**~ Innovations and Customer Experience Store Walking Tour: Amazon-Proofing Retail ~**

**Date:**  25 May 2018

**Overview of the brochure:** The brochure is for an event for a targeted group of Ace Hardware International retailers that I will be sending this to.

**Name of the Event:  Innovations and Customer Experience Store Walking Tour: Amazon-Proofing Retail**

**Description of the Event:**

Join Ace Global Solutions in checking out a hand-selected number of highly innovative, customer experience driven retailers along Chicago’s Magnificent Mile.   Learn and get inspired by how these best-in-class retailers leverage their brand to create fascinating and innovative store concepts to successfully battle the E-commerce giants. Included as a part of this event be will be special guest, Jill Bromann, professional industry speaker and retail expert on strategic planning, customer experience, and consumer insights. She will advise  on key trends impacting retail and how businesses are innovating to wins around points of experience, engagement, convenience, value, and building meaningful memories.

**Our Speaker:**

**Jill Bromann** (picture included in attachment), [**Director, Consumer Insights & Strategy**](https://www.linkedin.com/company/154351/?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base%3BCJ2cXMqxQQuoYN9kTxxQpQ%3D%3D&licu=urn%3Ali%3Acontrol%3Ad_flagship3_profile_view_base-background_details_company) **with McMillan Doolittle**

Jill is a Director at McMillanDoolittle, a world renowned consulting firm, where she serves as the firm’s Head of Consumer Insights for retail strategy projects.  Jill has conducted dozens of custom research studies for clients all over the world. Prior to joining McMillanDoolittle, Jill was a Senior Analyst of Strategic Insights and Research for MTV Networks.  She was responsible for understanding Millennials and creating guidelines for designing original content that resonates with this influential consumer cohort.  Jill currently serves on the research steering committee for Ebeltoft Group, a consortium of internal retail experts.

**Stores being visited include:**

* **Apple  -** This is the tech retail giant’s latest and most innovative and ambitious flagship location. It was developed as a gathering space for the community hosting year-round programming and events, including learning, training, and social affairs. By leveraging in-store store associate expertise to educate, guide, train and entertain, customers obtain a personal experience and sense of presence the digital world, and other direct competitors, have yet to replicate.
* **AT&T** – AT&T’s 10,000 square-foot flagship store on Michigan Ave was designed to serve as a [physical representation](http://www.att.com/gen/press-room?pid=23251&cdvn=news&newsarticleid=35277&mapcode=) of its previous advertising campaign – “It’s what you do with what we do.” That’s why the space is completely hands-on, with the brick-and-mortar devoted to creating and streaming live music and an interactive model car that allows shoppers to experience how AT&T can help them monitor, navigate and drive safely, etc. The space also showcases local artists and exclusive accessories featuring their artwork. AT&T’s positions its store to enforce that the current retail environment  that ‘average’ service, lackluster merchandise, one-size-fits all advertising, and a mundane store operating, are things of the past.
* **Eataly** -  Though Eataly functions primarily as elevated food courts, both spaces weave retail sections and grocery shopping throughout their lineup of pop-up restaurants and kiosks. Consumers come hungry, but leave with their shopping bags full.  You will witness a vibrant Italian marketplace that features an array of cafes, counters, restaurants, and a cooking school. Eat, learn, and buy!
* **Under Armour -**  This is Under Armour’s biggest brand store to date featuring an intensely immersive experience with high-tech athletic resources and experiential spaces. The 3,000 square meter retail space has a five-sided video screen, a ‘wearables bar’ to showcase its own fitness tracking systems, and a variety of interactive games for kids, like a screen that measures how high someone can jump. Under Armour is demonstrating that it understands how retail is changing in the age of e-commerce and also how to create a differentiated customer experience.
* **Walgreens** – The largest pharmacy chain in the the US, as this Chicago-based convenience store that features elevated experiences with foodservice, health clinic and premium beauty.  They are also experimenting with eye care services as well.  Walgreens is leading by example that customers no longer look to retailers for product selection.  Services are now becoming a regular expectation in the overall consumer journey because of innovative retailers like Walgreens.

Store Logos – Include something like these in the flyer.



Apple:  Don’t feel compelled to use these photos, but a starting point.



Walgreens:  Don’t feel compelled to use these photos, but a starting point.

**[](https://www.google.com/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwj6_ZWTk6HbAhXitlkKHXeOBT4QjRx6BAgBEAU&url=https%3A%2F%2Fwww.pinterest.com%2Fpin%2F10062799143036235%2F&psig=AOvVaw2Yq8__XhrJHbthFqSU1DyE&ust=1527347549354629)**      

Under Armour:  Don’t feel compelled to use these photos, but a starting point.

**[](https://www.google.com/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwjZvYHHk6HbAhWkpFkKHZQDDOYQjRx6BAgBEAU&url=https%3A%2F%2Fwww.designretailonline.com%2Fprojects%2Fstores%2Funder-armour-unveils-chicago-brand-house-store-concept%2F&psig=AOvVaw2pKoY_4Chu44Pb_OnF_AsP&ust=1527347624366295)**

AT&T:  Don’t feel compelled to use these photos, but a starting point.



Eataly: Don’t feel compelled to use these photos, but a starting point.



**About the Magnificent Mile:**

The Magnificent Mile is home to more than 460 retailers, 275 restaurants, and 60 hotels including numerous popular consumer brand and a magnitude major department stores, international luxury labels, designers, and trends. It is a  spectacular showcase of style, flavor, entertainment and fun.



**Other important information to include in the brochure:**

* *Tour starts at:*

Sheraton Hotel and Towers

301 E. North Water Street, Chicago IL

* Spanish Speaking Tour Guide available, upon request
* **Questions?** For more information, contact Jacob Reyes |+1 630-408-9171 | [jreyes@acehardware.com](mailto:jreyes@acehardware.com)
* Walking tour – Wear comfortable footwear
* **Pricing:**  $70 per participant before or on July 25 (early rate);   $90 per participant after July 25 (standard rate)

**\**Charged to Invoice post-show***

Ace Global Solutions logo as an attachment. Ace Global Solutions is hosting the event.

**To Register for this Event, Go To:**

<https://www.wynjade.com/ace18/fall/>

**Target Audience**:  Ace Hardware Int’l Customers

**Design Specifics:**  Make it fun looking,  creative, attention grabbing, but highly professionally finished. Try to use the Ace Hardware red colors.  Images are good especially of the stores that we will be visiting along Chicago’s Magnificent Mile.

**Size of Brochure:**  8x11”

**Type of Brochure**: 2-sided