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Source of inspiration for businesses

PLACE BRANDING

REINVENT THE EXPERIENCE

/ 60 striking brand places uncovered /

Hotels, restaurants, museums, apartments, theatres, laboratories,...

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Long live the shopping experience!

In France, PagesJaunes (Yellow Pages) is one of the leading companies in advertising and local information on all platforms: internet, mobile and paper. It has therefore become an expert in local business and carefully analyses developments in the business world. Its partners include many major brands who have a large network of stores and local retailers.

So what does the shop of tomorrow look like? That is THE question. Multi-channelled, aesthetic, surprising and changing, stores as seen by new consumers are above all a place where people can share enriching experiences far beyond the mere act of purchasing. At a time when we can order anything on the internet, retailers must offer a real shopping experience to set themselves apart.

Certain brands have paved the way by creating amazing spaces, including hotels, bars, museums, apartments, theatres and laboratories. A hundred examples are included in this publication.

Marketing and retail professionals, this white paper is for you. It will give you ideas on how to entice clients in a personalised way through immersion in meaningful spaces.

The demand is certainly there: the digital world has created a need for proximity, a demand for social links, for a sumptuous experience which only a bricks-and-mortar shop can offer. This is something that pure players have realised; these days they seek to place their products in shop windows and meet their clients by setting up in the heart of towns and cities.

Happy reading!

Gérard Lenepveu

SoLocal Group Brand and Publicity Director

Follow us on the ideeslocales.fr blog
 it is a source of inspiration for businesses, focussing on a number of specific initiatives.

A quick glance at the founding dates of these top brands, though not exhaustive, proves just how much this phenomenon has developed.

2018 PARIS Hôtel Fauchon Fauchon	2013 BERLIN The Digital Eatery Microsoft	2011 PARIS 2 Opéra BNP Paribas	2008 BRUSSELS Boutique Côte d'Or Côte d'Or
2016 (reopening) VEVEY, SWITZERLAND Alimentarium Nestlé	2013 TOKYO The Ginza & The Parlour Shiseido	2011 NEW YORK Apartment 32 Weatherproof	2008 LONDON National Geographic Store National Geographic
2015 (reopening) PARIS Worklife Steelcase	2013 COPENHAGEN Flagship Bang & Olufsen Bang & Olufsen	2011 LONDON M&M's World M&M's	2008 LONDON A Dunhill Bourdon House Dunhill
2015 (reopening) PARIS Musée Fragonard Fragonard	2013 DELRAY BEACH, USA Fotobar Polaroid	2011 SEOUL D'light Samsung	2008 AMSTERDAM House of Bols Bols
2015 PARIS Running Lab Asics	2013 PARIS Manufacture du chocolat Ducasse	2011 AUBERVILLIERS, FRANCE DomoLab Saint-Gobain	2007 ATLANTA World of Coca-Cola Coca-Cola
2015 RUEIL-MALMAISON La Bulle Mercedes-Benz	2012 LONDON Audi City Audi	2010 SHANGHAI The Swatch Art Peace Hotel Swatch	2006 PARIS Cafe ING Direct ING Direct
2015 NEW YORK RL Restaurant Ralph Lauren	2012 PARIS Cafe Kousmichoff Kusmi Tea	2010 BRUSSELS Hôtel Pantone Pantone	2006 TURIN Mirafiori Motor Village Fiat
2014 PARIS Fondation Louis Vuitton Louis Vuitton	2012 MILAN, ITALY Hôtel Armani Armani	2010 MILAN, ITALY Maison Moschino Moschino	2005 BARCELONA Casa Camper Camper
2014 NEW YORK Baccarat Hotel & Residences Baccarat	2011 PARIS Le Lab Legrand	2009 LA GACILLY, FRANCE Hôtel La Grée-des-Landes Yves Rocher	2001 FLORENCE Musée Gucci Gucci
	2011 SHANGHAI Johnnie Walker House Johnnie Walker		



FOLLOW CONSUMER DEVELOPMENT

To compete with online retailers, physical stores must offer unique and memorable experiences.

1. THE SHOPPER OF THE FUTURE, A COLLECTOR OF EXPERIENCES

According to **Régine Vanheems**, co-director of l'Observatoire du cross-canal et du commerce connecté (Observatory of Cross-Channel and Connected Commerce):

"As a result of spending hours on your laptop, tablet and smartphone, using these cold, soulless screens, you start to feel a great emptiness. Saturation point is near...*"

Although these products are available online, consumers feel the need to come into a store. This is not just to buy something, but also a seeking for human relations, the need for social interaction and experiences.

WELL INFORMED AND DEMANDING

Having said that, consumers look online before buying a product in-store and this is true across the generations. Well informed consumers expect retailers to have greater knowledge and be able to give advice which is adapted to their demands and personalities.

URGENCY

Consumers are used to being able to buy products with just one click and want to act as quickly as possible. In his work published in 2011, La Dictature de l'Immédiateté (The Tyranny of Immediacy), Stephen Kerckhove explains that we live during the reign of presentism, an ideology which refuses to wait for anything and lives in a constant state of urgency.

DEPENDENT ON CONTEXT

Consumer's moods are changeable, with differing factors affecting different days. When not much time is available, consumers will prefer simple and efficient shopping, and therefore expect a customer pathway which matches these high expectations. On the other hand, if consumers have some spare time, they will appreciate a more complex product presentation and will be more open to experiences which are offered to them.

* Union Presse, November 2014 edition

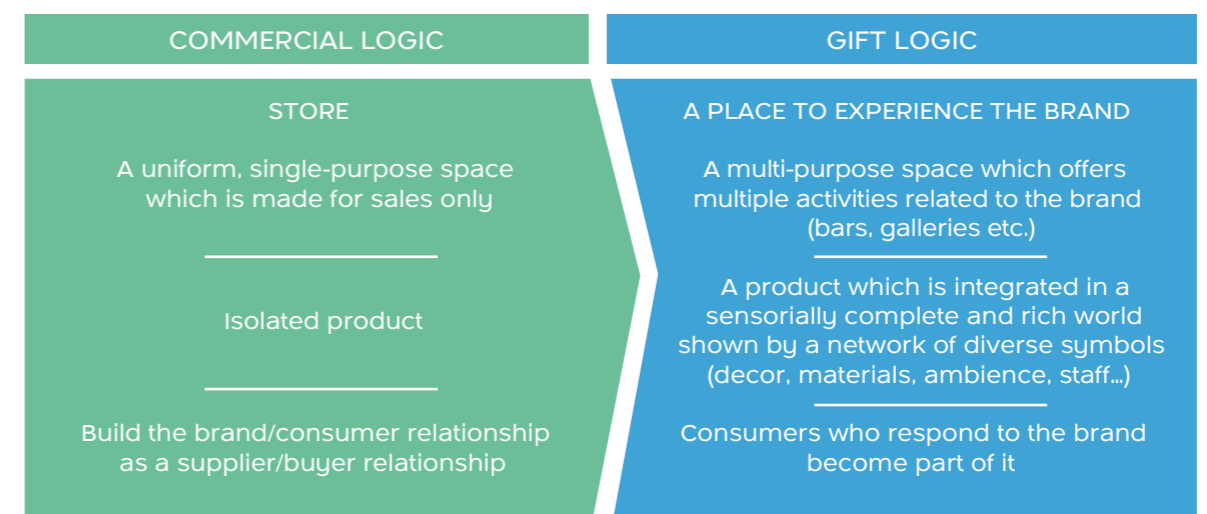
1. THE SHOPPER OF THE FUTURE, A COLLECTOR OF EXPERIENCES (CONTINUED)

IN SEARCH OF MEANING AND PERSONAL VALUES

Consumers want their purchases to reflect their values. They need to be confident and feel that they are being treated in a sincere and genuine way. Online purchases are increasingly linked to labelling and to product quality. It is important that products are environmentally-friendly and locally-made (think Made in Britain).

