

SS 2016

ISC Implementation User Manual

How and where to use ISC in store

END USER: Market VM & Marketing Managers

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1 Introduction

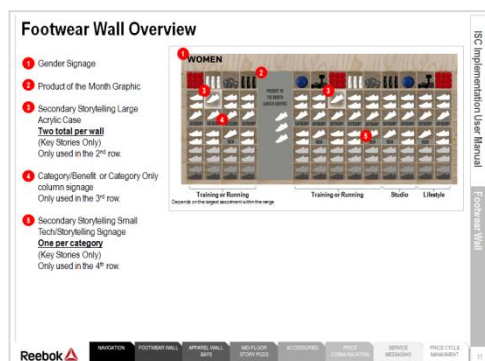
Introduction

This document has been created to give you an easy understanding on how to use the most common ISC tools.

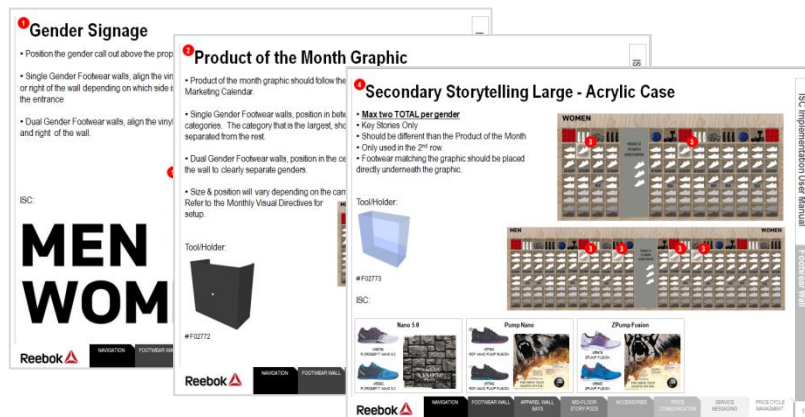
Information is presented as follows:

For every relevant type of communication you'll find a separate chapter.

Each chapter will include an overview:



With subsequent pages on implementation details for all respective elements:



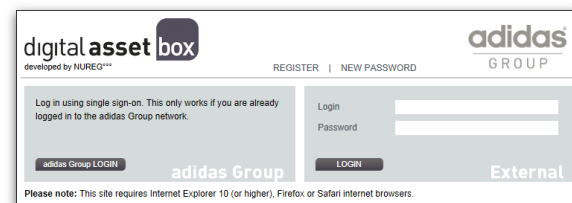
Introduction

Where to find what.

All tools shown in this manual can be found as follows:

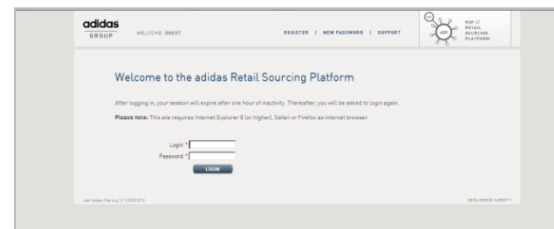
2D Tools

Digital Asset Box
<https://dab.adidas.com>



3D Tools

Sourcing Platform
<http://www.agrs-online.com/login>



Communication Change

Currently we shout the obvious and try to talk about everything in our stores, (“TRAINING, ONE SERIES, ESSENTIALS,...”). There is so much shouting going on that consumers cant decipher one clear message. They also cant tell the difference between our basic collections and our best collections because they are all treated the same way with graphics and headers. What they want is a clear and simple way to navigate the store and to identify what is special, to give them a reason to buy.

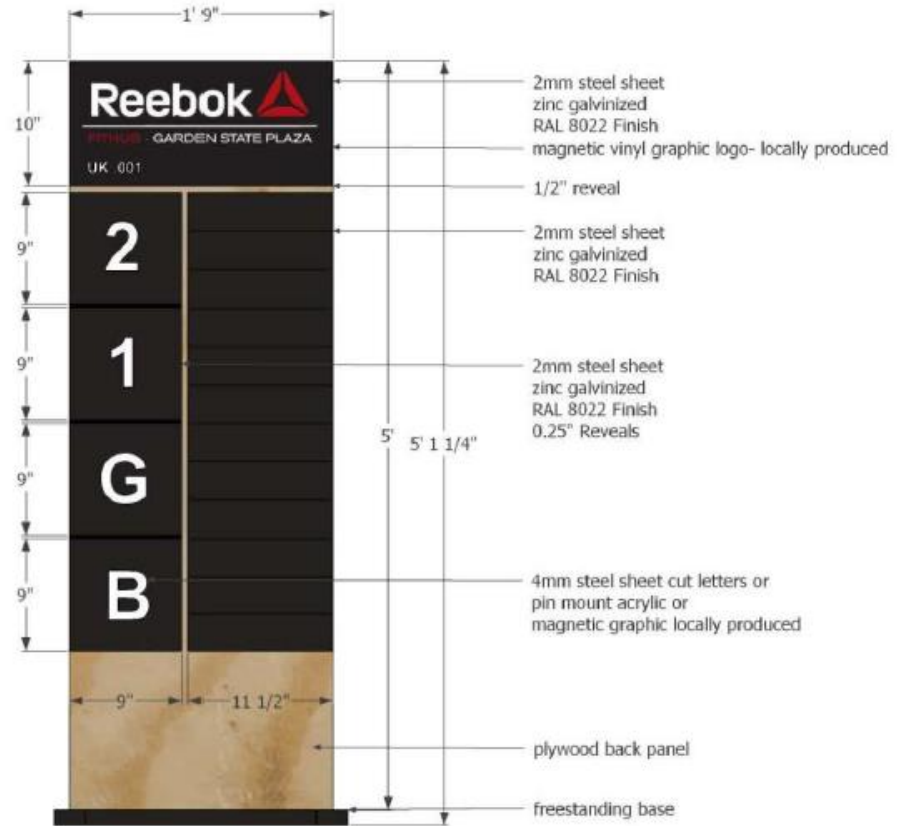
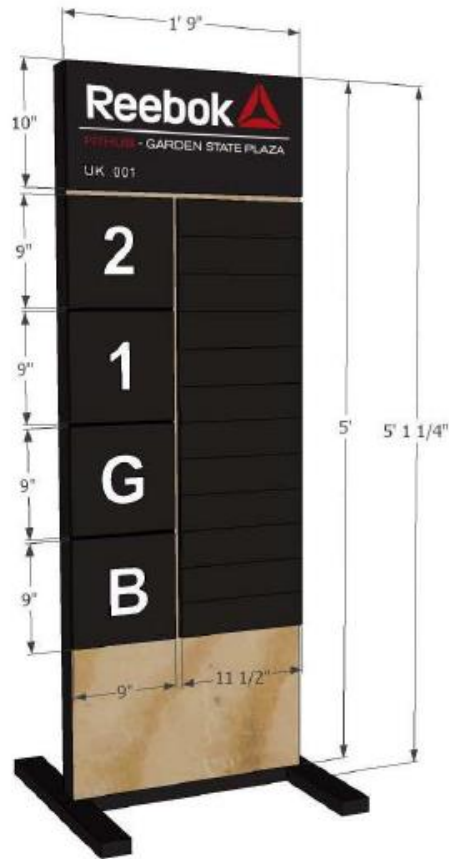
Please also take notice to the new communication that has been developed that will help us in becoming great storytellers! We’ve developed secondary storytelling for footwear (pg. 18 & 19) apparel (pg. 25 & 26) and accessories (pg. 38 & 39)!

2 Navigation

Directory Signage

The role of the directory signage is to show consumers exactly what's where in the store by breaking down our products into categories. Each category is represented by its name and logo (if applicable).

To be produced locally.



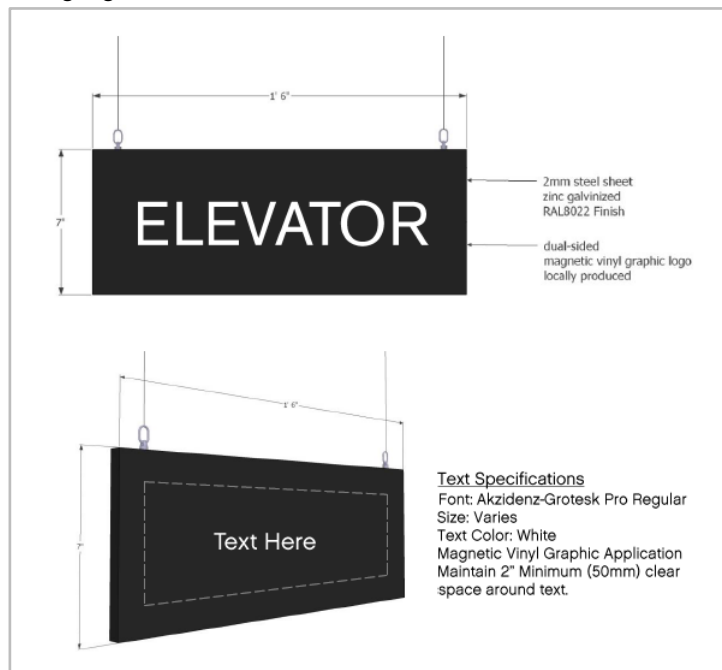
Store Signage

Use hanging signs to call out main destinations of the store such as:

