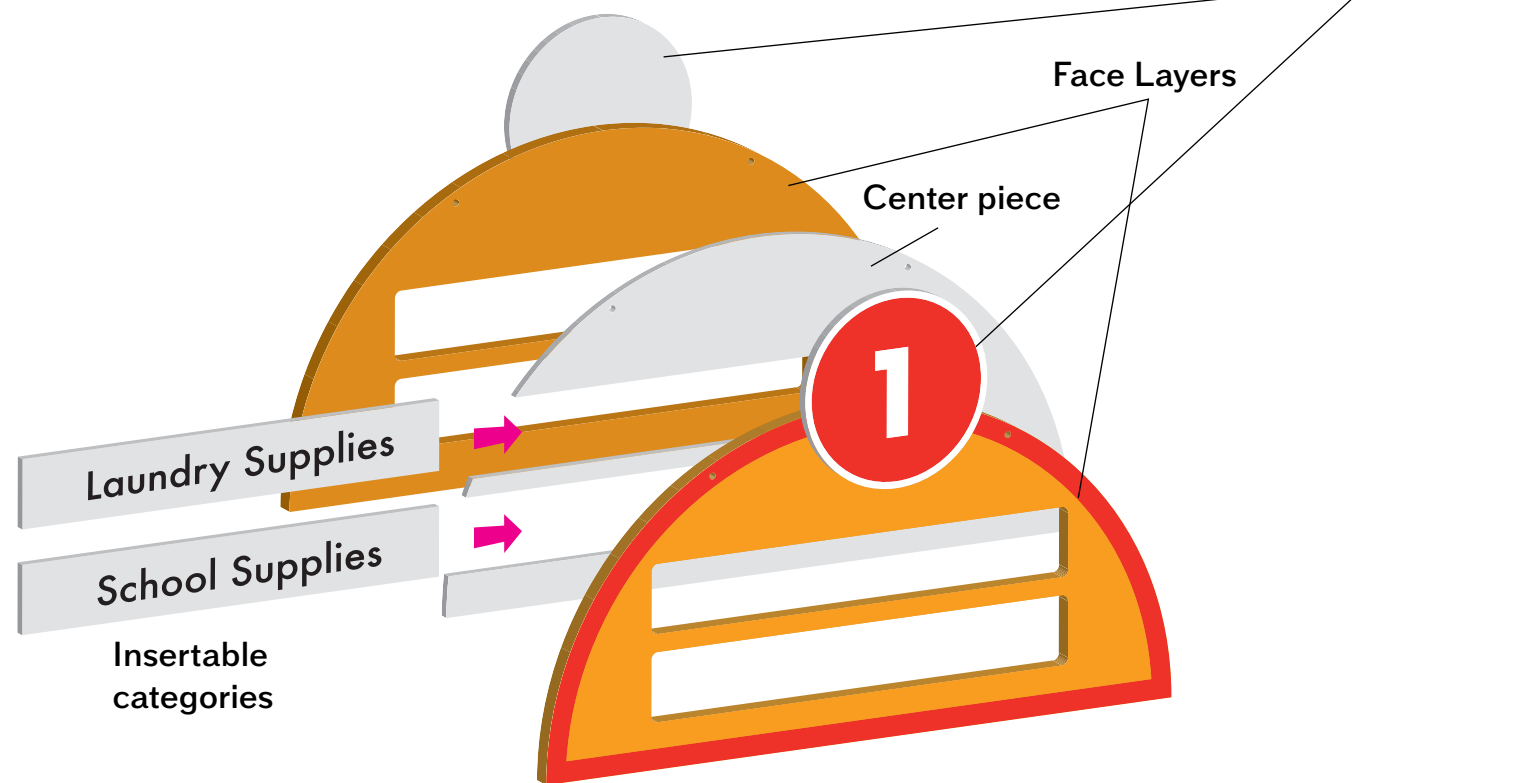


Apparel



Departmental Icon Headers

- Icons can replace the need for multi-language text
- Updateable pricing with channel system



Suspended Wayfinding

- Hanging wayfinding above end caps will improve store navigation
- Suggested design will offers easy changeable inserts
- Two-sided for readability from both sides

Before





Exterior Illuminated Signage

- Signage carries promotions/messaging even when stores are closed
- Standard message will be in place when there is no ongoing promotion

Tobacco Product Price Menu Board

- Signage replaces tobacco advertisement at entrance
- Pricing, and quantities are easily change with scrolling numbers
- Channel system allows for brand panel changes
- Placed above area where tobacco products are sold