Faced with consumers who are more and more demanding, retail outlets must stand out. Visiting a store must create a memorable experience and make the consumer feel that the store has given them a genuine brand offering.

Brands are creating a small revolution in their relationships with the public. They are moving away from the idea of encouraging people to shop, and are instead creating the idea of sharing information, personal values, sensation and fun. In return stores hope for consumer reciprocity in the form of a purchase. Brand communication is developing in the same way: advertising is making way more and more to richer and more complex editorial content.



2. THE VIEW OF GILLES LIPOVETSKY, SOCIOLOGIST, PHILOSOPHER



In October 2014, the Cortex Club¹ organised a conference entitled “**Look at the bigger picture with the client experience**”.

Gilles Lipovetsky, a sociologist who examines transforming ways of life and behaviour, was the conference's invited guest. According to him:

“The neo-consumer is not on the lookout for utility, but for “pointless impressions” as Paul Valéry said, something purely experiential.

This consumer wants to see and feel, so takes photos to do so.

There is a democratisation of the aesthetic experience taking place.

This aesthetic quest is seen through an increasing consumption of music, films, festivals and art and equally of decoration, design, gardens and tourism.”

Gilles Lipovetsky observes that we have entered into a mindset of emotional consumption:

“We buy products to feel a semblance of adventure and beauty.

Consumerism is searching for new experiences; it calls for perpetual youth and refutes repetition and routine.”

In an interview in the Libération newspaper on 25 April 2013, **Gilles Lipovetsky** also notes:

“Now, we are addicted to the “new”. There are no limits in the search for sensory and ‘surprising’ experiences.”

With the culture critic **Jean Serroy**, **Gilles Lipovetsky** is also the author of “L'esthétisation du monde, vivre à l'âge du capitalisme artiste” (The Aestheticisation of the World, Living in the Age of Artistic Capitalism) (Gallimard, 2013).

“Artistic capitalism relates to consumption. That means all processes of decoration, stylisation and attracting consumers to products and places — stores, shopping centres, restaurants, airports, town centres, train stations, landscapes: no area escapes this paradigm any longer.

The word aesthetic must be understood in its original Greek sense, aesthesis, which relates to perceptions, sensations, effects, emotions.

Artistic capitalism is the system which constructs the market of feelings. It works as an immense creator of dreams, emotion and imagination.”

Gilles Lipovetsky concluded the conference with:

“Virtualisation does not lead to impoverished experiences. On the contrary, there will be more and more online opportunities for amazing experiences at the same time as the chance to enjoy experiences in the real world.”

¹ Cortex is an ideas laboratory for innovation in the client experience area which is co-led by Laurence Body.

2.

OFFER A SHOPPING EXPERIENCE

Competition from online retailers has altered the challenges facing businesses. They can no longer battle it out over pricing, they must differentiate themselves by identifying their uniqueness: their physical presence which is conducive to creating unique experiences.

And they can also make use of new technologies.

1. STIMULATE THE IMAGINATION AND EMOTIONAL RESPONSE

According to **Laurence Body**², expert in customer experience:

"Shopping is no longer simply a utilitarian act of purchasing. Its function now is to meet the need for feeling and emotion. Shopping must fit into a value framework in order to satisfy a desire for socialising and friendship. It has become a leisure activity, something entertaining and escapist and which can also have an aesthetic dimension. We talk about the 'shopping experience.'"

Shopping suits today's climate. The beginning of the 21st century has in effect been marked by several strong trends such as attention to detail in the shopping environment or interest in contemporary art.

In contrast to the internet, there is added value for the customer who visits a physical space.

Claude Boule, Chief Executive of the Major High Street Retailer's Union says:

"A shop is unbeatable for smell, taste, touch, and testing. There is nothing like it."

Apple store

The brand with the apple logo has changed the face of retail with minimalist shops, spaces open to the exterior and sleek demonstration tables. Why are these stores so different? Because they are living spaces first and sales venues second. People can hang out there, share, learn and have a memorable experience.

+ CLICK HERE TO FIND OUT MORE

Maille

The delicatessen shop Maille, which opened in Place de la Madeleine in Paris in 1996, is distinguished by a wood-framed frontage and curling script. It evokes the style of 1747, when Antoine-Claude Maille opened the first store in the Rue Saint Andre des Arts in Paris. It has an aesthetic rooted in a particular time that emphasises the fact that the Maille brand has maintained an ancestral know-how. Inside, the use of natural materials (wood, metal etc.) with contrasting black backgrounds highlights the fact that the brand is top of the range, the official supplier of mustard and vinegar at the court of Louis XV...

² Consultant in design for customer experience - co-author of «The Customer Experience» with Christophe Tallec, Eyrolles, August 2015.

2. INCORPORATE AN AESTHETIC DIMENSION

According to **Laurence Body**^{2bis}, expert in customer experience:

"Long before purchasing, more or less consciously, the client looks for sensory signals that tell them about the quality of service. Along with the actual offer, the physical environment in the store is the principal sensory support."

According to **Gilles Lipovetsky**:

"Now is the time to mix genres, have crossovers, hybridise the economy and art. This is what gives rise to the idea of a trans-aesthetic capitalism. Every day, the industrial world blends a little more with the worlds of fashion and design: kitchen utensils, bathroom accessories, lingerie, sports equipment, these purely functional objects have become fashion items. Karl Lagerfeld redesigned bottles of Coca Cola, Stella McCartney has released mini-collections for H&M, etc."

Everything is important. Surfaces, ceiling height, decoration, staff dress, the smells, the colours, the light and sound are all signals that help differentiate a brand. With good merchandising, buying becomes the act of a collector.

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Converse

At the flagship Converse store in San Francisco, clients are invited to create their own trainers by choosing graphic elements on an iPad provided for the purpose. The best examples are exhibited on one of the walls of the shop, called Pop Art. The brand has raised the client to the position of aesthete. The wall looks like a contemporary art installation and each shoe is a collectable object.

^{2bis} Specialist in innovation and design for client experience.

3. PROMOTE EXPERIMENTATION

Gilles Lipovetsky says:

"We buy things for pleasure, to feel something."