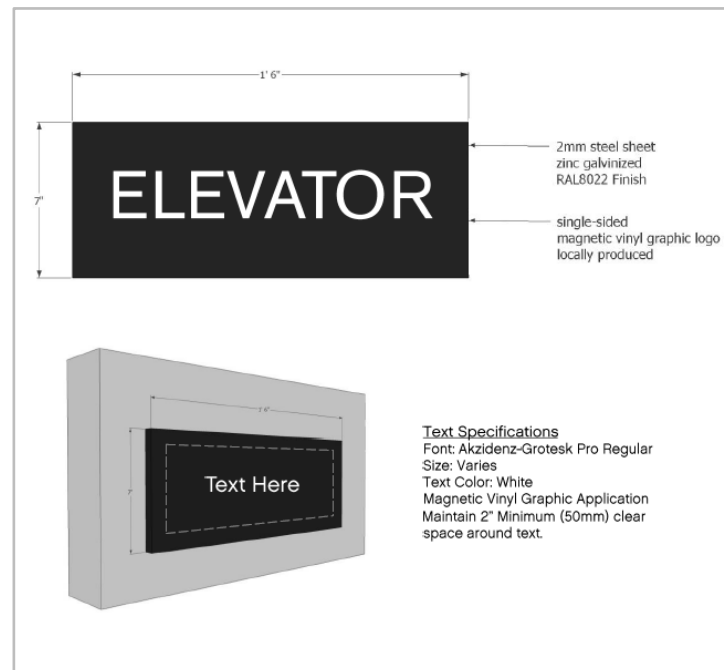
- Cash Desk
- Elevator
- Escalator
- Fitting Rooms

To be produced locally.

Hanging:



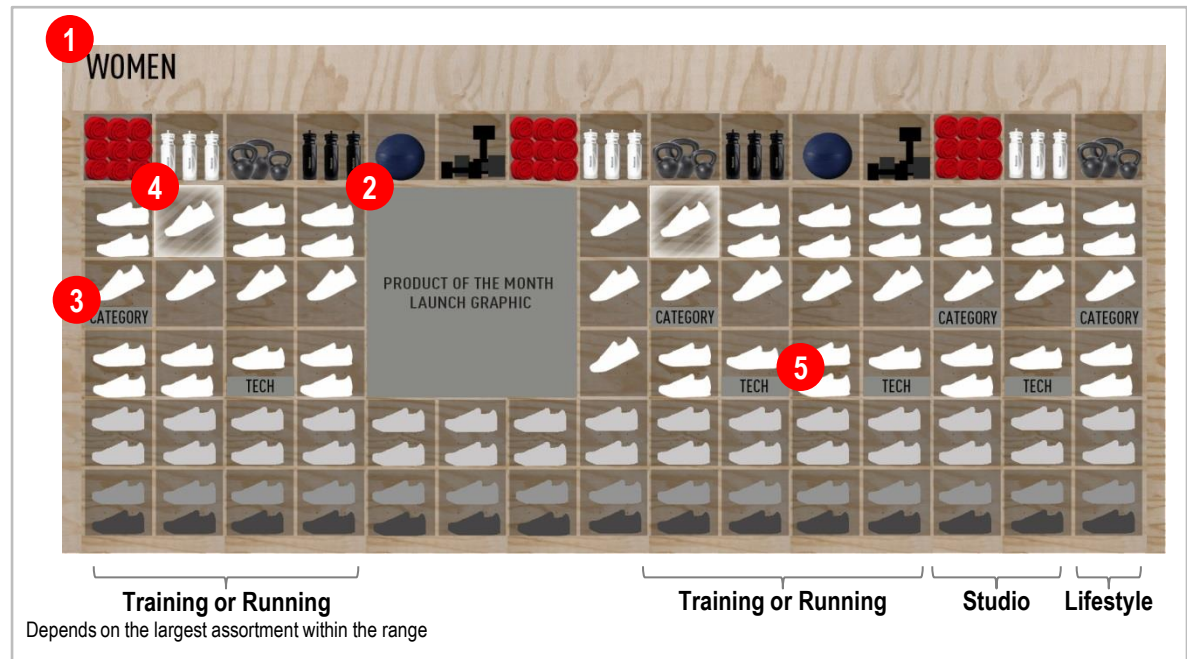
Wall Mounted:



3 Footwear Wall

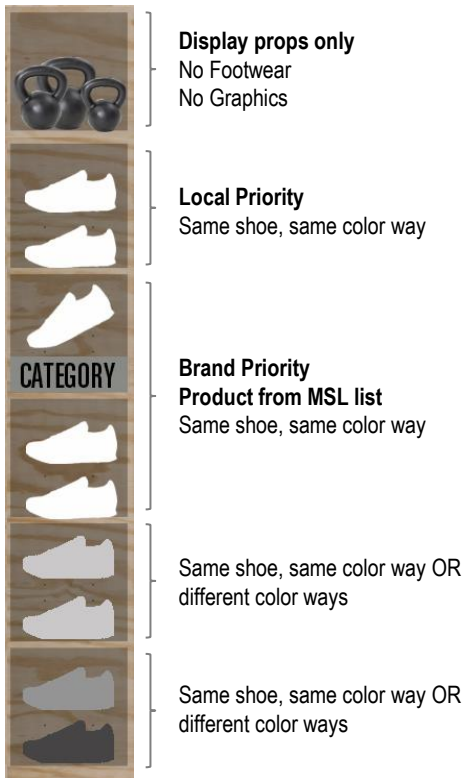
Footwear Wall Overview

- 1 Gender Signage
- 2 Product of the Month Graphic
- 3 Category column signage
One per category
Used in the first column of that category
Only used in the 3rd row.
- 4 Secondary Storytelling Large Acrylic Case
Two total per wall
(Key Stories Only)
Only used in the 2nd row.
- 5 Secondary Storytelling Small Tech/Storytelling Signage
(Key Stories Only)
Only used in the 4th row.

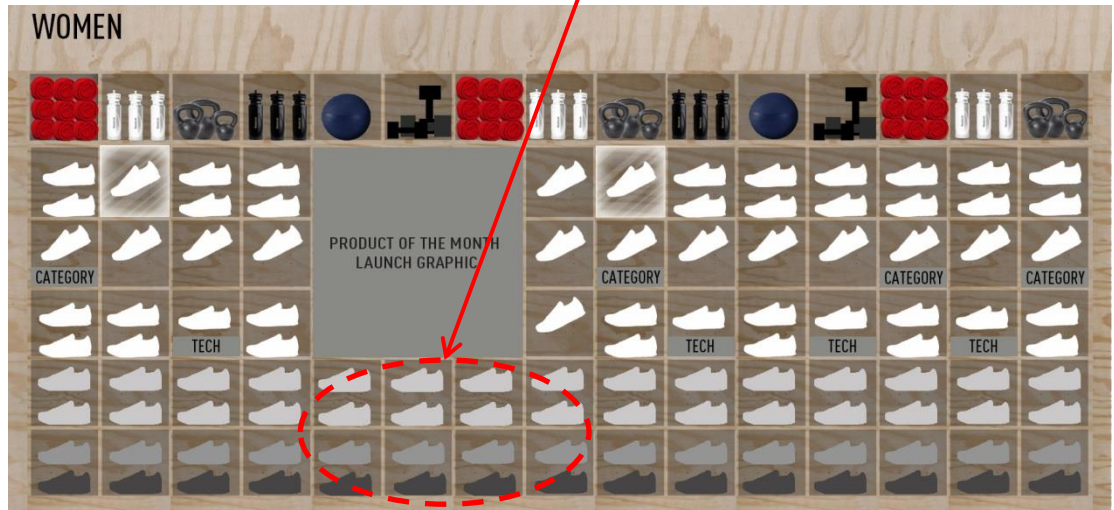


Merchandising Principles

Be sure to follow these merchandising principles:



Merchandise the same footwear (other color ways) of the product of the month in the column directly next to the product of the month graphic.



1 Gender Signage

- Position the gender call out above the props.
- Single Gender Footwear walls, align the vinyl to the left or right of the wall depending on which side is closest to the entrance
- Dual Gender Footwear walls, align the vinyl to the left and right of the wall.

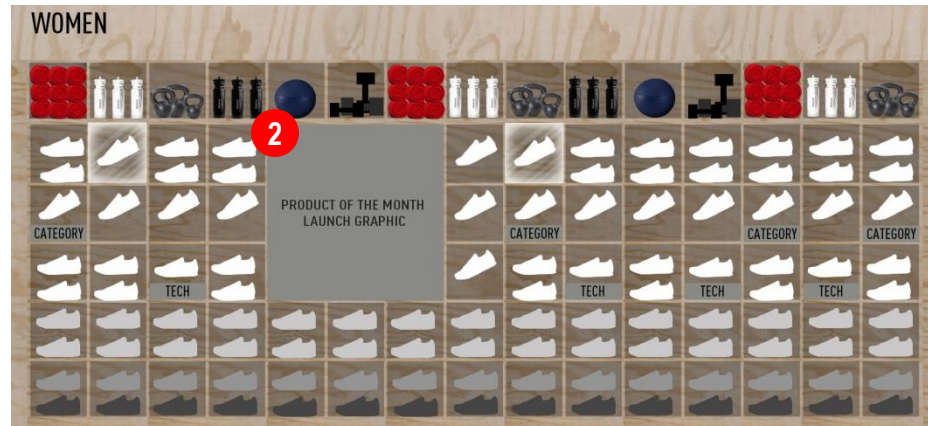


ISC:

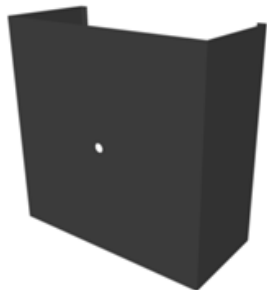
MEN WOMEN

2 Product of the Month Graphic

- Product of the month graphic should follow the Retail Marketing Calendar and Campaign Guidelines.
- Single Gender Footwear walls, position in between categories. The category that is the largest, should be separated from the rest.
- Dual Gender Footwear walls, position in the center of the wall to clearly separate genders.
- Size & position will vary depending on the campaign. Refer to the Monthly Campaign Directives for setup.



