



MACY'S **ONE BELOW** PROJECT TRANSFORMS

COMPANY PROFILE:

New York City, 2012: Macy's, the iconic American department store, took the first steps in a four-year project designed to transform the company's flagship Herald Square location into the most interesting, technologically advanced department store in the world. Opening earlier this year, Macy's new project dedicates 100,000 square feet of repurposed sales space to stage digital media environments designed to create newly immersive forms of customer experience.

The majority of the basement floor was built to target the Millennial-age market who spend more than \$65 billion at the store annually, and engage with them through a digital and social media strategy. In order to meet these goals, Macy's looked to Premier Mounts and Reflect Systems.

Historical Context: Macy's and the Invention of Modern "Shopping"

First established in 1858, Macy's Department Store would play a central part in redefining the significance of "shopping" in American life. Before the era of department stores, "shopping" had a strictly practical meaning: Shopping involved little more than the prudent purchase of necessary goods. While the latter meaning remains, conventional perceptions are just as likely—in fact, more likely—to associate "shopping" with excited excursions to the local mall. In other words, over the past 150 years, "shopping" has gone from an obligatory "chore" of American life to a national pastime.

Historians locate shifts in the cultural meaning of shopping to the later 19th century—when stores like Macy's transformed customer experiences of shopping by introducing imaginative changes in the presentation and organization of sales space. For instance, Macy's early development of thematic window displays—including the popular holiday display competitions of the 1880s—drew on the success of the era's parallel innovations in cinematic



entertainment (Nickelodeons, and soon after, silent films). Designers staged fashion mannequins in elaborate, even dreamlike, merchandising displays. Macy's developed merchandising strategies that effectively transformed store floors into theatrical environments—imaginative spaces designed to facilitate uniquely immersive and entertaining customer experiences. Shopping became entertainment: Customers no longer purchased items out of necessity. Rather, displays linked shopping to the imaginative entry into unfamiliar worlds—or, at the very least, a vicarious escape from more familiar routines.

Given Macy's vital role as an agent of such changes, the company's current innovations in digital marketing aimed at “millennial” markets could also forecast another long-term shift in the role and meaning of “shopping” in American life.

BUSINESS SITUATION:

Connecting with Millennials in a Social Marketplace

Included in the Herald Square renovation project was the creation of One Below, a new millennial floor on the basement level of the flagship store. The recently debuted floor is designed specifically around the desires of millennial shoppers, catering to their lifestyles, shopping preferences and tech savvy to deliver the experiences they want from the brands they love.

Featuring a wide variety of brands like XOXO, Madonna's Material Girl, Clinique and Jessica Simpson, the new floor does an exceptional job at honing in on the brand affinities of Millennials. Macy's was certain that the ability to shop for everything—clothing, handbags, cosmetics, accessories, and shoes—in one area of the store would deliver the convenience millennials desire. They also knew they needed to tap into the tech savvy ways of the millennial consumer.





SOLUTION:

Premier Mounts and Reflect teamed up to design a variety of digital experiences for One Below, including a “Selfie” Video Wall and Interactive Social Screens dedicated to the #MacysLove social media campaign.

