



TRANSFORMING THE BEAUTY RETAIL EXPERIENCE

INTRODUCTION

Il Makiage, founded in 1972, is a renowned cosmetics company specializing in creating high-quality makeup products and tools. With its innovative approach to beauty, the brand has grown into a global powerhouse. Il Makiage offers a wide range of makeup products, but it is particularly known for its exceptional foundation range.

INNOVATIVE TECHNOLOGY FOR PERSONALIZED SHOPPING EXPERIENCE

What truly sets Il Makiage apart is its commitment to personalized shopping experiences through the use of technology. The brand developed a groundbreaking solution called "PowerMatch." Powered by an advanced algorithm, PowerMatch analyzes users' skin tones using a series of questions and photos. This innovative technology enables customers to find their perfect foundation shade match, minimizing guesswork and maximizing customer satisfaction.

COLLABORATION BETWEEN REALO & IL MAKIAGE

For several years, ReaLo has been working closely with Il Makiage, providing traditional digital signage solutions to over forty locations. The collaboration encompassed the supply of high-end LED digital screens, professional LCD screens, design studio services, and more. Recognizing Il Makiage's strong online presence and the need to convey their innovative and technology-forward mindset in physical stores, both parties embarked on a new project: conceptualizing a digital store that embodies the unique and personalized nature of Il Makiage's online shopping experience.

MEETING THE CHALLENGES OF A POST-COVID CONSUMER LANDSCAPE

The project took shape against the backdrop of a post-COVID consumer landscape where shopping patterns underwent a significant transformation. The traditional role of sales floor personnel as primary influencers of purchase decisions diminished. In this new era, where customers lacked the clear guidance of in-person interactions, the importance of subtle and non-intrusive voices became paramount. Recognizing this shift, the design of Il Makiage's first-ever digital store began to take form.

CREATING A UNIQUE SHOPPING ENVIRONMENT

Il Makiage's digital store was designed to optimize the customer experience within a relatively small retail space. The layout encompassed a few makeup application booths, a cosmetics selection wall, and an area for Il Makiage presenters to conduct courses and stay updated on the latest trends. To seamlessly integrate technology into the store, sleek screens were incorporated as part of the shelving. Additionally, a high-quality interactive touch display was strategically placed, enabling customers to complete the "PowerMatch" quiz and find their perfect shade by answering a set of thoughtfully crafted questions.

ENHANCING FOOT TRAFFIC AND CUSTOMER ENGAGEMENT

The placement of screens within the digital store was carefully planned to achieve specific objectives. Firstly, to increase foot traffic, large LED displays were positioned at the store's entrance, capturing the attention of shoppers throughout the shopping center with captivating promotional campaigns. Inside the store, strategically placed LCD screens effectively engaged customers, prolonging their stay and exploration of the offerings. Store employees were delighted by the response, one employee admirably admitted that "customers are spending nearly double the amount of time in the store compared to before the digital store implementation."

INFLUENCING BUYING DECISIONS THROUGH EMOTIONAL ENGAGEMENT

While attracting customers was important, ReaLo's primary objective in digitizing any store is to influence customers' emotions, leveraging the power of screens to create impactful experiences. The right content, in the right position, at the right time, could sway purchasing decisions more effectively and unobtrusively than a salesperson. A notable feature in the next phase would be the integration of motion sensors. When a customer reached out to select a product for examination, the screens in the vicinity switched their content to showcase a short video highlighting that specific product's features, capturing the customers' attention and creating an immersive experience.

HARNESSING THE POWER OF PHYSICAL INTERACTION

Research in consumer psychology has shown that physical interaction with a product can significantly influence consumer behavior and purchase decisions. Known as "haptic perception" or the "haptic effect," this phenomenon highlights the importance of touch in enhancing satisfaction and increasing purchase intention. ReaLo successfully harnesses this psychological trait by adding additional sensory elements through the screens. For example, if a customer took that intimidating step and finally picked up an item they are considering, the screen adjacent or even a few screens in the vicinity would change its content and give the customer a sense of validity in their choice.

SUCCESSFUL COLLABORATION AND IMPACTFUL RESULTS

The collaboration between ReaLo and Il Makiage resulted in a unique and impactful digital store, providing an exceptional experience to customers. The project defied initial skepticism from traditionalists and Il Makiage itself entrusted the ReaLo team and allowed them to demonstrate their expertise and magic. The digital store not only served as a source of inspiration for the brand but also delighted customers with its innovative and personalized shopping experience.

THE POWER OF THE REALOGRAM

While the digital store project, with its innovative technology and captivating displays, significantly enhanced the shopping experience at Il Makiage, it is important to recognize that the planogram is just one aspect of the equation. The realogram, on the other hand, brings a human touch to the customer journey. Having a reliable and knowledgeable team on the ground to guide retailers through every decision and process can make a substantial difference.

ReaLo understands the significance of this aspect and ensures that the ReaLo team members are not just experts in technology and design, but also skilled in delivering exceptional customer service. By having trustworthy individuals who can provide personalized recommendations, answer questions, and address concerns, the customer retailer's experience is elevated to new heights. The combination of an innovative digital environment and a supportive team of experts ensures that customers feel valued, heard, and ultimately empowered in their innovative decisions.

CONCLUSION

Il Makiage's partnership with ReaLo exemplifies the successful fusion of technology and creativity to create a truly remarkable retail environment. The digital store project, with its focus on personalization, customer engagement, emotional impact, and the power of the realogram, showcases the holistic approach taken to elevate the customer experience. By embracing cutting-edge technologies and leveraging the expertise of ReaLo, Il Makiage has established itself as a trailblazer in the beauty industry, setting new standards for customer experiences and solidifying its position as a global leader.

EMBRACING THE FUTURE OF BEAUTY

ReaLo positions itself at the forefront of the retail revolution, driven by a commitment to innovation and delivering cutting-edge solutions to its clients. Through the collaboration with Il Makiage and the successful integration of encapsulating displays, ReaLo has showcased its expertise in leveraging technology to create immersive and personalized experiences for customers. As the retail landscape continues to evolve, ReaLo remains dedicated to pushing boundaries and exploring new frontiers. The journey doesn't end here. With a passion for staying ahead of the curve and a deep understanding of the evolving needs of the industry, ReaLo is poised to lead the way in shaping the future of retail.

Stay tuned as we evolve, driven by our passion for redefining the retail experience and unlocking new possibilities for our clients and their customers.