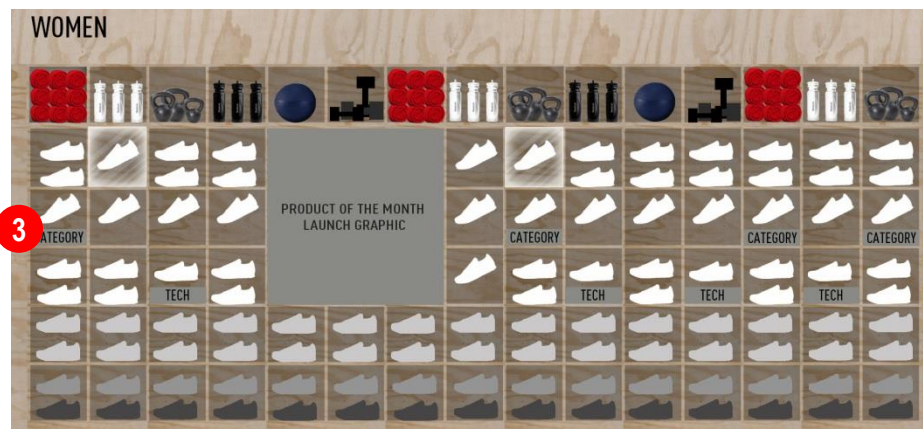
Tool/Holder:



F02772

3 Category Navigation

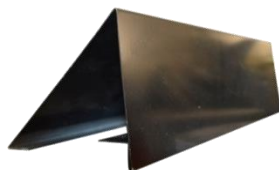
- 3D headers should be placed in the first column of that category.
- If you do not have the dimensional category headers please use magnetic headers with fixture F08289.
- Should **NOT** be used in every column.
- Only used in the 3rd row



Tool/Holder:



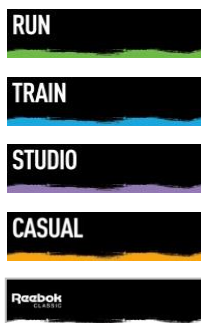
OR



F08289

ISC:

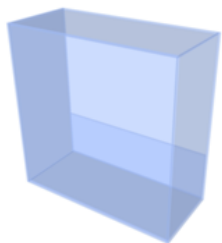
<https://dab.adidas.com/App/dl/campaigns/C20277>



4 Secondary Storytelling Large - Acrylic Case

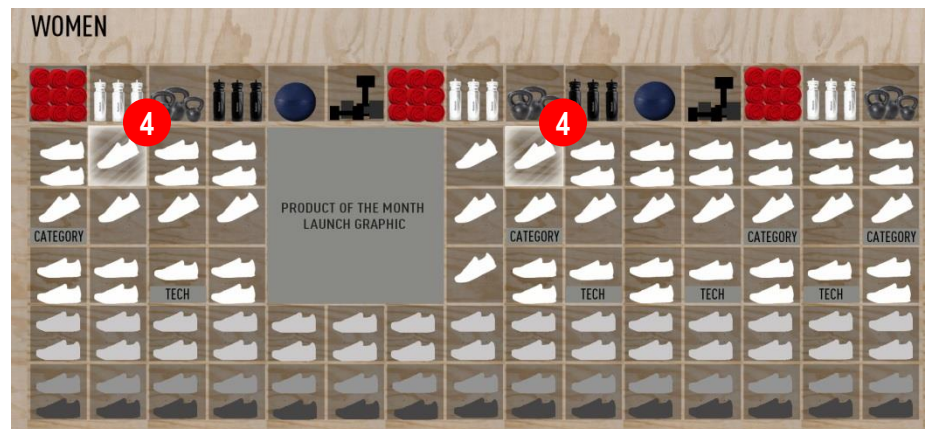
- Max two TOTAL per gender
- Key Stories Only
- Should be different than the Product of the Month
- Only used in the 2nd row.
- Footwear behind the acrylic case should be placed directly underneath the graphic.

Tool/Holder:



#F02773

ISC: <https://dab.adidas.com/App/dl/campaigns/C20277>



Nano 5.0



RCF Speed TR



ZPrint TR



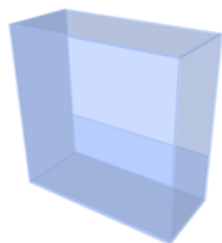
Hayasu



4 Secondary Storytelling Large - Acrylic Case

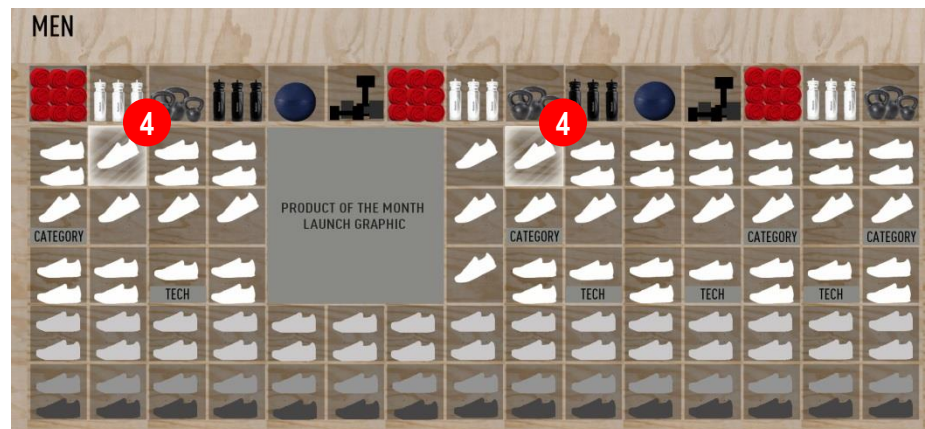
- Max two TOTAL per gender
- Key Stories Only
- Should be different than the Product of the Month
- Only used in the 2nd row.
- Footwear behind the acrylic case should be placed directly underneath the graphic.

Tool/Holder:



#F02773

ISC: <https://dab.adidas.com/App/dl/campaigns/C20277>



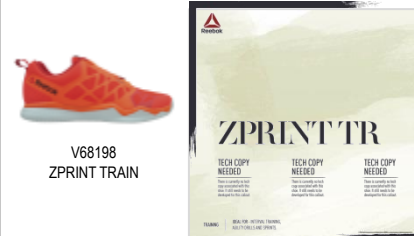
Nano 5.0



RCF Speed TR Field



ZPrint TR



5 Secondary Storytelling Small - Technology Signage

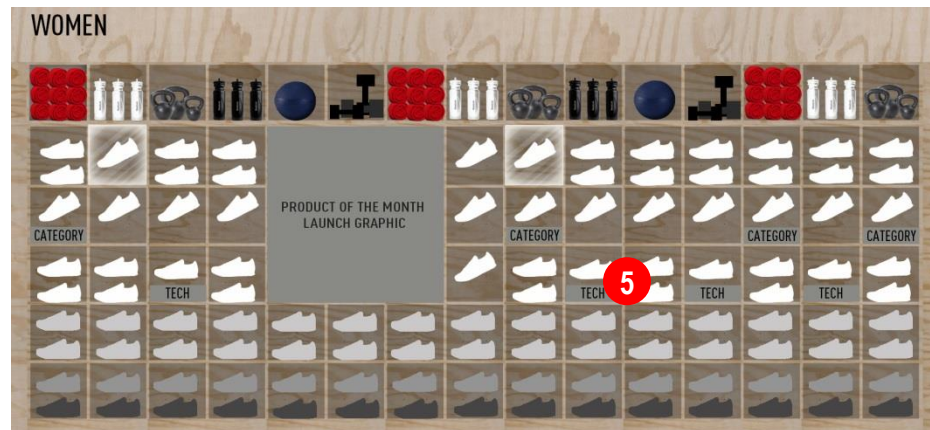
- One per category
- Only used in the 4th row
- Should be different than the Product of the Month

Tool/Holder:



F08289

ISC: <https://dab.adidas.com/App/dl/campaigns/C20277>



STUDIO

TRAINING



RUNNING



5 Secondary Storytelling Small - Technology Signage

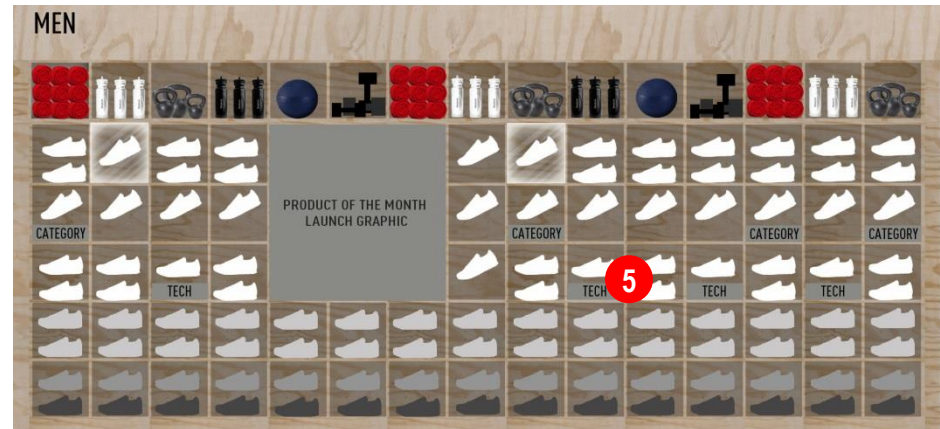
- One per category
- Only used in the 4th row
- Should be different than the Product of the Month