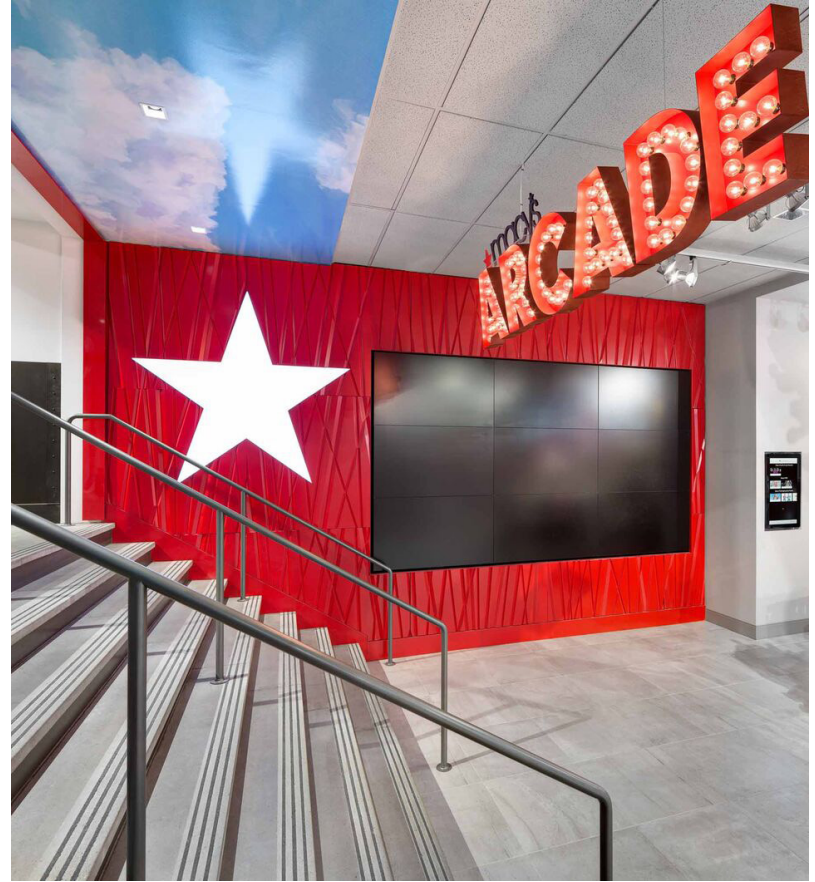
Interactive Digital Experiences:

Selfie Wall – Just inside One Below is a store-within-a-store that Macy’s refers to as the “Logo Shop.” The Logo Shop offers a wide variety of upscale, NYC-themed merchandise. For this area of the floor, Premier Mounts and Reflect worked with Macy’s to develop a custom “Selfie Wall” that gives shoppers the opportunity to take a selfie in front of a variety of well-known New York City landmarks. Guests use an interactive 32” Planar display, mounted to the wall with Premier Mounts’ PFDM2 Versatile Flat Mount, to select an image to display across a large 3x3 video wall. This wall, created with 55” Samsung UD55D displays and Premier Mounts’ LMVS Press & Release™ Pop Out Ultra-Slim Mounts, becomes a one-of-a-kind backdrop. The guests then take a selfie, and post it to their social media channels with the hashtag #MacysLove. These social media posts are aggregated and become dynamic content on the large Interactive Social Wall.

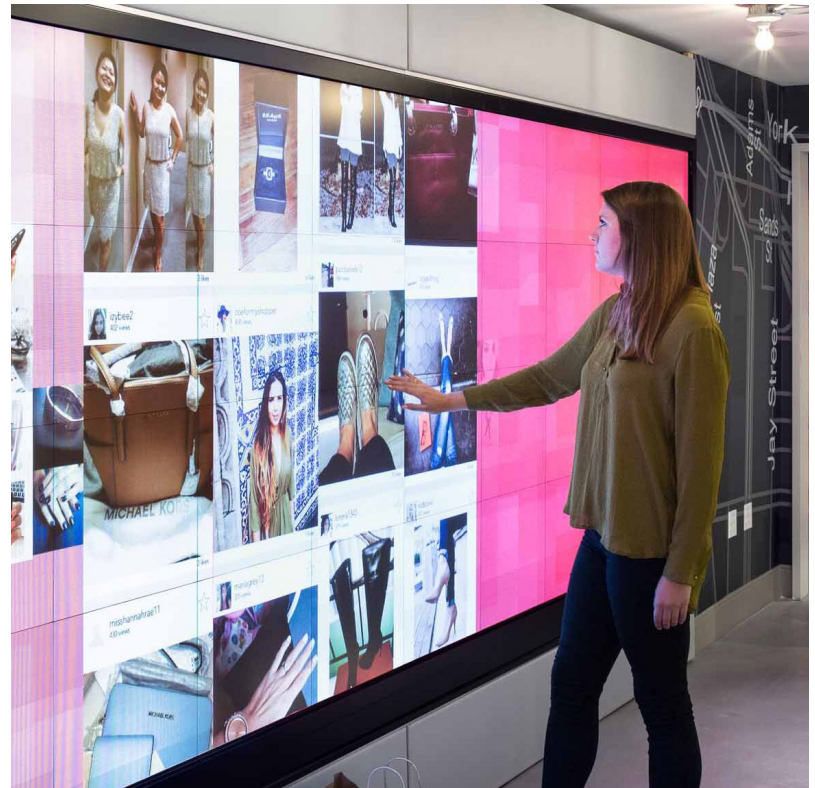
“This building is 115 years old,” said Chas Thornhill, Senior Systems Engineer, Reflect. “We needed mounting solutions to address its thick existing structural walls, while still giving a flush display appearance that wouldn’t distract from the digital content. We had