A brand place must also become a place of experience. We need to offer the consumer added value during their visit (product tests, background information or knowledge about the product, services, entertainment), rather than seeking only to sell them something.

Gilles Lipovetsky recalls **Aristide Boucicaut, founder of Le Bon Marché**:

"He was the first to understand that customers do not just come to buy, but also to have an experience. And they will buy more if their experience is an active one."

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Ritter Sport

This celebrated German brand of chocolate has opened the Bunte Schokowelt in Berlin. In an area covering 1,000 m² they have built a shop, a cafe and a museum. Everything starts with Schokocreation, a counter where the visitor can make the chocolate of their choice. On the first floor, you can try a range of sugary specialities in the Schokolateria. Then comes the Schokopfad or "chocolate path" where you can find out all about growing cocoa and making chocolate, as well the story of the founders of the brand, the Ritter family.

Megastore Globetrotter

In this space in Cologne which is dedicated to outdoor pursuits, you can test a canoe in a real pool 4.5 m deep, check how waterproof their outdoor clothes are in a cave with rain falling from the ceiling and even go climbing.

4. MAKE ROOM FOR THE HUMAN DIMENSION

According to l'Observatoire de la Franchise, the French organisation for franchisees, consumers seek more proximity, usability and personalisation in their acts of purchasing.

Régine Vanheems³ emphasises:

"The one single thing that engenders the most loyalty, way ahead of anything else, is the personal relationship."

This is where the shop has the advantage over e-commerce: it is a place for social interaction. In the Casa Camper hotels in Barcelona and Berlin, the Spanish shoe brand Camper invites customers to get to know them.

5. PUT THE CUSTOMER AT THE CENTRE OF THE EXPERIENCE

It is no longer the products but the clients who are at the centre of these new brand places. The new generation consumer wants to be valued in a store just as they are on social media where their opinion is ranked on a par with those of the experts. In Barcelona, Benetton have installed a giant screen in their shop window which projects the image of people passing by the shop. Photographs showcasing visitors to the Samsung flagship in Seoul are set on a giant wall. This digital wall interacts with visitors' movements: the Wall of Sound changes colour and gives out different sounds when you touch it.

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Citadium

In the Paris shop Citadium, customers leave tags and stickers on the walls and in the changing rooms. And this is totally acceptable: the atmosphere of the place – a little beaten-up, somewhere between construction site, factory and industrial wasteland – gives free rein to the visitor's imagination. The sales staff themselves are recruited for the authenticity of their style and personality – they resemble their clients. The brand also picks its models from its customer base, and organises castings online or in stores. Result: customers become products of the Citadium culture.

³ University lecturer and author of "successful ICross and Omni-Channel strategy cor connectedenterprises" published by EMS Management et société, 2015

6. OFFER A MEMORABLE EXPERIENCE

According to **Laurence Body**:

"Businesses sell more than products or services. They sell memories."

A sales space is the vehicle of preference for a customer to physically experience a brand because it is a multidimensional space. The feelings and emotions that prompt impulse buying are as important as the rational factors that help develop an affinity with a brand. Moreover, reason only partly influences an individual's decisions. It is the physical experience that affords a relationship of trust.

Laurence Body confirms:

"The more sensory points of contact there are, the more the memory will linger."

She freely cites the example of Jo Malone perfume, which welcome guests with a personalised hand massage using a perfumed cream.

Cognitive science also shows that, when making a decision in a given context, an individual will draw on previously acquired knowledge. Creating memories through meaningful experiences allows a brand to have a positive influence on the buying decisions of consumers in the long term.

7. OFFER A MOMENT OF WELLBEING

Some places put the emphasis on client comfort. They are invited to become an epicurean in search of well-being. Yves Rocher or Camper offer the opportunity to stay in hotels that promote their values and teach their philosophy of life. The point of sale becomes a brand ritual that elevates the customer to the position of initiate. On this path of initiation, the customer is not only adhering to the values of the brand, but agreeing to adopt the codified practices of the brand.

THE DIMENSIONS OF EXPERIENCE		
POLYSENSORIALITY	EXPERIMENTATION	INTERACTIONS
The space offers sensory experiences to consumers: taste, sound or visual aestheticism, etc.	The customer is at the centre of peripheral activities which offer an experience or initiation	Brand staff and consumers are encouraged to interact

3.

GIVE PURPOSE USING THEMES

1. GIVE GUIDANCE

To create a context for successful customer experience, brands need to lay down guidelines.

Joe Pine and Jim Gilmore, founders of Strategic Horizons LLP studio, which helps companies design places with atmosphere, recommend choosing a theme, thereby offering something tangible to stimulate the senses and give the consumer an experience to remember.

GIVE IT MEANING AND COHERENCE

Within the chosen spatio-temporal framework, it is important to give the visitor a way of mapping the space, so they can own it and get the most out of the experience

Using a theme gives the experience meaning and coherence, along with details that reinforce the brand image. It is the attention to detail, all the little signals aimed at visitors, which is the key to success.

DRAW FROM THE CULTURE OF THE BRAND

You cannot just choose a theme at random – it needs to come from the culture of the brand. The commercial space is one of the most important marketing vehicles.

A strong brand will lend itself all the more readily to theming a sales outlet. Its history, its roots in a cultural movement, and its activity itself or its flagship product ingredient could all be drawn on to build an environment which is attractive to consumers.

SET THE SCENE FOR THE OFFER

According to **Marc Filser**, Professor of Economics and Management Science, who specialises in marketing strategies:

“The customer experience should be read like a narrative of the offer.”

Other authors speak of “dramatisation of the offer.” The scene is the decor. The plot is any imaginary set up, which reveals the product. The action is that of the consumer, who is invited to interact with staff and products.

2. DEVELOP A CULTURAL UNIVERSE WITH METONYMY OR METAPHOR

In the book Brand Culture⁴, two major cultural development mechanisms are identified:

– either by **gradual exploration of neighbouring and adjoining environments** (the principle of **metonymy**⁵: one element represents the whole).

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Mamma Oliva

This restaurant chain in Italy uses the theme of olives across all its outlets. From the bottles that decorate the tables to the fruiting trees on the terrace, it is a coherent universe.

– or by **the appropriation of a different world** (the principle of **metaphor**⁶: the analogy).

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Lush

This cosmetics distributor offers customers the metaphor of a food market: arranged on shelves like foodstuffs, products are sold by the slice.

The processes of metaphor or metonymy stimulate the intellect and the emotions of the public. It endears the consumer, who can decode the language and recognise the associations. The parallel created between two distinct universes causes us to rethink the meanings. The identification of these connections creates an intersubjective collusion between the brand and the public.

2 METHODS	METONYMY	METAPHOR
	Contamination strategy	Conquering strategy
PRINCIPLE	Spreading the culture by means of the principle of neighbourhood (annexation of a neighbouring area)	Appropriation of another universe, using the logic of likeness (conquest of a new territory)
THE BRAND	The brand radiates out, leaving its mark = deployment	The brand takes on a new environment = appropriative leap

⁴ <http://www.dunod.com/entreprise-economie/entreprise-et-management/marketing-communication/ouvrages-professionals/brand-culture-1>

⁵ Metonymy: Referring to an object or an idea by a different name or term using a juxtaposition of sense. Examples: The suits in the city down several glasses in one go.