Tool/Holder:



F08289

ISC: <https://dab.adidas.com/App/dl/campaigns/C20277>



TRAINING



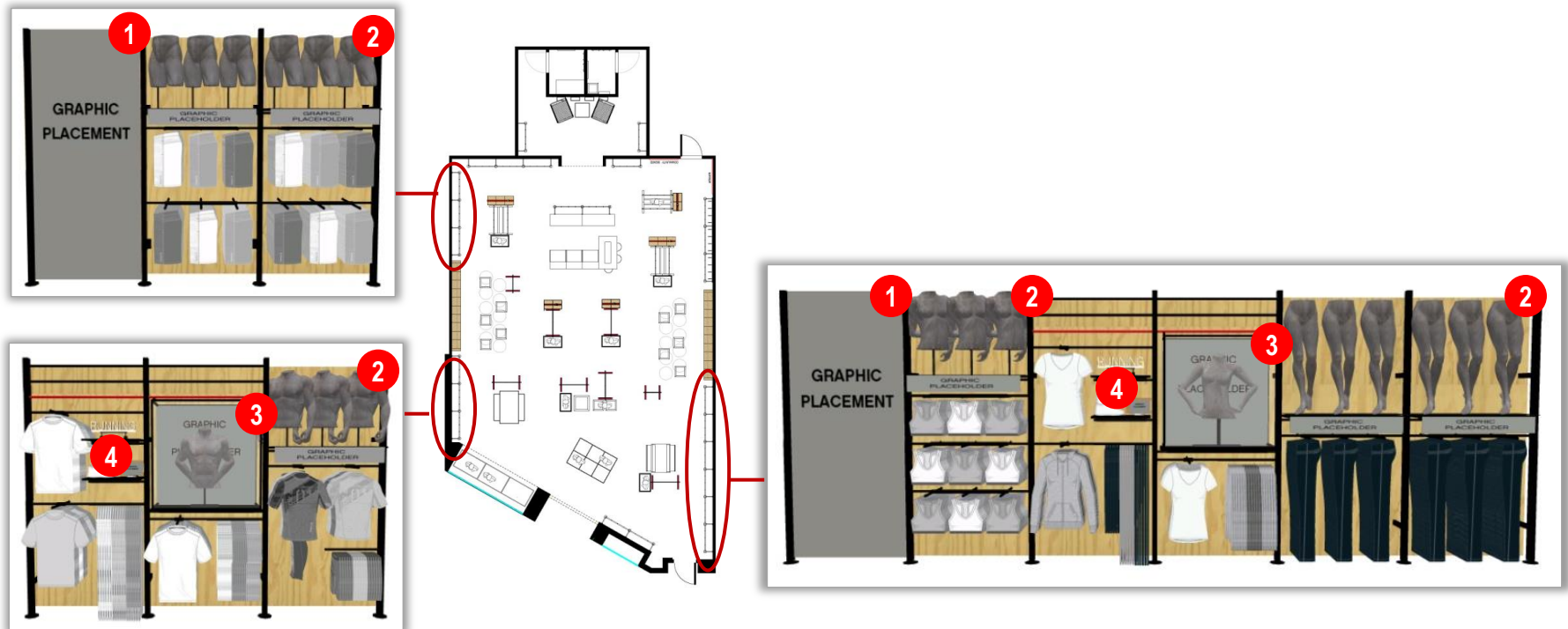
RUNNING



4 Apparel Wall Bays

Apparel Wall Bay Overview

- 1 Power Panel
- 2 Destination Bay
- 3 Secondary Storytelling - Product Highlight Display Case
- 4 Secondary Storytelling – Clipboard Small



1 Power Panel

Power Panels are brand storytelling tools intended to bring the brand to life.

- Should be planned 1 for every run of wall bays (depending on the size of the store).
- If you implemented this in FW switch out for ones you didn't already use.

Tool/Holder:



#F11180

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20140>



DO NOT use the Crossbar 1200 to hang the Power Panel

2 Destination Bay – Women's

Tool/Holder:



F05092

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20140>



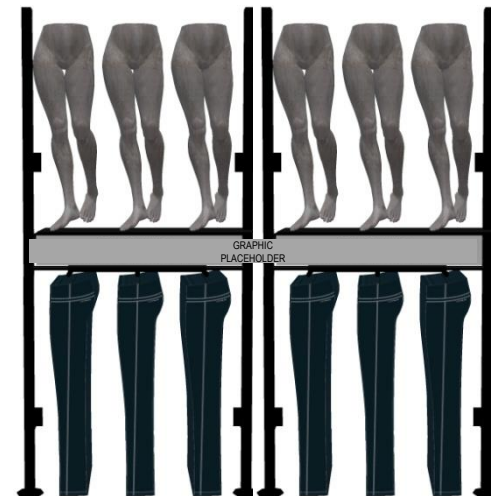
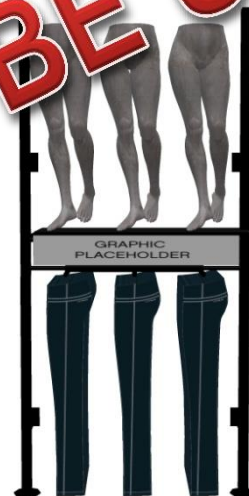
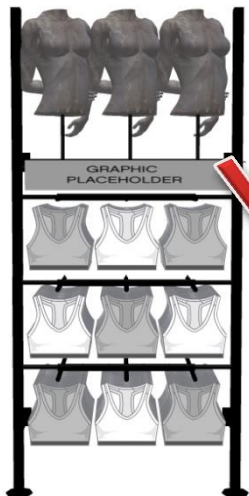
Bra Destination



Pant Destination (1 Bay option)



Pant Destination (2 Bay option)



2 Destination Bay – Men's

Tool/Holder:



F05092

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20140>



Compression Destination

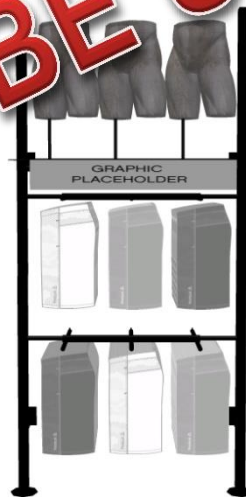
MUSCLE SUPPORT FOR
YOUR TOUGHEST WORKOUTS

COMPRESSION
TRAINING COMPRESSION APPAREL



Board Short Destination (1 Bay option)

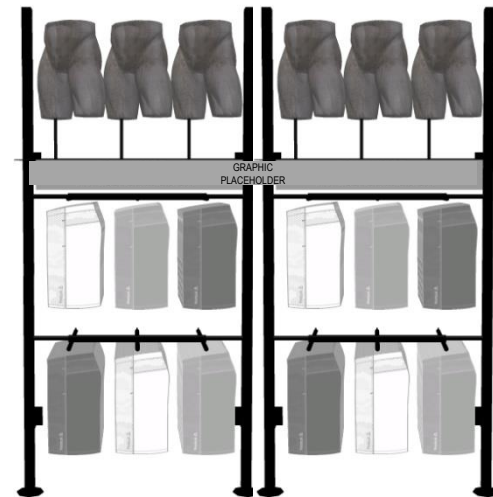
DESIGNED TO ENDURE YOUR TOUGHEST WORKOUTS



Board Short Destination (2 Bay option)

DESIGNED TO ENDURE YOUR TOUGHEST WORKOUTS

TRAINING BOARDSHORTS
BUILT TO LAST



3 Product Highlight Display Case – Women's

The Product Highlight Case celebrates our hero products.

- Should be planned 1 for every run of wall bays per gender.
- Reference DTC for implementation with window campaign.

Tool/Holder:



F09928

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>



Q1



Ai1738



Ai1079



AJ0314

Q2



AO0285



AI9446



Ai1079

3 Product Highlight Display Case – Men's

The Product Highlight Case celebrates our hero products.

- Should be planned 1 for every run of wall bays per gender.
- Reference DTC for implementation with window campaign.