originally planned to use the LMV for our 3x3 video wall, but easily updated our plans to use the LMVS, which offered the same benefits as the LMV but sits only 1.98” from the wall.”

Interactive Social Wall – One of the most impressive interactive experiences found in retail is the immense, interactive social wall found in One Below at Macy’s Herald Square. Quite appropriately, it is the largest interactive video wall found in retail, and it resides in the largest department store in the world. The 15x4 interactive social wall is comprised of 60 tiles and measures 25’x5’. The interactive social wall supports multi-touch, allowing as many as 10-12 users to comfortably interact at the same time. The social wall presents dynamic content in a fluid, continuously self-refreshing display that features fashion trends, images, and posts—including the hashtag #MacysLove, curated and pulled from social-media feeds to in-store screens in a perpetual feed that immerses customers in a variously active and interactive movement of light, sound, and information.



Interactive Social Screens – In addition to the Interactive Social Wall, Premier Mounts and Reflect installed three 65” touch-sensitive portrait displays in the foyer area of the fitting rooms. Housed in Premier Mounts’ LMVP Press & Release™ Pop Out Mounts with the INW-AM200 in-wall box for equipment storage, these interactive screens also display dynamic content from social media feeds with the hashtag #MacysLove.



Experiential Digital:

Experiences from the ground up – In the Jockey Men’s department, a 10x1 video wall with 32” Samsung displays was

added across the back wall. The goal was to use the video wall for branding and product promotion. Existing structural challenges were met again when the designated wall space was a tight pocket with zero space tolerance above or below the displays. This meant that each display would need to swing out from the wall for installation and service, and swing back to the seated position without crashing into the displays around it.

Premier Mounts' engineering team designed a custom solution to address this concern, with a 2-day turnaround on design drawings to meet a tight deadline for this specific project.

"We created one single linear unit for the 10x1 video wall," said Ross Divanfard, Design Manager, Premier Mounts. "Using a similar concept to our AM100 Swingout mount, we modified it so that all ten mounts could swing out at once. This allowed the installers to extend the video wall frame out 14.93" for installation and alignment, then swing it back to the mounting surface, all as a single unit."

Passive Digital Experiences:

Branded Experiences – In addition to all the interactive and experiential digital media at One Below, Macy's installed seven 84" passive displays to deliver promotional and brand messaging. Located in various brand areas on the floor, these screens provide information and entertainment content relevant to the millennial customers while they shop.

Food Truck Video Wall – Instead of the typical food court normally seen in a mall or retail environment, Macy's opted to feed the millennial food truck trend by using digital menu boards in the Food Truck area of One Below. This experience allows Macy's to display different content on each of the five screens or have one stream of content shown across all the screens.

Food Truck Menu Boards – In addition the video wall, Reflect integrated a 5x1 digital menu board using 48" Samsung DM48D displays and Premier Mounts' P4263FP Low Profile Flat Portrait Mounts to create a digital menu board for the food truck area.



RESULTS:

In order to create this millennial masterpiece, Macy's focused on enhancing the shopper experience through interactivity and customization. Designed to scale, Premier Mounts and Reflect have ensured Macy's ability to take these digital experiences to stores across the nation to expand their reach to the millennial demographic. The successful merging of the physical and digital worlds has created an unmatched "Phygital" retail experience that is sure to delight customers.