⁶ Metaphor: Referring to an object or idea by a name one would generally use for something else. Examples: Autumn years, the leg of a table.

2. DEVELOP A CULTURAL UNIVERSE WITH METONYMY OR METAPHOR (CONTINUED)

EXAMPLES OF USE (METONYMY)

When the brand takes a single element of its culture and applies it across the board.

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Repetto

The public love to see how the world of dance is transposed in the windows, the boutiques, the literature and the products of the brand.

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Ladurée

The brand uses crowns, laurels and garlands to decorate their shops. It evokes the Second Empire, the epoch when the company was born.

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Aeronautica Militare

The world of the army is brought into civilian life. Their shops are filled with models, the floor is made of aircraft wings, etc.

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Miele Gallery

Miele Gallery put their products in life-like settings and offer cookery courses.

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Chocolate Italiani

In this shop, everything is themed around chocolate as an ingredient. The decor, the colour of the menus, the uniforms of the cooks, etc. There is even an area where the walls are lined with glass cabinets displaying chocolate bars.

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Corso Como

In Milan this boutique uses an optical trick using the vowel "o" which is everywhere, from certain products on sale to the decor of the shop to the wrapping paper. Everything here is styled according to the style and aesthetics of the brand, which emanate from a proliferation of black and white circles.



Photo credit: 10 Corso Como, Milan

2. DEVELOP A CULTURAL UNIVERSE WITH METAPHOR (CONTINUED)

EXAMPLES OF APPROPRIATIVE LEAPS (METAPHOR)

When a brand borrows from the world around us, appropriates symbolism that it then integrates into its own culture.

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Nhow

This hotel displays furniture from designer makers, which are changed in tune with the seasons.

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Citadium

This brand takes its inspiration from street art (bands, street artists, etc.) which it imports into the shop and which in turn becomes a reflection.

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Jenni Pie

This Italian lingerie shop combines fine lingerie with gluttony by taking on the persona of a patisserie. The name "Pie" is redolent of British cuisine. The powder tones of the store evoke those of marzipan or macarons. Underwear is displayed under cloches or in dishes and swimsuits are presented in ice-cream cones.

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Joia

This Milanese restaurant allies vegetarian cuisine with spirituality. Here every dish is a prayer and has a poetic name, with no mention of the ingredients.

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Happy Pills

In Spain, this brand sells sweets as tablets and medicines which promote happiness and well-being in anyone who swallows one. The packaging takes the form of medicine bottles, pill boxes or medical kits. The sweets are classified by colour according to an almost encyclopaedic order. And the logo itself, a pink cross, is inspired by the well-known symbol of the Red Cross.



3. OFFER MULTI DIMENSIONAL EXPOSURE TO THE WORLD OF THE BRAND

In creating a dedicated space, the brand develops a complete world where everything about the culture is evoked. The consumer can experiment with the products whilst being immersed in the brand's environment.

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Nivea Haus

In Hamburg and Berlin, the Nivea Häuse brings together in one place a cosmetics boutique and a spa (massages, treatments, hairdressing, etc.). Here the brand pushes the envelope of scene setting for their products and puts them in the hands of beauty experts so clients can experience all the benefits and potential. When you walk into Nivea Haus the consumer is immersed in the Nivea bubble, a world where you can spend the entire day, between the boutique, the spa and even the cafe. The brand colours are used in all areas. The solid colours of blue and white are associated with seascapes. The omnipresence of the round motif evokes the flagship product of Nivea, the nourishing white cream in a little blue pot.

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Alain Milliat

The boutique restaurant Alain Milliat offers much more than its traditional, homemade fruit juices. You can dine here all day, from breakfast to dinner through brunch. The Alain Milliat brand is promoted here as healthy and delicious, with a dash of fruit garnishing every dish. The sales area is blended seamlessly with the tasting opportunities. The arch-shaped cellar, built in rough stone and wood and decorated with jars of preserves, creates a rustic and authentic ambiance that evokes the atmosphere of an autumn orchard.

AN INVITATION TO LIVE LIKE THE BRAND

Some brand places are much more than specific living spaces such as restaurants, museums or bars. They become living spaces in their own right, giving the customer the chance to adopt a certain lifestyle. Brands are no longer content to call these places by their name alone but see it as a chance for visitors to enter into a unique world.

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Mirafiori Motor Village

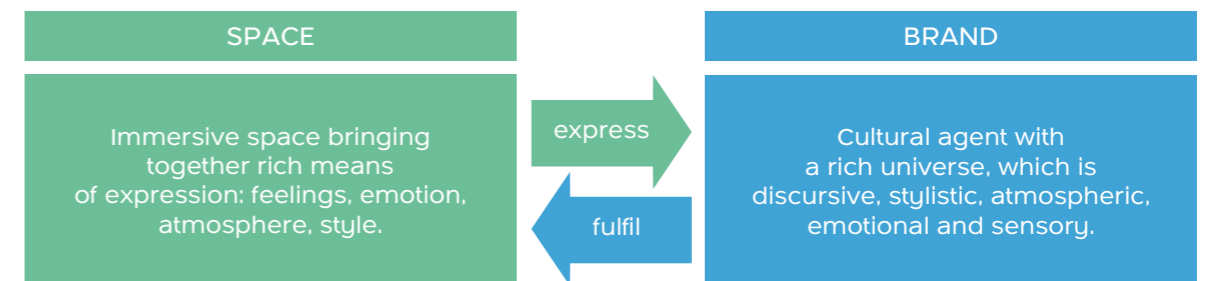
The Fiat group have built a world around the car and their brands. The term "village", the first form of human community, backs up the vision of a utopian world: here it is one of the car, of the future; clean, bright and innovative.

3. OFFER A MULTI DIMENSIONAL EXPOSURE TO THE WORLD OF THE BRAND (CONTINUED)

Bikini Sports Bar & Grill

This restaurant brand has created an atmosphere of celebration, of pleasure and conviviality by appropriating an American town renamed Bikinis Texas. Formerly abandoned and rebuilt in a Texas style, Bikinis hosts music and dance festivals during the summer.

Brands also use the term "house" to christen their space: Casa Camper, Maison Moschino, Nivea Haus, The Mercedes House etc. Visitors are immersed in the history, the values and the style of a brand through the decor, the living and eating spaces. In this way, a brand creates a friendly place, a house, which brings together its followers and helps crystallise its own culture.



4.

ESTABLISH A PRESENCE IN SOCIAL PLACES

1. LIST OF BRAND PLACES

In order to have a presence in the public sphere, brands are creating more and more social places: cafes, bars, restaurants, hotels, amusement parks, museums, and so on. It is a way of taking on the qualities of these places.