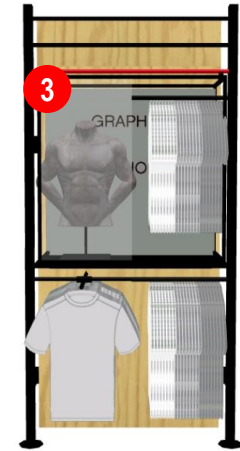
Tool/Holder:



F09928

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>



Q1



AI664



AI1097



AI1652

Q2



S93402



AI1487



AI1097

4 Secondary Storytelling – Clipboard Small

Women's Apparel Q1

- One per collection, select based on assortment

Tool/Holder:



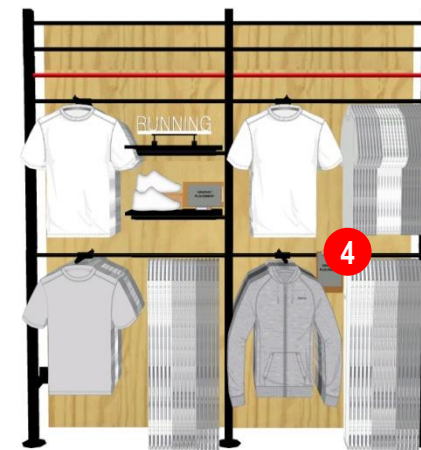
F11179



F08605

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>



TRAINING

AI1286
RCF REVERSBL
CHASE TIGHT

AI1738
OS AC TEE

AJ0634
OS ELITE MESH TIGHT

RUNNING

AJ0692
SPTN BRA

AI1079
OSR LS 1/4 ZIP

AI1927
SPTN W LS CMP

AJ0389
OSR TIGHT

AI1929
APTN CAPRI

STUDIO

AI2011
Y GRAF TIGHT

AI1980
C SHRT

AI2749
HERO RACER BRA 2.0

Secondary Storytelling – Clipboard Small

Women's Apparel Q2

- One per collection, select based on assortment

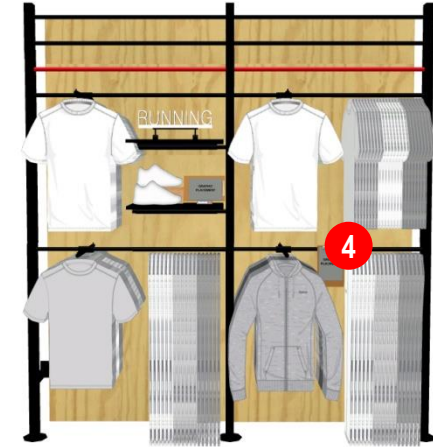
Tool/Holder:



F11179



#F08605



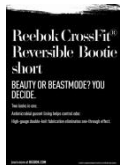
ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>

TRAINING



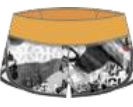
AI9446
RCF REVERSBL
CHASE BOOTIE



AI1631
OS SHORT BRA



AO0285
OS AC TANK



AJ0763
OS WVN SH



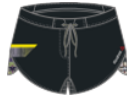
RUNNING



AI1073
OSR BRA



AO1919
OSR ACTIVCHILL TNK



AI1061
OSR BOARD AOP



STUDIO



AI1996
Y CAMO CREW



AJ1119
C RACERBACK TNK



AJ2539
D GRAPHIC TANK



AI4928
C METALLIC JKT



AJ9669
C PINNACLE TIGHT



4 Secondary Storytelling – Clipboard Small

Men's Apparel Q1

- One per collection, select based on assortment

Tool/Holder:



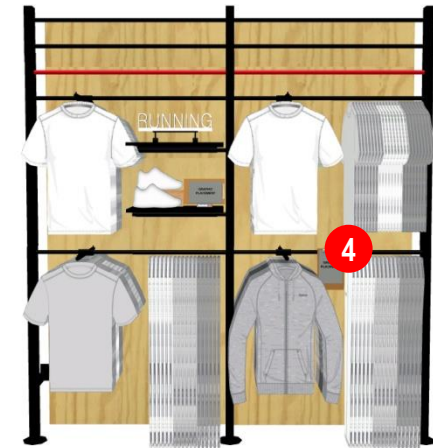
F11179



F08605

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>



TRAINING



AI1367
RCF LS COMP SHIRT



AI1613
OS ADV COOL SS



AI1496
SUPER NASTY
TACTICAL V1



AI1664
OS ELITE 1SHORT



RUNNING



AI1962
SPTN M LS COMP



AJ0620
SPTN SHORT



AI1965
SPTN COMP SHORT



AI1097
OSR WIND JKT



AI1088
OSR SS ELEV TEE



AI1051
OSR 2-1 SHORT



4 Secondary Storytelling – Clipboard Small

Men's Apparel Q2

- One per collection, select based on assortment

Tool/Holder:



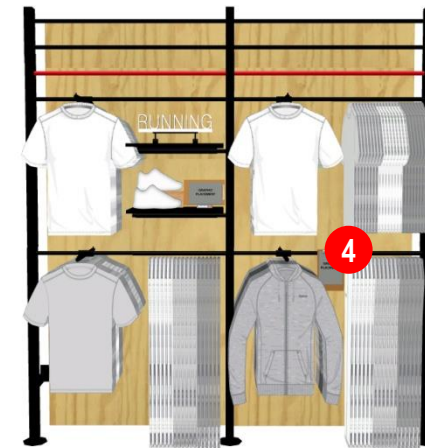
F11179



F08605

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>



TRAINING



AA1117
RCF L/S SOLID COMP



AA1081
RCF SN STRENGTH



AA8185
OS ADV SS TOP

RUNNING



A99425
OSR WIND JKT PARIS



A99414
OSR SS ELEV TEE

4 Secondary Storytelling – Clipboard Small

Women's Footwear Q1/Q2

- One per collection, select based on assortment

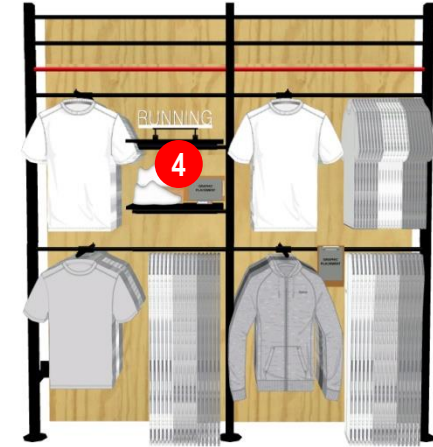
Tool/Holder:



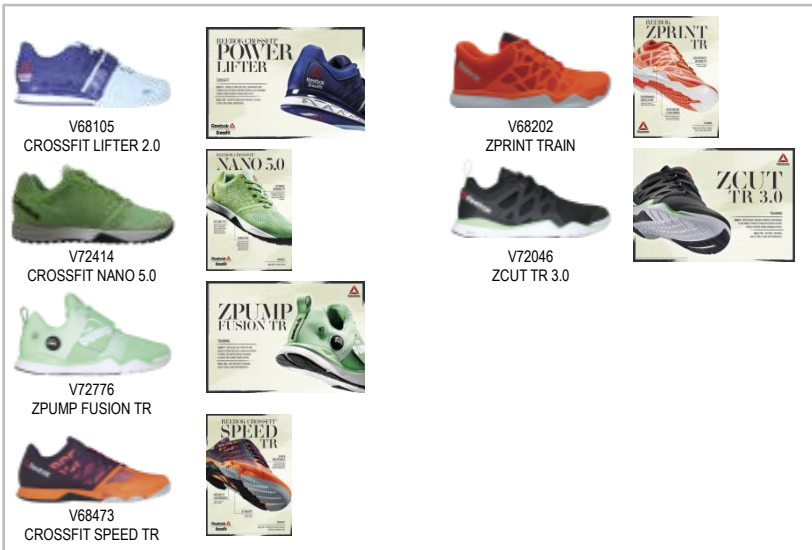
F11179 #F08605

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>



TRAINING



RUNNING



STUDIO



4 Secondary Storytelling – Clipboard Small

Men's Footwear Q1/Q2

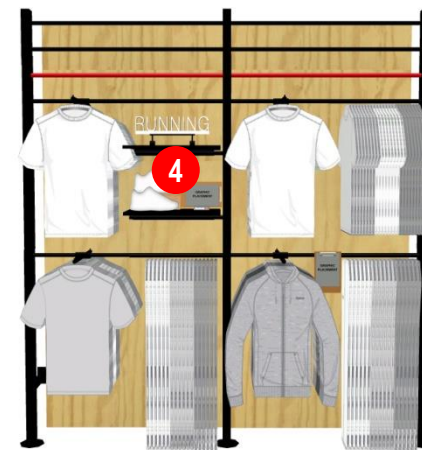
- One per collection, select based on assortment

Tool/Holder:



F11179

F08605



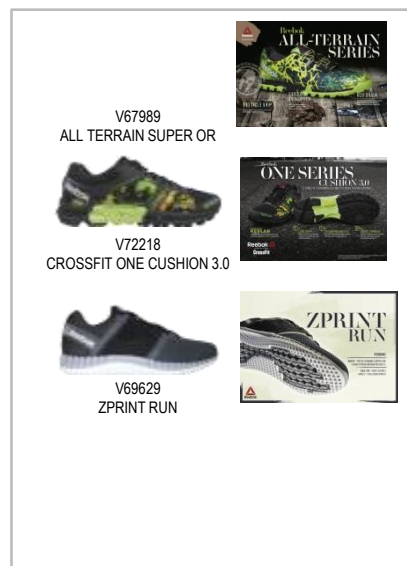
ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>

