

Defining Retail Excellence



In association with
echochamber

Congratulations on being selected as one of the Top 100 stores in Ireland. This Powerpoint is your application for consideration for the next stage of the competition; the Top 30. This year we will judge the store of the year based upon 10 categories of retail excellence. We have produced a separate inspiration guide to accompany this application, which should be read first. This explains how we define retail excellence and how we will judge the awards.

Your entry – please complete*

Store name

Enter name here

Store address

Enter address here

Instructions:

Please photograph your store based upon the 10 categories and insert images into each relevant section. Please also include a short overview to explain your thinking and why you think it represents retail excellence.

We will judge your store based on these images and descriptions, so do make your pictures as clear, explanatory and good looking as possible.

This year, we will judge the store of the year based on 10 categories of retail excellence. These are grouped within 5 major themes, which show how retailers can attract and inspire customers, creating a winning retail formula. These themes follow the customer journey, from first impressions of the brand, through to creativity of design and display, tone of voice and storytelling.

Communicating expertise with curated solutions, and personalisation are key elements. Technology that adds genuine value to the customer turns a gimmick into tool, whilst a focus on making stores community spaces creates welcoming places to be and to buy.

5 Themes 10 Categories

- 1 / **First impressions** /shopfront/windows/first bite
- 2 / **Surprise & delight** /visual merchandising/store design
- 3 / **Expert solutions** /curation/personalisation
- 4 / **Talking shop** /storytelling & communication
- 5 / **Adding value** /hospitality & community/technology

5 Themes
10 Categories

The shopfront

The shopfront is the face of your business. It's where customers first connect in the real world. Whether contemporary or traditional, the architecture, branding and signage, should reflect the personality of the brand.

Category 1

The shopfront

Please explain a little bit about this*

Add text here

Windows

Windows allow a store to stay fresh and inventive, giving customers a reason to revisit. The best windows are eye catching, witty and playful, but above all creative.

Category 2

Windows

Please explain a little bit about this*

Add text here

First Bite

The best stores give a powerful, easy to read impression on entering the threshold, which reflects the ethos of the brand. We call this 'first bite'.

Category 3

First Bite

Please explain a little bit about this*

Add text here

Visual Merchandising

The key to great retail is merchandising that engineers desire. Nothing you sell should look boring or better out of the store than in. Great visual merchandising shows off your expert creativity and makes shopping a visual treat.

Category 4

Visual Merchandising

Please explain a little bit
about this*

Add text here

The image shows the interior of a cafe or bakery. The ceiling is made of horizontal wooden planks with several pendant lights hanging from it. The walls are also made of wood, and there is a large, abstract mural on the wall. The seating area features a long, tufted booth with round tables and chairs. In the foreground, there is a counter with a glass display case containing cookies and a coffee machine. The overall atmosphere is warm and modern.

Interior design

Design matters. Customer expectations are higher than ever. From fixtures, to materials, lighting and colour, every element is an opportunity to wow. The cookie-cutter rollout is dead, and retailers are building unique stores for each location.

Category 5

Interior design

Please explain a little bit about this*

Add text here

Curation

Products on shelves just don't cut it anymore. The best retailers present products as solutions, in ways that are inspiring, trustworthy and easy to understand.

Category 6

Curation

Please explain a little bit
about this*

Add text here

Personalisation

Products that are personalised instantly become more precious and treasured. Technology allows for much easier and more theatrical personalisation instore, whilst the traditional values of the craftsman are more important than ever.

Category 7

Personalisation

Please explain a little bit about this*

Add text here

Communication

Communication is how brands establish trust and demonstrate their passion and expertise. Whether it's digital or analogue, storytelling is vital. Creating a distinctive tone of voice, gives a brand a unique personality and helps customers to connect.

Category 8

Communication

Please explain a little bit about this*

Add text here

Hospitality & Community

Hospitality has become a key driver across every retail sector; from instore coffee and cocktail bars to full service restaurants. More important though is the sense of community and stores as places to learn, engage and hang out in. This is service of the future.

Category 9

Hospitality & Community

Please explain a little bit
about this*

Add text here

Technology

Technology is often a gimmick in retail. Great technology should always add value to the shopping experience, either by providing retail theatre, enhancing service, or reducing friction to create a seamless and smooth shopping experience.

Category 10

Technology that adds value

Please explain a little bit about this*

Add text here

% score and judges comments

1

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What's good?

What could be improved?

The top 30 scoring stores will be selected to go through to the next round. Echochamber and Retail Excellence will visit each store and complete our own judging audit, which will be presented back to you. The highest scoring stores will go through to the final judging panel and the awards ceremony.

Good luck!



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