

WE GROW RETAIL

STRATEGY

PRODUCTION

TECHNOLOGY

FULFILLMENT

RED LEAF'S EVOLUTION



Since 1995, Red Leaf has developed custom shopper marketing programs for many of the world's leading consumer electronics companies. Red Leaf's extensive portfolio ranges from simple visual communication projects to sophisticated, leading-edge concepts.

Engage the senses to increase retention and sales.

Our in-depth understanding of the human sensory system enables Red Leaf to create stimuli in the retail environment to effectively influence shopper decisions along the path to purchase. Our technology tools are designed to be integrated into displays that absorb shoppers in an experience that educates, guides product usage, and promotes purchasing.

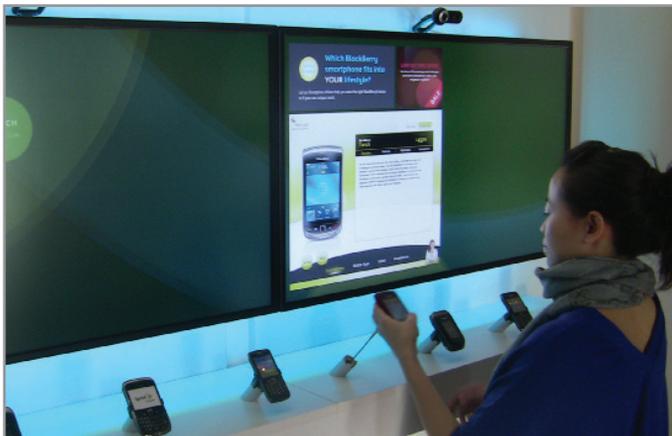
		<p>EXECUTION: 2009, BEST NATIONAL EXECUTION BY OEM IN UNITED STATES CARRIER</p>		 <p>Scent Strategies</p>	<p>15% increase in perceived value</p> <p>Use scent to help create a mood and influence shoppers within the retail environment, leading to increased brand recognition and association.</p>
	<p>SEMI-PERMANENT: LATE '90s, 70% OF PROGRAMS INTENDED TO BE IN USE FOR TWO YEARS</p>		 <p>Ambient & Focal Lighting</p>		<p>78% increase in glances</p> <p>Increase the shoppers viewing rates by utilizing lighting strategies that influence dwell time around a product.</p>
<p>RETAIL LOGIC: 1998, RED LEAF DEVELOPED THE FIRST NORTH AMERICAN HOME THEATRE ENDCAP</p>			<p>RETAIL INNOVATION: SINCE 2009, 90% OF PROGRAMS INVOLVE INTERACTIVE TECHNOLOGY</p>	 <p>Sound and Music</p>	<p>38% reported sales increase</p> <p>Draw shoppers to your display area with music strategies that influence the shoppers perception of product quality.</p>
	<p>LONGEVITY: 48% OF DISPLAYS PRODUCED PRIOR TO 2005 CAN STILL BE FOUND IN FIELD</p>		 <p>Tactile Strategies</p>		<p>53% of shoppers require interactivity</p> <p>Provide shoppers the opportunity to engage with products while ensuring the safety and security of your merchandise.</p>



Engage consumers with the store of the future - today!

The shopper path to purchase has several identifiable and tangible retail touch points. We aim to influence shoppers at as many touch points as possible through the implementation of our in-store programs. Our goal is to deliver in-store visuals and messaging that ensures the attention of shoppers while creating an engaging experience to drive shopper purchase conversions. Customer loyalty and retention is strategically generated through positive in-store engagement, instant gratification from unique takeaways, reinforced messaging, guided product usage and the promotion of brand advocacy.