Here is an overview of the types of places taken over by brands:



2. FUNCTIONS OF DIFFERENT BRAND PLACES

The local and spatial realisation of brands in social places is a way of expressing their values through the environment and the services offered.

Each type of place provides opportunities to interact with the public.

ENCOURAGE INTERACTION...

Bars, cafes and restaurants all encourage interaction. They are friendly, cosy places for relaxing, and have value that brands can use.

...IN CAFES

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ING Direct

The Dutch online bank ING Direct has preferred to open cafes (in 2006 in Paris, in 2012 in Lyon, and a dozen in North America), rather than retail outlets. Here you can meet a sales advisor at the bar or in a more intimate room. You will also have access, in the lounge area, to free Wi-Fi and to iPads, as well as newspapers and magazines. A Web Depot allows you to independently manage your accounts (Internet kiosks).

...IN BARS

Apple

Bars are cool, friendly places with a party feel. In terms of the Apple Store's Genius bars, **Laurence Body** says:

"It's the image of the attentive, pleasant and available barman present in the collective imagination that Apple is looking to convey".

...IN FAST-FOOD

NUTELLA

Cheap food any time close to home... Nutella has created a Nutelleria in Italy which has adopted fast-food restaurant methods: photographs or pictures of products displayed above the counter, confectionary served on paper plates, etc. In short, the brand has become part of the world of snacks, a global social phenomenon.

2. FUNCTIONS OF DIFFERENT BRAND PLACES (CONTINUED)

...IN RESTAURANTS

Weber

The restaurants of Weber, the manufacturer of barbecues, allow the brand to demonstrate its products on site, but also to share its view on life, based on authentic family values, with its customers.

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Les 2 vaches, for the love of bio

Opened in Paris in 2012, the Aux 2 Vaches restaurant is located next to the headquarters of Danone, which launched the organic yoghurt brand of the same name in 2006. In this friendly place, visitors discover the brand's appeal as soon as they walk through the door. There are cards that give information on the origin of the products.

COMMUNICATE WITH FOLLOWERS...

The followers of a brand love to get involved, as is demonstrated by the development of their interactions on social networks or Internet forums. In order to be in keeping with this dynamic, some brands invite them to connect.

...IN TEMPLES

Monumental and unique forms of architecture house temples dedicated to brands.

+
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OUT MORE

Nike

Upon entering the Niketowns of London and Paris, visitors are drawn to the sayings written on the walls. The Greek statue-like mannequins dressed in printed swimwear evoke the feats of the brand's muses, who are elevated to the status of heroes of antiquity. The entire shop and even the brand name, Nike, evokes the ancient cult of victory.

...IN NIGHTCLUBS

Designing a shop in the style of a nightclub targets an audience which is looking for social recognition through belonging to a group.

2. FUNCTIONS OF DIFFERENT BRAND PLACES (CONTINUED)

+ CLICK HERE
TO FIND
OUT MORE **Abercrombie & Fitch**

The shops' ambiance evokes that of the most exclusive nightclubs. The long queue makes visitors feel like VIPs. Inside, they are wrapped in a party atmosphere (darkness, loud music, brand perfume regularly sprayed on their clothes).

+ CLICK HERE
TO FIND
OUT MORE **Cyberdog**

This London boutique is an attraction in its own right. Plunged into darkness, it is lit only by neon lights and is livened up by loud techno music.

SUGGEST A LIFESTYLE...

...IN AN APARTMENT

This setting is an intimate space and provides the brand with the opportunity to assert its closeness to its audience, and to invite its audience to adopt the lifestyle that it proposes. In Lyon, a gallery owner had the idea to invite art lovers to his place once every two months to discover new artworks. This was because he had become aware of the fact that few people dare to enter a gallery.

+ CLICK HERE
TO FIND
OUT MORE **Baccarat**

In December 2014, Baccarat opened a 49-storey glass tower housing a hotel of 61 prestigious apartments in the heart of Manhattan, where glass lovers can enjoy a Baccarat museum that brings together many pieces from the brand's collections and also features a boutique shop. Baccarat originally specialised in making panes, mirrors and glass sets, and is now renowned for its expertise in luxury crystal. As well as the brand's exceptional objects, a way of life for which the brand has become a symbol is also shown off in the building.

...AT A HOTEL

Opening a hotel is a projective exercise for a brand: it must imagine a universe with its culture and values at the centre. This allows it to demonstrate what lies beyond its products.

+ CLICK HERE
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OUT MORE **Bulgari**

In its Milan hotel, Bulgari puts on display its sophistication rather than its jewellery (architecture, decor). The Bulgari lifestyle is shown in the walls, the colours and the atmosphere. Here the consumer can really "experience" the brand.

2. FUNCTIONS OF DIFFERENT BRAND PLACES (CONTINUED)

+ CLICK HERE
TO FIND
OUT MORE **Maison Moschino, the fairy tale hotel**

At Maison Moschino, the brand has taken a neoclassical train station and transformed it into a 4-star hotel. Upon entering, the visitor is enveloped in a dream-like ambiance in which lampshade dresses are accompanied by animal designs. The ambiance of each room is inspired by a fairy tale. Here, all of the furniture – even the bed! – and the decorations are for sale.

TRANSFER YOUR KNOW-HOW...

...TO FACTORIES

+ CLICK HERE
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OUT MORE **Haribo**

Taking over a factory suits brands which place know-how at the heart of their culture. Factory visits are similar to museology or industrial tourism. Haribo has thus transformed its Uzes factory into a sweet-making museum.

...TO WORKSHOPS

+ CLICK HERE
TO FIND
OUT MORE **Alain Ducasse**

The authenticity of this brand's ingredients and traditional know-how are put on display here. The Alain Ducasse chocolate factory shows chocolate at every stage of production. The shop's customers can look into the workshop through a glass wall.

...TO OFFICES

+ CLICK HERE
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OUT MORE **The Michel and Augustin Banana Farm**

The Banana Farm, the head office of Michel & Augustin which is in Boulogne-Billancourt, is an original HQ in many ways. Exotic and extremely colourful, it has the same style as the humorous messages featured on the packaging. The walls of the open space are decorated with cows, in the same ways as the company's cars are. It's a nod to the outfits worn by the two entrepreneurs to sell their products.

Here, they rely on interaction. The employees voice their opinions on the new creations concocted in the kitchen, or during weekly meetings, as do the customers who come to the open days organised each month. It's an opportunity to taste the marketed products, but also to test and evaluate the new creations. Before finishing their visit by passing through the adjacent shop, fans of the brand can leave a message on The Wall of Fame. At their "Boire une vache avec..." evenings they feature a special guest and the public are invited to debate issues that are dear to the founders of the brand, who "want to make the world smile".

2. FUNCTIONS OF DIFFERENT BRAND PLACES (CONTINUED)

HIGHLIGHT CULTURAL HERITAGE...

...IN MUSEUMS

The exhibition of items linked to the history of the brand elevates both the brand and its creations to the status of cultural heritage. This approach can be directed at various audiences. In 1969, the sociologist Pierre Bourdieu distinguished "elite museums", with a strict logic to the visit, from "popular art museums", which are characterised by their openness and diversity. These two types of museum are appropriated by brands.