TRAINING



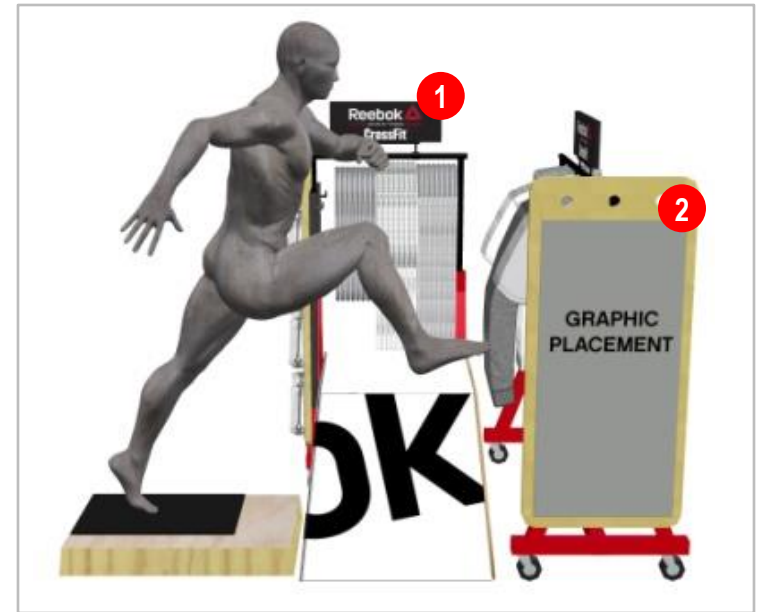
RUNNING



5 Mid-Floor Story Pods

Mid-Floor Story Pod Overview

- 1 Mid-Floor Headers
- 2 Category Graphics
 - Are only to be used for our collaborations (CrossFit, Spartan, Fight Shop, UFC, Yoga)*
- 3 Secondary Storytelling – Clipboard Small



1 Mid-Floor Headers

- Headers should always be positioned left justified.
- Please ensure to use a header for every floor fixture

Tool/Holder:



CrossFit #F11183



FightShop #FXXXXX



UFC #FXXXXX



Spartan #F11186



Training #F11188 (select markets)



Running #F11185



Studio #F11187



Classics #F11590

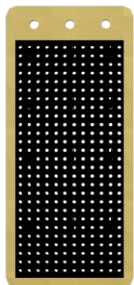
All with Collection holder bar #F11181



2 Category Graphics Women's

- Are only to be used for our collaborations (CrossFit, Spartan, Fight Shop, UFC, Yoga)

Tool/Holder:



#F02781

ISC:

Q1



CrossFit



ActivChill



Yoga



Mashup

Q2



CrossFit



ActivChill



Yoga

Q1/Q2



Reebok Combat



Spartan

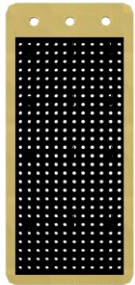


2 Category Graphics

Men's

- Are only to be used for our collaborations (CrossFit, Spartan, Fight Shop, UFC, Yoga)

Tool/Holder:



#F02781

ISC:

Q1



CrossFit



ActivChill

Q2



CrossFit



ActivChill

Q1/Q2



Reebok Combat



Spartan



3

Secondary Storytelling – Clipboard Small

Women's Apparel Q1

- One per mid-floor fixture, select based on assortment

Tool/Holder:

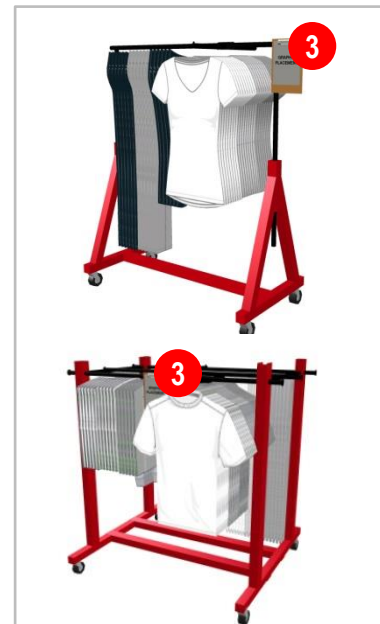


F11179

#F08605

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>



TRAINING



AI1286
RCF REVERSBL
CHASE TIGHT



AI1738
OS AC TEE



AJ0634
OS ELITE MESH TIGHT



RUNNING



AJ0692
SPTN BRA



AI1079
OSR LS ¼ ZIP



AI1927
SPTN W LS CMP



AJ0389
OSR TIGHT



AI1929
APTN CAPRI



STUDIO



AI2011
Y GRAF TIGHT



AI1980
C SHRT



AI2749
HERO RACER BRA 2.0



3 Secondary Storytelling – Clipboard Small

Women's Apparel Q2

- One per mid-floor fixture, select based on assortment

Tool/Holder:



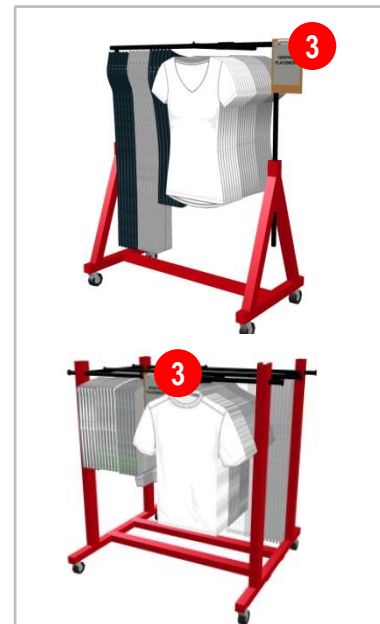
F11179



#F08605

ISC:

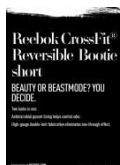
<https://dab.adidas.com/App/dl/campaigns/C20277>



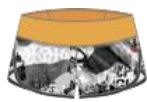
TRAINING



AI9446
RCF REVERSBL
CHASE BOOTIE



AO0285
OS AC TANK



AJ0763
OS WVN SH



AI1631
OS SHORT BRA

RUNNING



AI1073
OSR BRA



AO1919
OSR ACTIVCHILL TNK



AI1061
OSR BOARD AOP

STUDIO



AI1996
Y CAMO CREW



AJ1119
C RACERBACK TNK



AJ2539
D GRAPHIC TANK



AI4928
C METALLIC JKT



AJ9669
C PINNACLE TIGHT



3 Secondary Storytelling – Clipboard Small

Men's Apparel Q1

- One per mid-floor fixture, select based on assortment

Tool/Holder:



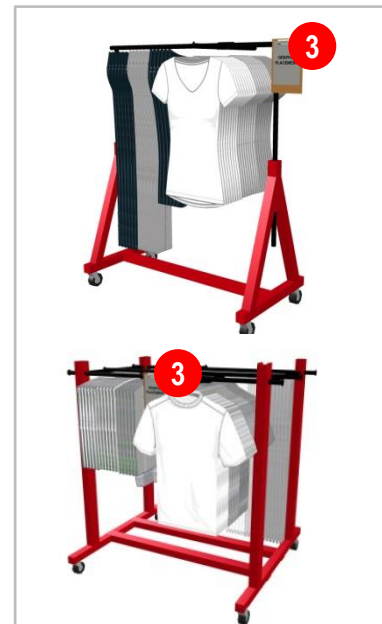
F11179



#F08605

ISC:

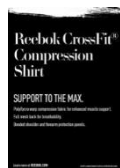
<https://dab.adidas.com/App/dl/campaigns/C20277>



TRAINING



AI1367
RCF LS COMP SHIRT



AI1613
OS ADV COOL SS



AI1496
SUPER NASTY
TACTICAL V1



AI1664
OS ELITE 1SHORT

RUNNING



AI1962
SPTN M LS COMP



AJ0620
SPTN SHORT



AI1965
SPTN COMP SHORT



AI1097
OSR WIND JKT



AI1088
OSR SS ELEV TEE



AI1051
OSR 2-1 SHORT

3

Secondary Storytelling – Clipboard Small

Men's Apparel Q2

- One per mid-floor fixture, select based on assortment

Tool/Holder:



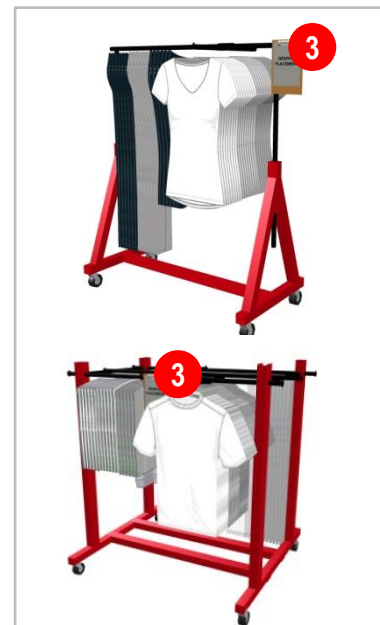
F11179



#F08605

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>



ISC Implementation User Manual

Apparel Wall Bays

TRAINING



AA1117

RCF L/S SOLID COMP



AA1081

RCF SN STRENGTH



AA8185

OS ADV SS TOP



RUNNING



A99425

OSR WIND JKT PARIS



A99414

OSR SS ELEV TEE



6 Accessories

Secondary Storytelling - Backpacks

Tool/Holder:



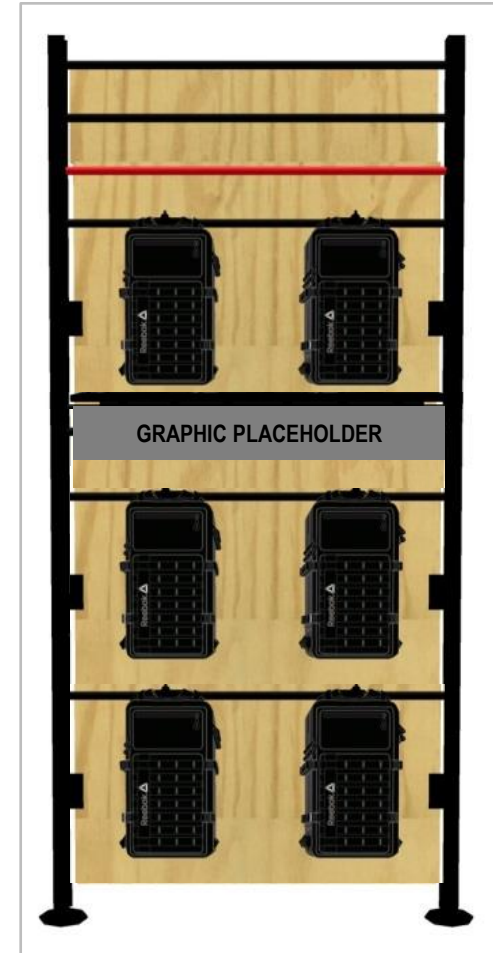
F05092

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>

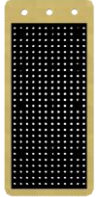
COMMUTE. WORK. WORKOUT.

