



Mizuno

USING PRODUCT-CENTERED INTERACTIVE EXPERIENCES  
TO DRIVE IN-STORE ENGAGEMENT AND BRAND LOYALTY

# Overview

At Mizuno's Experience Center located in the Atlanta Braves stadium, customers can interact with products and experts alike.

Perch lets customers explore baseball, volleyball, soccer and tennis products by activating dynamic digital content the moment the products are picked up.

The combined physical and digital experience fosters customer engagement and deepens brand loyalty.



# Objective

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Mizuno was looking for a way to build on in-store experts to help customers explore and engage with products in new and exciting ways. By educating customers via product interaction, Mizuno is creating brand ambassadors for life.



## Educate

shoppers about products and supplement in-store experts and experiences



## Convert

browsing customers into lifetime brand ambassadors



## Engage

and entertain customers and bring joy to the shopping experience



## Adapt

to real-time consumer demand data to market the hottest products

“

Our goal is to create brand loyalists via the in-store experiences and increase consumer engagement with our products.”



Amarena Diaz  
Director of Digital Marketing

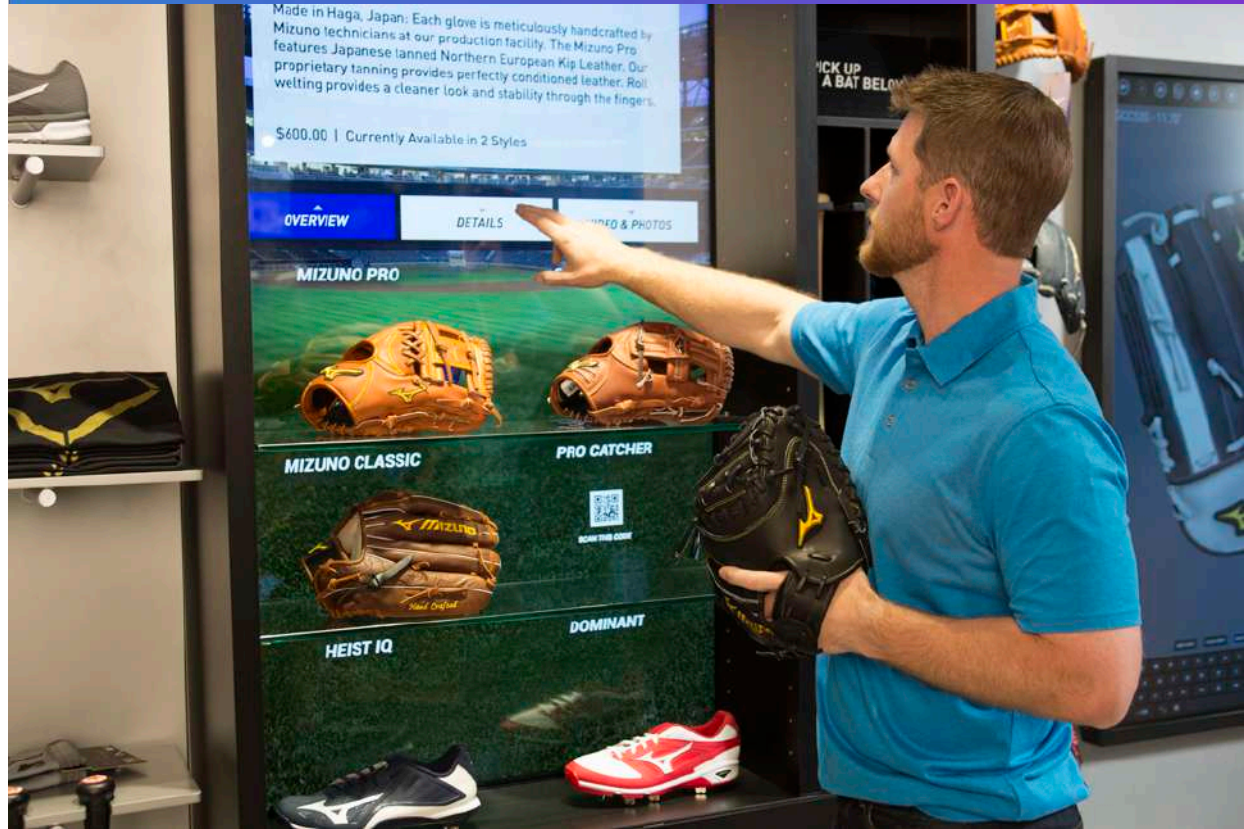


# Experience

Mizuno wanted to engage customers in their brand and products in a sports category that is crowded and often overwhelmed with media.

Mizuno's brand stands for quality and performance in product design, requiring marketing to clients with clear explanations and detailed overviews of the product

The thoughtfulness of product design in turn builds long-term brand loyalty to the Mizuno approach to sports equipment.

