

An unprecedented retail disruption. A dynamically changing shopper landscape.



Purpose of the retail store has been re-shaped by the emergence of Omni-Channel



Covid-19 is altering consumer behaviors with potential long-term implications to the way we shop

Forrester: Retail Will See Global Impact In 2020 Due To

Offline non-grocery retail will contract by 20 per

NEWS PROVIDED BY
Forrester →
Apr 30, 2020, 08:00 ET

1

More than **9,000 store closures** yearly

2

Expected \$2.1 trillion global retail loss in 2020, with **more than 47,000 US stores closed** in a week

3

customer relationships are now digital centric with **more than 50% decline in mall visits**

source articles:

<https://www.nasdaq.com/articles/will-the-coronavirus-finish-what-the-retail-apocalypse-started-with-department-stores-2020>

<https://www.forbes.com/sites/investor/2020/01/25/is-the-retail-apocalypse-over/#4e3f804d7e08>

<https://www.prnewswire.com/news-releases/forrester-retail-will-see-a-2-1-trillion-loss-globally-in-2020-due-to-coronavirus-pandemic-301050089.html>

Is omni-channel the new norm?

Our design, software and technology solutions span seamlessly across the physical and digital channels.



Retail

Delivering enhanced shopper experiences at physical store touch points via design and IoT solutions

Interior Retail Design

Connected Display

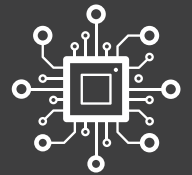
Gaming And AR kiosks

Behavioral Analytics



Design

Digital



Digitalizing the customer experiences via design and software solutions

Marketing Assets

Software Development

UI / UX Design

Why our solutions?

From sensor powered display stations to interactive gaming & with built in analytics, our **ready-made solutions** guarantee **impactful in-store & digital experiences** with high ROI

FC sense

Introducing the world of connected displays to transform in-store shopping experiences

FC digi

A platform solution seamlessly connecting the digital and physical experiences via:

- Scan and pay
- API integrations

FC play

Delivering impacting brand messaging via:

- Animated gaming
- AR experiences
- Integrated redemptions

FC analytic

Measuring in-store ROI via:

- Behavioral analytics
- Display efficiency
- Product interaction metrics



1 default landing screen



2 content on screen changes upon customer interaction with product



3 split screen with product comparison information when 2 products are lifted



1

limitless creative opportunity for brand messaging

2

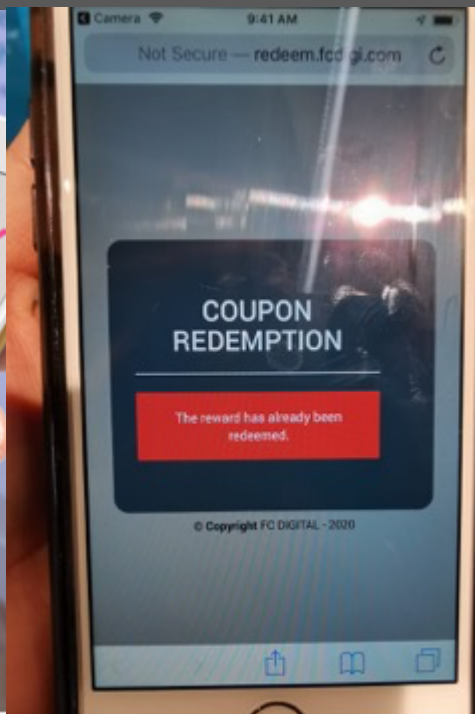
Play & win at In-store kiosk

3

receive instant redemption code

4

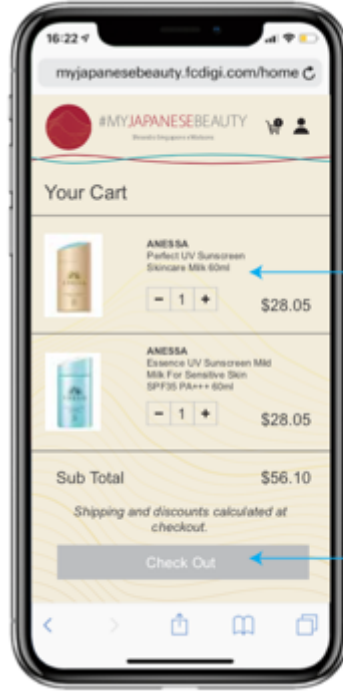
Redeem gift seamlessly at POS



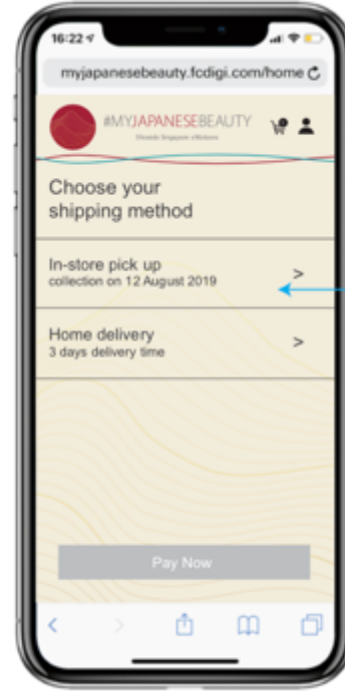
- 1 scan product qr code
- 2 discover product
- 3 fuss-free selection
- 4 seamless collection
- 5 hassle-free check out experience



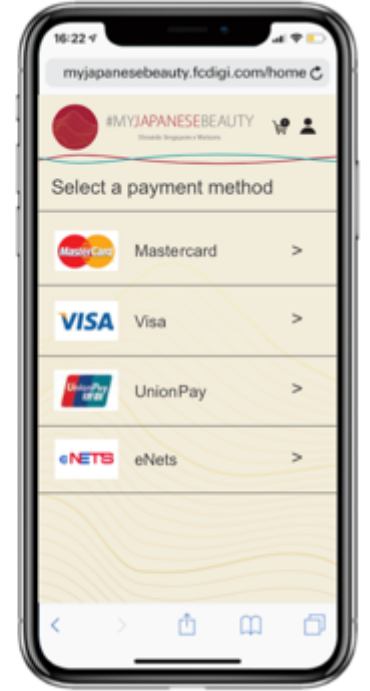
add product to cart
product info



selected purchases in cart
check out



select shipping method



store level

traffic report

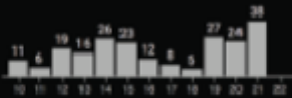
store dwell time

shopper path

Shopper Path Analysis

Duration **Daily** Date < 2017-12-12 >

PathA



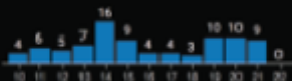
In-store Traffic
215 ppl.



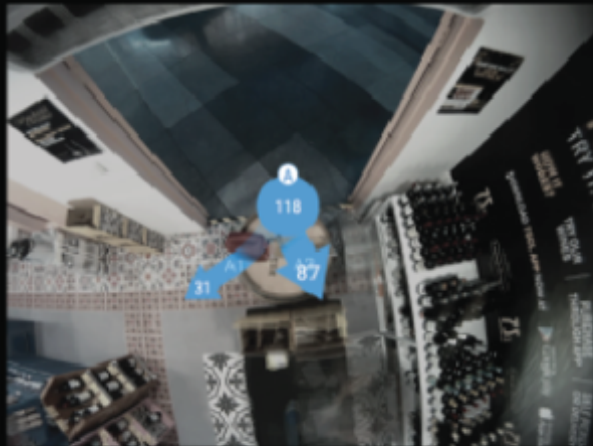
PathA
118 ppl.



DirectionA1
31 ppl.



DirectionA2
87 ppl.



Analyzed Area Background

product / display level

product interactions

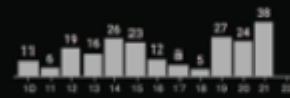
product dwell time

popular comparisons

Display Efficiency

Duration **Daily** Date < 2017-12-12 >

75CL 202



In-store Traffic
215 ppl.



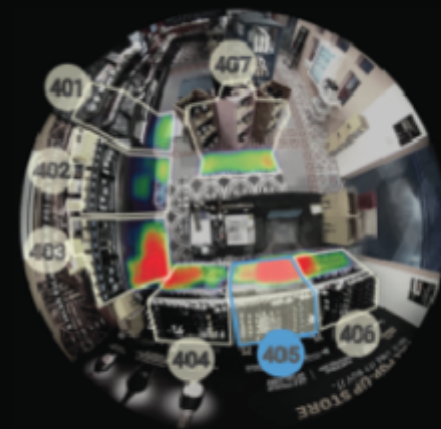
Dwell Traffic
299 ppl.



Dwell Time (mins)
137m



Shopper Touch
287 Times



Analyzed Area Heatmap Background

Covid-19 has heightened the uncertainties on the future of retail industry.

With safety and hygiene concerns surrounding the tester displays, we are swiftly adapting our **FC³S solutions** to offer **contactless shopper experiences**



Losing out in retail sales during COVID-19?