POPULAR MUSEUM/SHOP	ELITE MUSEUM/SHOP
General public looking for entertainment	Cultured audience that knows how to understand works of art
Eclectic place and items on display	Strict logic which presides over the place's organisation

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OUT MORE

Gucci

With its Palazzio della Mercanzia in Florence, the luxury brand follows in the footsteps of the Medici.

It is inspired by the great Florentine families who use art as a sign of prestige.

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OUT MORE

M&M's

Nothing compares to the worlds created by M&M's World and The world of Coca-Cola in Atlanta, where visitors will find attractions open to everyone.

...AT AMUSEMENT PARKS

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OUT MORE

Lego

Lego, which became the world's leading toy in 2014, is an expert in this field: children and adults alike can go to Legoland to have a good time. Rides, bumper cars, tracks... everything here is made out of Lego. "Miniland" allows visitors to see the biggest and most beautiful things ever made out of Lego, including copies of historic monuments. It allows parents to teach their children about history in a child-friendly way.

3. STRIKING EXAMPLES OF PLACE BRANDING

Articles on other brand places have been published on Influencia⁷'s website and on IdeesLocales.fr⁸.

LIVING SPACES

In recent years, brand hotels have sprung up in ancient monuments and in all kinds of other places.

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Camper

In 2005, this shoe brand opened a hotel in its image in a trendy part of Barcelona. On the agenda: informality, simplicity and friendliness. The hotel has been designed to make the visitor feel at home. Just like shoes made in an environmentally friendly manner, the hotel does its bit for the environment: it sorts its rubbish, uses solar power and provides wooden bicycles.

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LVMH

Since 2006, a kingdom has hosted the world's leading luxury brands at the palace of Cheval Blanc in Courchevel. Exceptional services are provided there: the Guerlain spa offers limited edition perfumes, while the Fendi shop presents unique pieces made by the fashion designer Karl Lagerfeld. It's a great showcase.

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Pantone

In Brussels, this brand's colours are used in a hotel designed by Michel Penneman. After contacting the company, he was given licence to use the brand name and the 2000 variations of colours in the colour chart. Each of the seven floors is dedicated to one colour. The guest can thus choose the colour of their room depending on their taste or their mood.

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OUT MORE

Yves Rocher

Since 2009, in its hotel Grée des Landes in La Gacilly (Morbihan), the brand has placed emphasis on eco-citizenship: the bathrooms are fitted with water-saving features, the electricity is provided by wind turbines and solar panels, and all of the roofs are green so that the building fits in well with its surroundings. The relaxation room, in addition to an eco-spa, boasts an enormous indoor pool with a panoramic view of the surrounding countryside. Meanwhile, the food offered at the hotel's Les Jardins Sauvages restaurant is made using local organic produce.

⁷ <http://www.influencia.net/fr/actualites/in.local.122.html>

⁸ <http://www.ideeslocales.fr/category/lieux-de-marques/>

3. STRIKING EXAMPLES OF PLACE BRANDING (CONTINUED)

[+ CLICK HERE TO FIND OUT MORE](#) **Armani**

Since 2011 in Milan, people have been able to experience luxury in a neo-classical style Armani hotel. It features several shops (a florist, a chocolate shop and a bookshop dedicated to fashion, design and architecture) on the ground floor and the first floor. The upper floors house a 95-room hotel with a breath-taking view of the capital of Lombardy. The hotel has been based on the style of its creator: it's minimalist and chic. The creator's seal, a capital A with a geometric aesthetic, adorns the entrance, as well as the chocolates and the staff uniforms.

[+ CLICK HERE TO FIND OUT MORE](#) **Stella Cadente**

A 4-star hotel boasting 38 rooms, The Hotel Original in Paris was designed by the brand's founder, Stanislassia Klein, and was inspired by fairy tales.

MEETING SPACES

Catering places (cafes, bars or restaurants) are ideal as meeting spaces and thus offer brands the opportunity to provide their followers with food and drink while giving meaning to their consumption, as well as enabling their followers to meet and interact with representatives of the brand or other consumers.

[+ CLICK HERE TO FIND OUT MORE](#) **Agnès b.**

Following its forays into cosmetics and flowers, this large clothes retailer embarked on a new adventure in 2010, opening the Pain Grillé chain of cafe-restaurants in Hong-Kong. Each cafe uses the visual identity of the brand, transporting French taste to Asia.

[+ CLICK HERE TO FIND OUT MORE](#) **Baccarat**

A former town house refurbished by Philippe Starck is home to the brand's restaurant-museum. It provides the brand, which was created in 1764, with a setting that is laden with history in which it can show off its most beautiful pieces. It is a beautiful setting.

[+ CLICK HERE TO FIND OUT MORE](#) **Chobani**

This concept store established in Soho, in the heart of New York, in 2012 was the first in the United States to offer a bar serving 100% Greek yoghurt. The brand, which already has more than 50% of the market, has thus increased its visibility.

3. STRIKING EXAMPLES OF PLACE BRANDING (CONTINUED)

[+ CLICK HERE TO FIND OUT MORE](#) **Polaroid**

Increasing the printing of digital photos is a challenge at a time when images are predominantly stored in the memories of computers and smartphones. In order to make the photo an item that people put up at home once more, Polaroid has patented a new technology. This strategy was brought to life in 2013 with the opening of the first photo bar at Delray Beach, in Florida. Fotobar customers can ask professionals, the photo-tenders, to help them turn their pictures into works of art. There are tons of ways to alter them: on the computer, on paper or using different materials (metal, bamboo, etc.).

House of Vans

This is a physical manifestation of the culture and creativity that are at the heart of the Vans brand. House of Vans is not just a skate park: it also has a concert hall, an exhibition gallery, a cinema, and a cafe.

PLACES TO VISIT

Museums, workshops, amusement parks... Every now and then brands create true tourist spots – fun and/or educational places, which allow visitors to find out more about the brand, immerse themselves in its world and soak up its atmosphere.

[+ CLICK HERE TO FIND OUT MORE](#) **The World of Coca Cola**

Since 2007, this 81,000 m² building, surrounded by lawns, has become Atlanta's flagship tourist attraction. One million visitors per year flock here to be photographed with the group's mascot, a polar bear. At the entrance to the building there is a statue of the city's celebrated pharmacist, John Pemberton, the man who invented the Coca Cola recipe at the end of the 19th century. Inside we find three cinema screens, a museum which traces the history of the iconic bottle, a display which partly unveils the Coca Cola recipe and finally a shop covering almost 1000m².

[+ CLICK HERE TO FIND OUT MORE](#) **Saint-Gobain**

Opened in 2011, the Domolab in Aubervilliers is divided into 3 spaces: "Feel", "Understand" and "Innovate". Visitors can go there and discover the home of the future. It allows the world leader in buildings to demonstrate its ongoing investment in research.