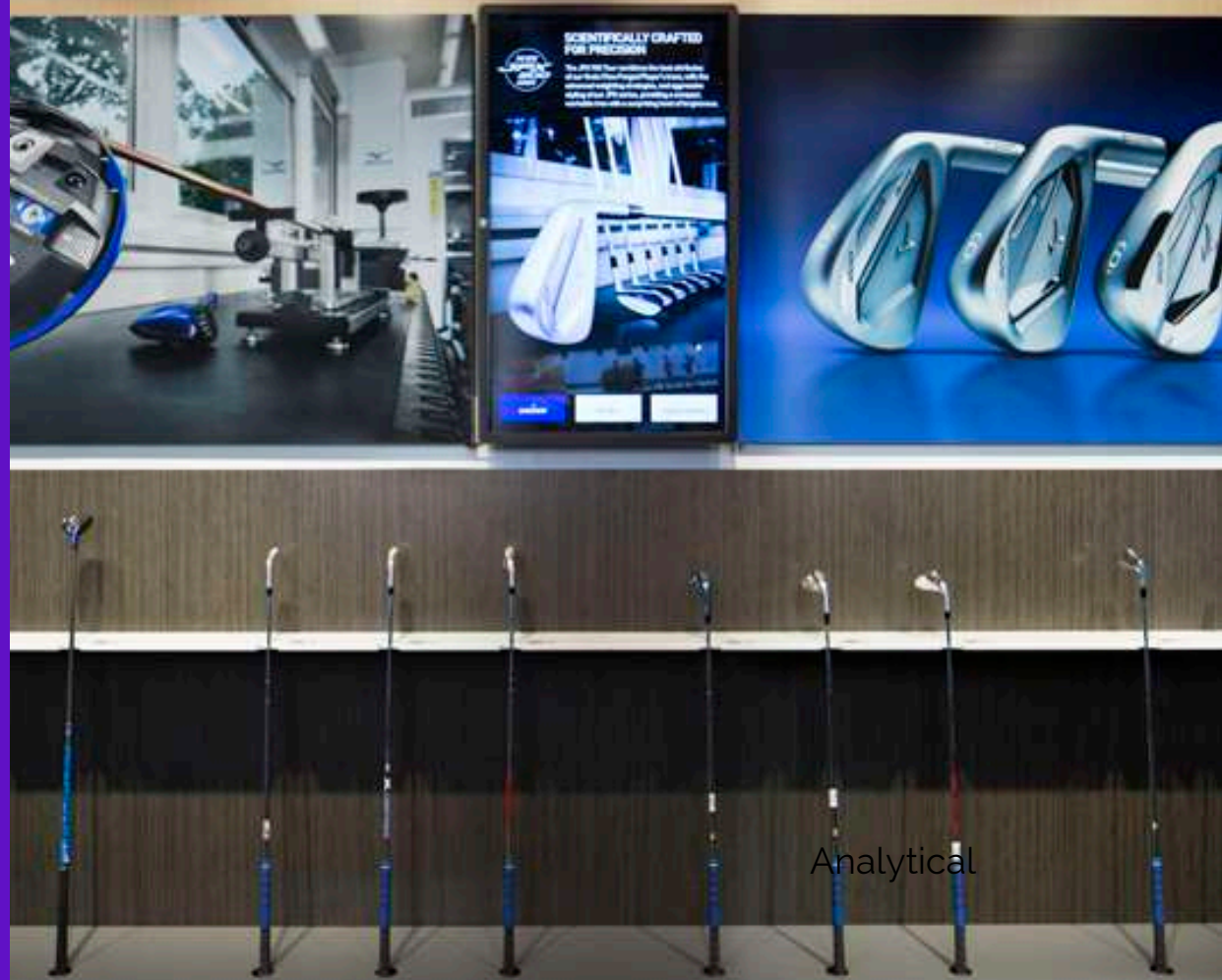


# Mizuno and Perch Partnership

Mizuno partnered with Perch for its ability to deliver a highly interactive experience on a tight timeline and to provide them with the tools to update the experiences in store frequently in response to purchase data, independently and at minimal cost.

Mizuno implemented Perch for Baseball, Golf, Tennis and Volleyball departments creating a consistent in-store interactivity across products.

The high visibility displays effortlessly blend in with existing merchandising fixtures and use captivating moving imagery to attract customers' attention, engage them and educate them about Mizuno products.



## Impact

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18,931

Engaged customers  
per year

67,411

Product interactions  
per year

184

Average  
interactions per day

47  
sec

Average seconds of  
engagement

“

“We do thorough real-time merchandising based on that data. It helps to define how products are showcased across our Perch displays in-store and featured in our email campaigns specific to our target customer base.”

**Amarena Diaz**  
Director of Digital Marketing



# Press-Worthy Retail Innovation

"Designed to 'capture the new digital savvy customer and showcase Mizuno product cross-sport,' the digital solutions in place at Mizuno flagship stores are driving global customer engagement and loyalty."

"Using the Perch campaign management feature, Mizuno employees are able to complete real-time updates in-store, featuring the products current shoppers are most interested in viewing."



Debbie Haus  
Editor-In-Chief  
Retail Touchpoints

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## How A Digital Storefront Enhances The Physical Experience At Mizuno

Featured

Friday, 25 May 2018 01:00 Written by Debbie Haus



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Designed to "capture the new digital savvy customer and showcase Mizuno product cross-sport," the digital solutions in place at Mizuno flagship stores are driving global customer engagement and loyalty. Mizuno operates one flagship store in the U.S., as well as others in key markets worldwide.

The digital display merchandising solution, provided by **Perch**, features self-serve technology that brings the digital online experience into the brick-and-mortar store. This technology is a key focus of the **Mizuno Experience**

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# Perch Global Client Snapshot

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# THANK YOU



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