REEBOK BAGS
EVERYTHING YOU NEED. ALL DAY.



Secondary Storytelling - Performance Socks

Tool/Holder:

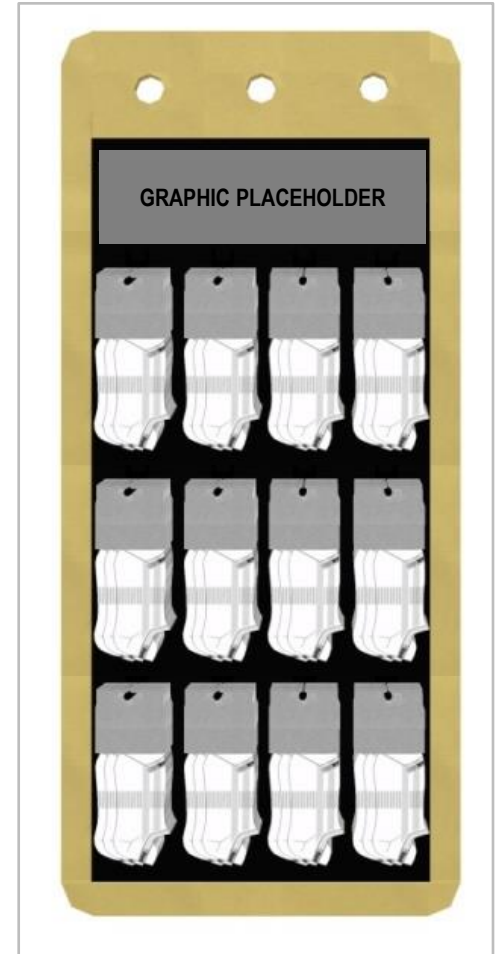


#F02781

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>

LET YOUR SOCKS DO THE TALKING.
REEBOK PERFORMANCE SOCKS



Secondary Storytelling - Performance Socks

Tool/Holder:



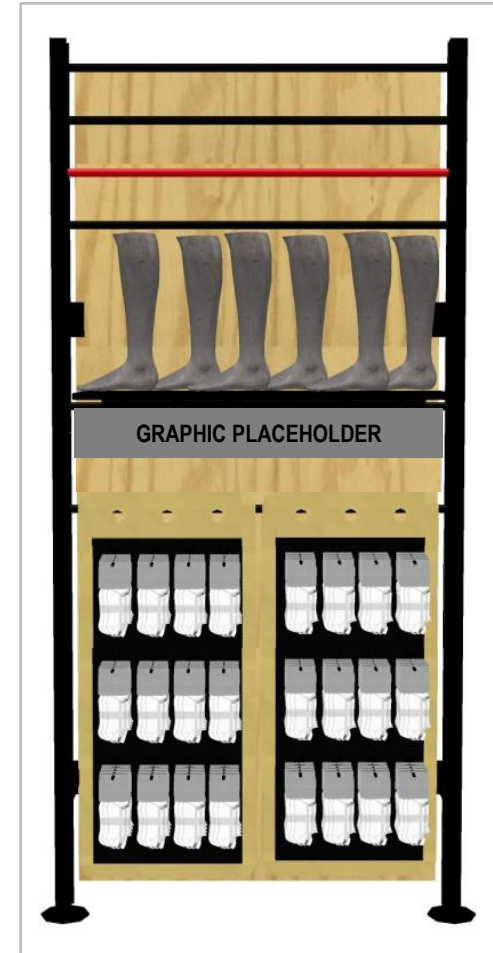
F05092

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>

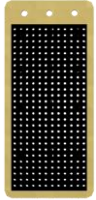
LET YOUR SOCKS DO THE TALKING.

REEBOK PERFORMANCE SOCKS



Secondary Storytelling - CrossFit Gloves

Tool/Holder:

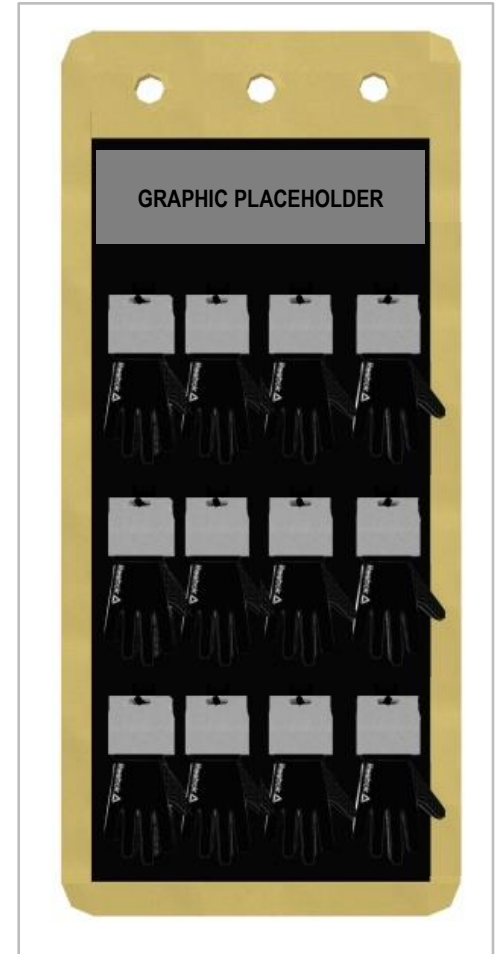


#F02781

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>

THE GEAR YOU NEED, HANDPICKED BY CROSSFIT® ATHLETES.
REEBOK CROSSFIT® ACCESSORIES



7 Price Communication

Destination Bay

- Depending on your local market needs, the price display is an optional tool.
- If used, hang the acrylic with ball chain over the face-out bar in front of the first item.
- If used, all face-outs in the Destination Bay need to be priced.
- Place the price communication inside the acrylic piece.

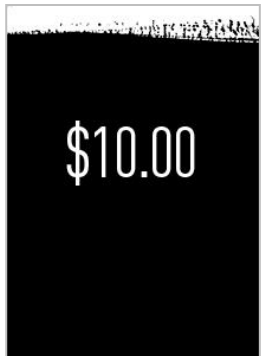
Tool/Holder:



#007238

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>



Mannequins

- Depending on your local legal requirements, the price display is an optional tool.
- If used, the template needs to reflect all displayed articles.
- Make sure to position the price sign clearly visible for consumers.
- If same outfit is displayed several times, only one price display is needed.

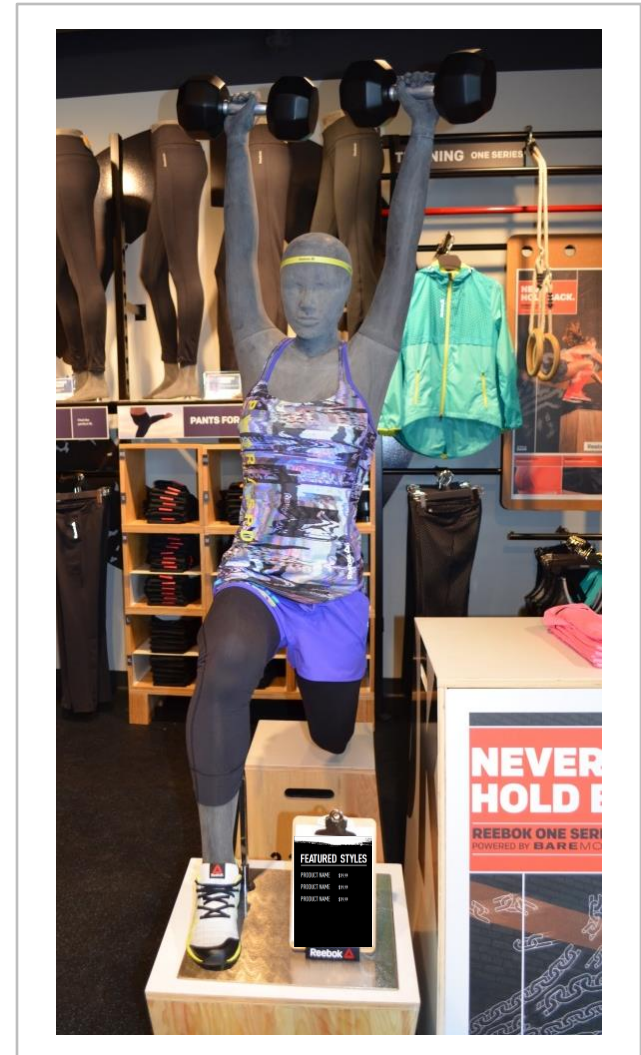
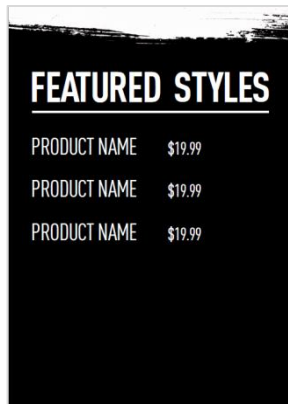
Tool/Holder:



