



holpe 恒波

Mega Phone new format prototype and roll outs

A new to the market mobile internet and smart entertainment appliance category killer is being realized for holpe in greater south China.

On-line price / in-store solution is the service mark and clear positioning of mega phone in an attempt to counter the reach of internet sales with best in class customer service that adds value to the customer, differentiation from the competition real/virtual and revenue to the bottom line.

rkd retail/iQ was responsible for the strategic brief, all retail planning & design, name generation, all graphic communications, and construction documentation and is currently rolling the program out to selected locations throughout china.

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hyper-mart 步步高

BBG hypermart

Hypermart is the hypermarket format of BuBuGao headquartered in Hunan province in central china.

As part of a continued expansion initiative, rkd retail/iQ was engaged to develop the hypermart G2 concept. All design initiatives were to be an extension of the merchandise presentation to communicate dominance, price and an in stock position.

Clear circulation is key, with easy orientation and exposure to all offers with self-determination of shopping pattern based on customer preference most often with 2 separate entrances.

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hyper-mart 步步高

BBG hypermart

Even within hypermart customer profile position at the B- / C level, customers are more informed, more aspirational and more focused on improving their family's lives. G2 was not to change positions in the market and alienate their core customer, however we would not talk down to the customer and it was the role of retail to educate the customer and show them the future and create a format that would continue to attract younger customers.

rkd retail/iQ developed all creative expressions of the Hypermart G2 in terms strategy, concept, planning + design, graphic communication and construction documentation and are currently implementing the program in selected locations in central China.

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Easmart

Established in 2000, eading group has grown to 300 stores operating in all 14 provinces of China with an annual turn over of 3 billion rmb.

Rather than blend in with the countless retailers of mobile internet technology eading group has evolved easmart as a point of difference into a lifestyle accessories specialty store that also carries the latest mobile internet technology.

The planning and design of the new concept assumed a more relaxed and irreverent bohemian vibe that did not attempt to out tech the tech and instead created completely different customer experience.

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