3. STRIKING EXAMPLES OF PLACE BRANDING (CONTINUED)

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OUT MORE

BNP-Paribas

2 Opera in Paris, a Haussmann-style building, evokes the history of Paribas, a merchant bank founded in 1872, and also its modernity. "The bank for a changing world" has put innovation right at the heart of this concept store. There are iPads with applications which visitors can use to perform banking simulations in the Banking Boutique, interactive screens in the Banking Boutique Plus, and even giant screens in the educational area. 2 Opera also runs competitions for students to come up with technological innovations that can be used by the bank.

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Carlsberg

Located in Copenhagen, "Visit Carlsberg" is the realm of beer. The Danish company has opened its original brewery to the public, taking them on a historical and cultural journey.

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Heineken

In Amsterdam, you can enjoy the "Heineken experience" in the building of the original brewery. You'll follow the journey of the hops and discover the world of beer. It's a multi-sensory experience.

BRAND WORLDS

Flagship stores? For brands that don't have their own distribution network, these provide the opportunity to bring together their product ranges in one place, and also to display them in a context that fits in with their values and their aesthetic.

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Audi

Audi City in London is a new kind of flagship store where video images tend to replace real models, and show off the brand's innovative abilities.

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OUT MORE

Côte d'Or

Its shop in Brussels offers an entire world centred on chocolate, with both taste and smell involved.

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OUT MORE

Alfred Dunhill

In London, Bourdon House (2008) is the home of the perfect gentleman. This reference place to British masculinity is built around fashion, culture, restoration and well-being.

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The Ginza

Shiseido opened this 3-storey multiplex in Tokyo in 2013. It features all aspects of beauty, which are based on a way of life filled with well-being and harmony.

EXAMPLES IN PICTURES

+
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OUT MORE

ING Direct opens cafes to be closer to its customers



A far cry from the austerity of the banking world, the design of the spaces uses the colours of the company's logo: orange, blue and white. The furniture is simple (basic geometric forms, monochrome decoration), reflecting ING's desire to make banking clear. This impression is reinforced by the bay windows. In the lounge area, ING Direct provides visitors with free Wi-Fi as well as iPads and various newspapers and magazines.

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Les 2 vaches, showing its love of organic even in its dishes



In the Parisian restaurant opened by Danone's organic yoghurt brand, the materials (light wood, white ceramic, glass) and the messages written in crayon refer to the artisanal nature of the product's manufacturing process, which takes place in Normandy. The ubiquitous humour reinvents organic's image, using popular expressions – "pour l'amour du bio" (for the love of organic), "c'est vachement bio" (organic till the cows come home) – and also the cow designs which decorate the walls.

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Maison Moschino, fairy tale hotel and showroom



Since 2010, Maison Moschino has been showing Milan that a hotel can be a showroom for decoration brands. Rather than investing in exhibition spaces, the brand invites design-loving customers to discover and take home a piece of furniture or a lamp, after having tested it in situ. Each room is inspired by a fairy tale.

EXAMPLES IN PICTURES (CONTINUED)

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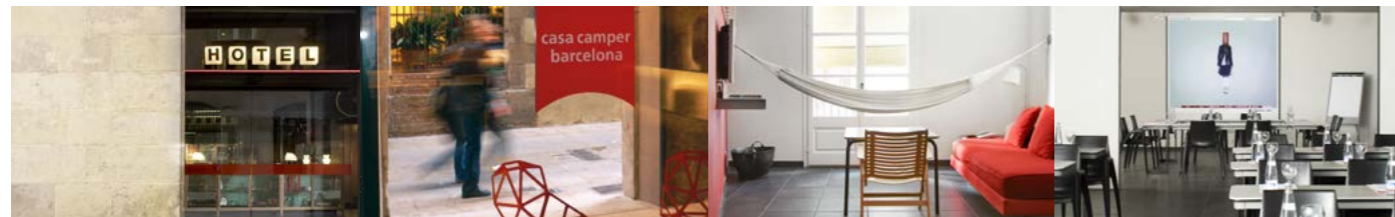
Michel & Augustin's Banana Farm: not an ordinary HQ



Everything at the Banana Farm, the head office of Michel & Augustin, is childlike and playful. This is because, in keeping with the spirit of the brand, its founders want to "make the world smile". The name of the place, The Banana Farm, is a reference to the tree which presides over the entrance. Breaking the rules of traditional offices, just as they broke the rules with their marketing, they have created a space that is friendly and increases personal growth.

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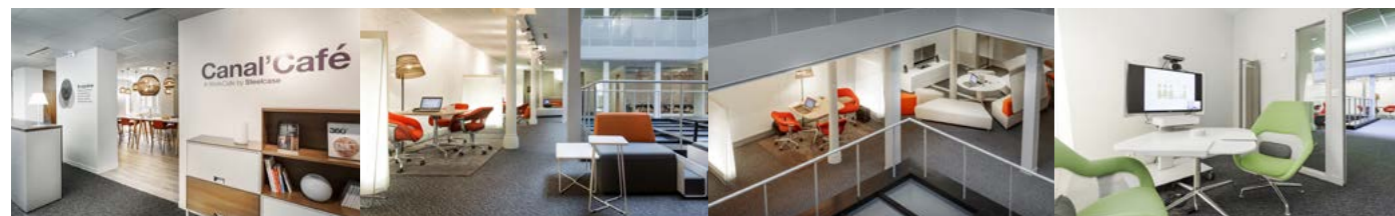
Casa Camper, a hotel combining design and comfort



The shoe brand Camper created a hotel in Barcelona and then another one in Berlin in line with its values: friendliness, simplicity and a healthy way of life. The 25 rooms are divided into sleeping spaces and living rooms with a hammock, on either side of the corridor.

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OUT MORE

Worklife by Steelcase, furniture placed in a real location



The Parisian office of Steelcase, world leader in office furniture, is also a showroom where the furniture is displayed in a real location. Potential customers can borrow rooms and test out the furniture.

CONCLUSION THE RETAIL SAFARI



EXPERIENCE THE RETAIL SAFARI!

To create memorable experiences, professionals and individuals can explore these amazing spaces. We encourage you to offer retail safaris.

According to Laurence Body:

"The retail safari, which provides an immersion in experiential places, has much in common with a new sport."

Laurence Body recommends bearing these points in mind during a retail safari:

- "Only your personal feelings count, hence the importance of being conscious of the surrounding environment, all the while letting go."
- "The subjective evaluation of this experience allows you to review the sensory, social, emotional, cognitive and service aspects of the place."
- "It is the congruence of the ensemble of these elements present in each point of contact of the customer itinerary which creates a successful experience."
- "The memory of these things is primordial: to be memorable it has to affect the head, the heart and the gut."

Since 2012, I have myself explored and photographed hundreds of exceptional places for IdéesLocales, including Milan, Amsterdam, Rome, Turin, Barcelona, Berlin, Hamburg, Brussels, Antwerp and Copenhagen. Certain capitals (Paris, London, Seoul and Tokyo) are full of stimulating places to rival any other city. You can read about many of these experiences on IdéesLocales.fr and in the Local d'Influencia section.