F06111 #F08605

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>



Graphic Tees

Tool/Holder



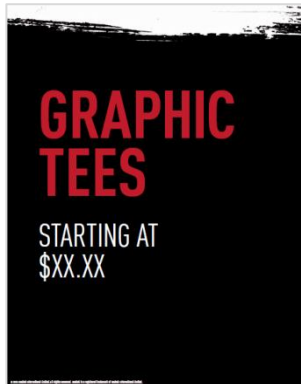
F06111



#F09072

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>



8 Service Messaging

Overview of Elements

This page provides an overview of the available Service Messaging Tools:

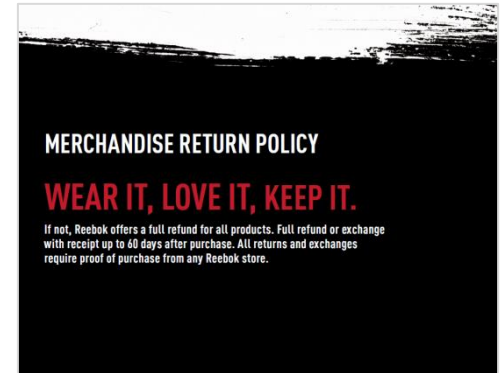
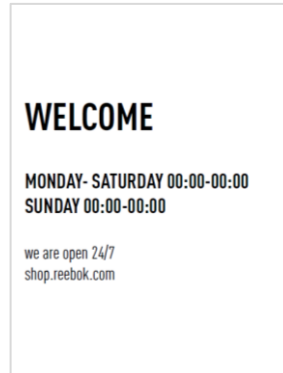
The tools are implemented at touch points where consumers are in need for service advice.

Entrance

- Opening Hours façade sticker

In-Store

- Not on the Rack? We'll Check the Back.
- Return Policy Guarantee



Entrance

Opening Hours façade sticker

The façade sticker should be used to display all key store information in an easy visible location at the store front.

Stickers are to be printed and produced as a cut vinyl and implemented at eye level, approximately 1.60 m.

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>

WELCOME

MONDAY- SATURDAY 00:00-00:00
SUNDAY 00:00-00:00

we are open 24/7
shop.reebok.com



In-Store

Not on the rack? We'll check the back.

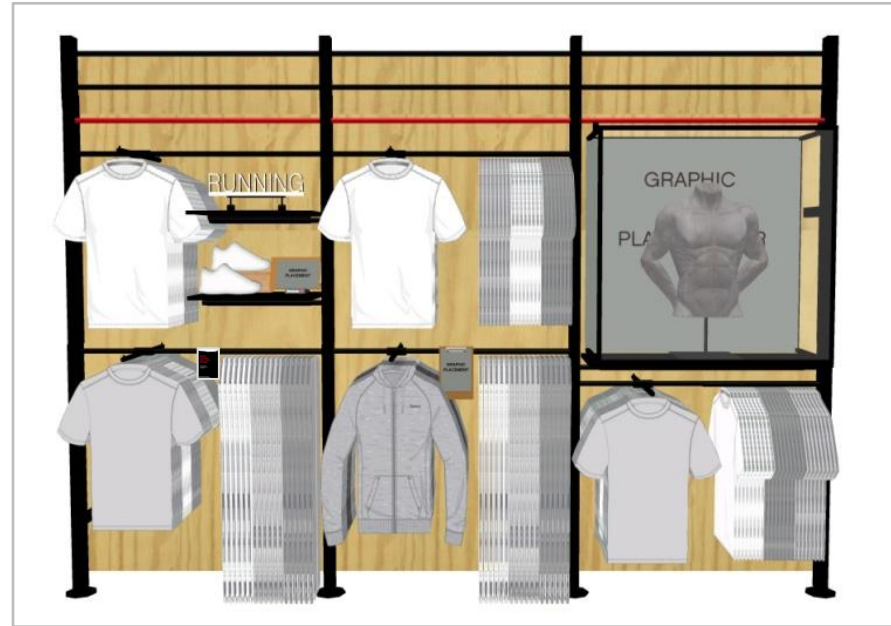
Tool/Holder:



F03649

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>



In-Store

Merchandise Return Policy

Tool/Holder:



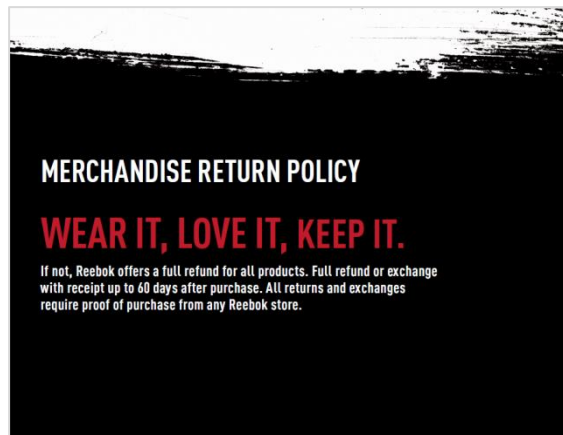
F06111



F08605

ISC:

<https://dab.adidas.com/App/dl/campaigns/C20277>



9 Price Cycle Management

Overview of Elements

Depending on your local market needs, these tools are optional.

This page provides an overview of the available Price Cycle Management Tools:
(Please continue to use SS14 tools, new tools will be available in FW15)

- New Arrivals
 - Exclusive
 - Sale
-
- Only use 1 type of hangtag per fixture or 1 per wall bay
 - Use a maximum of 2 different hangtags per category (with the exception of Sale)

ISC:

<https://dab.adidas.com/App/dl/campaigns/C11319>



Apparel Hangtags

- Attach ball chain to the hanger.
- Label the **first 4 pieces per option**
- **Remove a “new” hangtag after 7 days**
- “New” hangtags should only be used mid-season and should **not** be used when a new floor-set has come in.

Tool/Holder:



008073

ISC:

<https://dab.adidas.com/App/dl/campaigns/C11319>



Footwear Hangtags

- Attach ball chain to the 2nd hole of the shoe.
- **Remove a “new” hangtag after 7 days**
- “New” hangtags should only be used mid-season and should not be used when a new floor-set has come in.

Tool/Holder:



#008073

ISC:

<https://dab.adidas.com/App/dl/campaigns/C11319>



Mid-Season Sale (Carryover & Slow movers)

Apparel

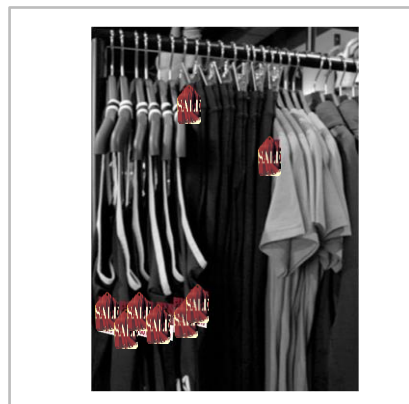
- Attach SALE tickets with a Kimble gun **through the seam**.
- Front facing product - Kimble tags on the **left** hand side of the product under the arm through the seam.
- Side facing product – Kimble tags on the respective **consumer facing** side through the seam.
- Ensure every SALE item is ticketed



Kimble SALE ticket on the **left** side of product, attach under the arm through the seam



Kimble SALE ticket on the **left** side of product, attach through the seam



Kimble SALE ticket on the **consumer facing** side of the product, attach through the seam

Note: Refer to Sale Retail Guidelines for End of Season Sale principles

Mid-Season Sale (Carryover & Slow movers)

Footwear

- Attach SALE tickets with tagging gun through the lace hole.
- Ensure every SALE item is ticketed.
- Attach sticker to outsole of footwear towards the heel.



Attach hang tag to consumer facing side



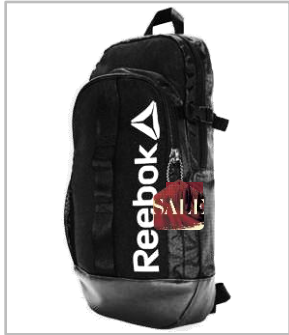
Attach sticker to the outsole, place towards the heel

Note: Refer to Sale Retail Guidelines for End of Season Sale principles

Mid-Season Sale (Carryover & Slow movers)

Accessories

- Attach SALE tickets with tagging gun through a seam.
- Ensure every SALE item is ticketed.
- Use Hang tags on bags, caps, hats, gloves and scarves.
- Use stickers on Socks or product in packets.



Attach ticket
through the seam



Attach ticket
through the seam



Attach sticker to
the package

Note: Refer to Sale Retail Guidelines for End of Season Sale principles

CONTACT

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PHONE: +1 781.401.4051