

KOHL'S LAUNCH PADS

PROJECT RECAP

OUTLINE

1. PROJECT OBJECTIVE
2. PROJECT DETAILS
3. MAP OF LOCATIONS
4. PROJECT DESIGN INTENT
5. RENDERINGS
6. COMPLETED INSTALL IMAGES
7. RESULTS
8. HIGHLIGHTS

PROJECT OBJECTIVE + STRATEGY

Kohl's is a strategic, top global account for adidas. We are investing in premium retail expressions within their stores to elevate our product stories.

Our objective was to disrupt the Kohl's selling environment by leveraging stadium soft shop elements and creating a unique in-aisle branded space presentation, setting adidas apart from the competition.

PROJECT DETAILS

- **Brand investment: \$1.8 mil**
- **Install dates: January 26 – February 6**
- **76 doors: Men's and Women's in-aisle pads**
 - **50 doors with 10 fixture floorplan**
 - **26 doors with 6 fixture floorplan**
- **New global soft shop fixture program**
- **Pad product assortment: Apparel, Footwear, Accessories and Youth Apparel / Footwear**
- **Field Team Service**
 - **Monthly VM support throughout 2018, increasing to weekly during Feb & July**
 - **VM executes monthly directive, restocks, & QC shops**

76 LAUNCH PAD LOCATIONS



PROJECT DESIGN INTENT

- **Create a premium, in-aisle branded presentation highlighting seasonal initiatives & story telling**
- **Execute strong branding through elevated sightlines to attract and excite customer**
- **Provide multiple ISC opportunities to tell brand & product stories**
- **Create cohesive fixture presentation for footwear, apparel, accessories, and young creators**
- **Concepting in collaboration with adidas NAM Retail & Global Retail Team**

RENDERINGS

10 FIXTURE FLOORPLAN



Dimensions: 28'L x 12'W

6 FIXTURE FLOORPLAN



Dimensions: 15'L x 12'W

INSTALL PICTURES













RESULTS

- **Retail sales in the first 2 weeks are +95% vs comparable stores, driven by Apparel as Footwear inventory is still landing in stores**
- **Average selling price+\$3 higher than comparable stores, proving differentiated product highlighted in-aisle results in conversion**
- **Key Apparel styles showing early double-digit sell thru, hitting Kohl's fashion-driven benchmark expectations**

HIGHLIGHTS

- **Launch pads are +170% over previous year after first 2 weeks of selling; the impact of the space is game changing & has influenced adidas sales throughout the entire store**
- **First holistic in-aisle brand experience bringing together footwear, apparel, accessories and young creators into 1 selling space. Up until now, these product segments have all lived in separate departments**
- **First brand to be given launch pad placement for 12 consecutive months; compared to typical brand presentation of 2-3 months max**
- **An Under Armour rep came into the Menominee Falls location and said to our VM team “this is incredible.”**

LEARNINGS

- **Creation of contingency plan to allow teams to respond quickly to shipping issues**
- **Definition of clear KPI's with account before launch, clearly defining success metrics**
- **Use of adidas installers vs Kohl's installers & associates to ensure quality of work is up to brand standards and issues can be addressed immediately**