

Famous Footwear Case Study

Famous Footwear is one of the biggest athletic and casual shoe retailers in the United States, and is using digital display technology to elevate the shopper experience in its stores, as well as drive foot traffic and, ultimately, more sales. In this case study, you'll learn how the retailer – part of the Caleres group of retail companies - is using video walls and a unique trends-focused display in its stores to drive and realize objectives.



Famous Footwear sells name brand athletic and casual shoes for the whole family. With more than 1,000 stores across the United States, and more selections online at famousfootwear.com, Famous Footwear has become a top family footwear destination. It is part of Caleres Inc., which has a diverse portfolio of global footwear brands. Formerly Brown Shoe Company, the company rebranded to Caleres in 2015 – the new name derived from the Latin word calēre – meaning to glow with passion or intensity. More than a century old, the company's head office is in St. Louis, Missouri.

Putting Footwear Shoppers On Top Of Trends

As the signs suggest, Famous Footwear has built a big reputation by connecting consumers of all ages with countless options for shoes and other types of footwear. Their stores are known for selection and value, but less so for being on top of the hottest trends on shoppers' feet.

Internal surveys done with core customers revealed that while the chain has a loyal fan base, they were interested in seeing more in stores about fashion trends and how they related to the products on shelves.

That stimulated a new in-store program that marries conventional merchandising with high-definition digital displays and curated, custom-developed creative content.

Highlights

Q2 2018

- **Show stopping Media Wall at NYC flagship store featuring synchronized content across 51 screens**
- **30 Trend Fixtures live in stores**

Benefits

- **Elevated shopper perceptions of retailer brand**
- **Increased store traffic**
- **Trackable sales increases on promoted products**
- **Fast and flexible promotional**

In early 2018, Famous Footwear started testing a new in-store merchandising stand – called the Trend Fixture – at 30 stores, with a goal of using full-motion video to tell its predominantly female shopper base about new fashion trends in footwear, and tying those videos to new products available in the stores.

Famous Footwear tested a custom built fixture that nested the screen in a larger stand that had small shelves with product flanking the screen, backed by screen-printed and rear-illuminated fabric. The screens are positioned on the sales floor at the store entrance, but set back to allow for a good customer viewpoint.

The aims were simple – make a statement to shoppers that the store is on top of fashion trends, and connect them to product they could buy, right then and there, that tracked to those trends.

The fixtures were developed in a collaboration between ComQi, a New York City-based digital signage solutions provider and SEG Systems, a retail display specialist based in Charlotte, NC. The fixture displays run video content scheduled, delivered, played out and logged using ComQi's retail-centric EnGage digital signage management platform.

An Instant Hit

“It was a big hit right away with customers and with the Famous Footwear management team,” recalls Stuart Armstrong, President of ComQi, which delivered the technology solution. “They were really looking for the right way to connect fashion trends to what’s in their stores, and these fixtures very powerfully did that for them.”

Retailers rarely provide the details on successful in-store merchandising tactics, but the best measure of the program’s success is a quick move by Famous Footwear, after the initial 30-store trial, to add fixtures in another 45 stores as the next phase of their rollout



The large digital displays cycle through highly visual, attractive spots about emerging fashion trends, and shoppers can see footwear products tied to those trends immediately adjacent to the screen.

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Bringing Shoppers Inside



The Trend Fixture program comes on the heels of an earlier, high profile collaboration between Famous Footwear and ComQi. In February 2017, the chain's flagship store on 34th Street in midtown New York City added an attention-grabbing 51-screen video wall in the main window facing the sidewalk.

The video wall encompasses a main horizontal canvas of 15 55-inch LCD displays, set three tall and five wide. Immediately below that are three stacked rows of 12 20-inch displays, for a total of 36. Custom creative fills the main, larger canvas, but the wall uses ComQi's EnGage software to precisely synchronize complementary content that runs on selections of the smaller screens.

The video wall's primary objective is to drive awareness of the variety of hot shoes from top brands available in the store, and attract shoppers into the store on what is one of the most competitive stretches of retail real estate in New York and America.

"Doing an outside-facing, shopper-focused video wall is challenging both on the technical and marketing sides of the plan," says Armstrong. "You've got to get the content right, that gets people looking and motivated to come inside. But it also has to have energy in the way it is presented, and most of all, work flawlessly. We've been very happy with the way the flagship store came together, and the all the work we've since done with Famous Footwear."

About ComQi

ComQi, a wholly owned subsidiary of AU Optronics, is a global leader providing a cloud-based Digital Signage & Shopper Engagement Technology that influences customers in-store through digital touch-points like in-store media, mobile, touchscreens, IoT & social media. Through ComQi's EnGage CMS, ComQi enhances the shopper journey thus helping our clients drive traffic, increase sales & encourage brand loyalty.

For more information, visit www.comqi.com