RED LEAF CONSUMER ENGAGEMENT PLATFORM



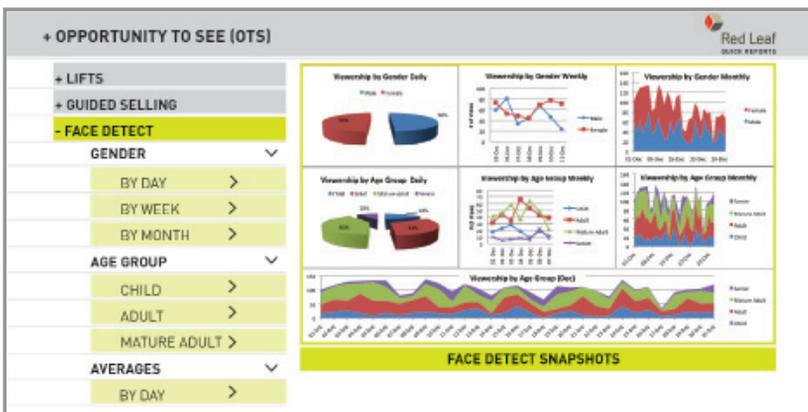
Red Leaf integrates digital signage into a unique form factor that matches your product and brand needs. The heart of the consumer engagement platform is a unique guided selling software system that transforms large format digital signage into a compelling touch screen interface. This provides retailers the option of customizing their content to display multiple information segments, allowing several shoppers to interact simultaneously with the display. This unique platform also influences consumers along their path to purchase with thoughtful use of scent, lighting and music strategies, leading to increased consumer traffic as well as yielding insightful data and consumer demographics about shoppers interested in your product. Every interaction, every touch and dwell time can be recorded and filtered to offer aggregate shopper data.

RED LEAF GUIDED SELLING 2.0 APPLICATION



Red Leaf's Guided Selling application is intelligence to move shoppers along the path to purchase. This interactive software program narrows product choices to those that best fit the shopper's need. The questions utilize an order and logic that produces product purchase selections that best fit the consumer's lifestyle.

RED LEAF ENGAGEMENT METRICS



Our tools provide clients the ability to gather and aggregate analytics populated from shopper interactivity with in-store displays. Each retail tool incorporated in the overall display system gathers, consolidates and sorts data, offering clients unique and useful real-time consumer insight. This provides clients the ability to assess the true value of your in-store investment.



PARADIGM RETAIL FIXTURE SYSTEM



This customizable 'off-the-shelf' retail display solution allows retailers and manufacturers to quickly and cost-effectively transform their retail environment, encouraging shoppers to interact and explore products without disrupting the store footprint.

PARADIGM SMART SHELF



This innovative solution educates consumers about complementary accessory products to help retailers increase the attachment rate of these high margin items. The accessory center incorporates touch-screen technology, metrics gathering, lighting-driven navigation and a mobile application that provides consumers with helpful shopping tools before, during and after their store visit.

PARADIGM ENGAGEMENT TRIGGER SYSTEMS



These merchandising solutions feature a tethered security system for all products on display, allowing shoppers to interact with and experience any products of interest to them. The security system has built-in intelligence that triggers context-sensitive content on the monitor when a shopper removes a product from its cradle.

PARADIGM HIGH-BAY SIGNAGE



This quick and easy solution helps to soften the environment and dramatically alter the mood within a store. The use of high-bay lights provides way-finding and promotional opportunities for retailers while helping shoppers identify specific departments, categories, products and brands.

Retail tools designed to grow retail and save money.

Red Leaf offers customizable technology tools that combine our research, strategy, and design expertise to further enhance consumer engagement and maximize the retail environment to its fullest.



DIGITAL SIGNAGE
40% SALES INCREASE

Customize your message to a targeted demographic in close proximity.

MOBILE APPS
78% SALES INCREASE

Increase the shopper's viewing rate by utilizing light strategies that influence dwell time around a product.

POP DISPLAY
20% SALES INCREASE

A customizable display fixture to accommodate your in-store installation and brand requirements.

FACIAL RECOGNITION
50% INCREASED DWELL TIME

Ability to identify shopper demographics within the vicinity of the display area, helping to generate metrics to increase customer loyalty.

GUIDED SELLING
56% INCREASE

An interactive software program that narrows product choices to those that best fit the shopper's need.

TRIGGER CONTENT
63% PREFER PRODUCT CONTACT

A display that cues digital content once products have been engaged, leading to relevant product information.

For more information to help your company grow at retail, contact Red Leaf at:



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RETAIL CONSUMER ENGAGEMENT EXPERTS