Our **FCDIGI platform** is now assisting companies
to fast track digital integrations.



Starting from:

SGD **50** per month



Ecommerce with
order notification



Payment integration
assistance



Scan and pay
integration



Concierge
notification

retail by
design



Integrated case studies



**connected display experience
at sony flagship singapore**

case study: <https://youtu.be/VNuHNgGRZsA>



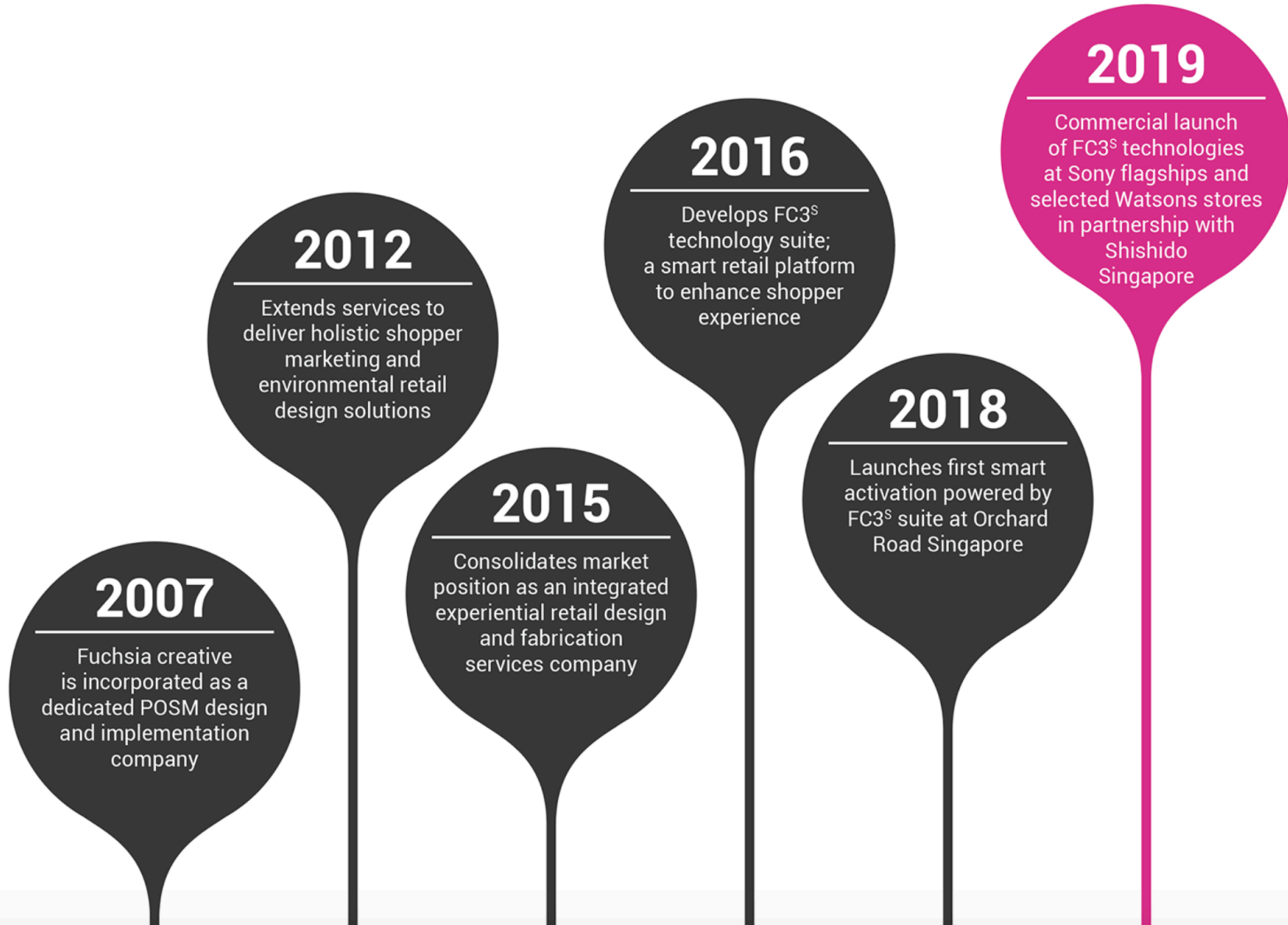


enabling new retail experiential solutions
for shoppers, brands and retailers

case study: https://drive.google.com/file/d/1q_Vb3jN7tYVj6Ma_psgsqdJH1_aSH5WP/view







Projects delivered in the past

12
months



3
years



5
years



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thank you

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