The material collected from these trips can be used for illustrated lectures or virtual retail tours. You can also look at the works and websites which enriched our research and considerations.

Daniel Bô, CEO of the QualiQuanti⁹ Institute

⁹ <http://www.qualiquanti.com>

A SUBJECT WHICH CONCERNS ALL BRANDS, INCLUDING SMES

This work principally takes a survey of spaces created by big brands, but is not limited to big brands. A good number of examples of SMEs also feature, including Happy Pills, Joia, Jenny Pie, Corso Como, Mama Oliva, l'Hôtel Original, Alain Milliat, Alain Ducasse, Michel & Augustin and Les 2 Vaches.

This creative practice in a cultural, powerful world also concerns SMEs, even if they struggle to envisage this in the same way as larger brands. SMEs are more like companies in this sense.

A brand is a public façade which requires a visible, ostentatious presence on the market. As soon as SMEs have a public presence, either through a shop window, a store, a website or advertising, they become brands.

With IdéesLocales inspired by PagesJaunes, the objective is to help all brands, from small businesses to big companies, develop their spaces and their attractive worlds. The town or city centre is an amusement park and each brand contributes to the life of this amusement park. Each place is much more than just an address. It is the promise of an experience.

The professionals who have been highlighted in this publication can become PagesJaunes clients and invest some of their advertising budgets in our media, even though the philosophy and raison d'être of this publication is to be informative, factual and locally related.

Here are some SME sites which have developed attractive and innovative cultural worlds:

Andrés Carne de Res: <http://www.andrescarnederes.com/es/>

Blush Bar: <http://blush-bar.com/>

Corso Como: <http://www.10corsocomo.com/> Dans le noir: <http://paris.danslenoir.com/>

Hôtel Amour: <http://www.hotelamourparis.fr>

Hôtel Original: <http://www.hoteloriginalparis.com/fr/>

Jenni Pie: <http://www.jennipie.it/>

Joia: <http://www.joia.it/>

La chambre aux confitures: <http://lachambreauxconfitures.com>

Les piaules: <http://www.lespiaules.com/>

Le plombier gentleman: <http://www.leplombiergentleman.com/>

Merci: <http://www.merci-merci.com/fr/>

Nhow: <http://www.nhow-milan.com/en/>

Tsé Tsé: <http://www.tse-tse.com>

BRAND WEBSITES

Here are some examples of inspiring brands which are mentioned in this publication or which are worth a look.

Agnès b: <http://www.agnesb-lepaingrille.com/>
Alain Ducasse: <http://lechocolat-alainducasse.com/>
Anis de Flavigny: <http://www.anis-flavigny.com/abbaye.html#.VyRPYITv6Qs>
Armani: <http://milan.armanihotels.com/>
Audi: <http://www.audi.co.uk/audi-innovation/audi-city.html>
Baccarat: <https://www.baccarathotels.com/>
Bally: http://www.bally.fr/fr_fr/blog/design/blog-bally-shoe-museum.html
Bols: <http://www.houseofbols.com/>
Bulgari: <http://www.bulgarihotels.com/fr-FR/>
Camper: <http://www.casacamper.com/barcelona/default-fr.html>
Carlsberg: <http://www.visitcarlsberg.dk/>
Chantal Thomass: <https://www.viceversahotel.com>
Citroën: <http://www.citroen.fr/univers-citroen/vitrines-citroen/citroen-c-42.html>
Coca-cola: <http://www.worldofcoca-cola.com/>
Comme Des Garçons: <http://www.doverstreetmarket.com/>
Dove: <http://store.dove.de>
Dunhill: <http://www.dunhill.com/the-homes/london/>
Fiat: <http://www.motorvillage.fr/>
Fragonard: <http://nouveaumuseefragonard.com/>
Gucci: http://www.gucci.com/fr/worldofgucci/mosaic/the_house_of_gucci/gucci_museo
Guinness: <http://www.guinness-storehouse.com/en/Index.aspx>
Haribo: <http://www.museeharibo.fr/fr/>
ING: <https://about.ing.be/A-propos-dING/Art.htm>
Johnnie Walker: <https://www.johnniewalkerhouse.com/>
Kusmi Tea: <http://www.cafekousmichoff.com>

BRAND WEBSITES (CONTINUED)

Lago: <http://www.lago.it/fr/ouverture-officielle-du-lago-at-work-paris-patchwork.html>
Leclerc: <http://www.fonds-culturel-leclerc.fr>
Lego: <http://legoland.com/>
Legrand: <http://www.lelabbylegrand.com/>
Louis Vuitton: <http://www.fondationlouisvuitton.fr/>
LVMH: <http://www.chevalblanc.com/>
Max Brenner: <http://maxbrenner.com/>
Messmer: <https://www.messmer.de/messmer-momentum>
Mercedes: <https://www.mercedeshouse.be/nl>
Microsoft: <https://www.microsoft.com/de-de/berlin/the-digital-eatery/>
M&M's: <https://www.mmsworld.com/>
Moschino: <http://www.maisonmoschino.com/en/maison-moschino-rooms-suites>
Nestlé: <http://www.alimentarium.ch/fr>
Nivea: <https://www.nivea.de/nivea-haus/nivea-haus-0237>
Pantone: <http://www.pantonehotel.com/fr>
Porsche: <http://www.porsche-experience-center.fr/>
Ralph Lauren: <http://www.rlrestaurant.com/>
Renault: <http://atelier.renault.com/>
Ritter Sport: <http://www.ritter-sport.de/de/besuchen/berlin.html>
Saint-Gobain: <http://www.construireavecsaint-gobain.fr/inventer/centre-dinnovation-de-saint-gobain/>
Steelcase: <http://www.steelcase.com/find-us/showrooms/europe-middle-east-and-africa/paris-france/>
Swarovski: <http://kristallwelten.swarovski.com/Content.Node/Startseite.de.html>
Swatch: <http://www.swatch-art-peace-hotel.com/>
Unilever: <http://www.unilever-haus.de>
Vache qui rit: <http://www.lamaisondelavachequirit.com/>
Velib: <http://blog.velib.paris.fr/lamaisonvellibexki/>
Vitra: <http://www.design-museum.de/de/informationen.html>
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EXTRACT FROM THE BOOK 'BRAND CULTURE, DEVELOPING BRANDS' CULTURAL POTENTIAL'

This is an extract from the book Brand Culture from the publishers Dunod, released in April 2013.

A physical space is key in construction, and is the preferred vehicle of brand culture diffusion as it promotes emotion, providing the ultimate experience by immersing the customer completely in the world of the brand.

The ability to do this is particularly due to the intrinsic physical dimension of this medium. Time and space constitute the fundamental points of reference which determine people's experiences. Real spaces therefore create a link with the body and promote physical and sensory interaction. This has a long-term impact which is much more powerful than mental interaction (facing a screen, for example).

Faced with increasing competition from the digital market, brands must capitalise on these specific features to create memorable places.

RE-ENGAGING THE CONSUMER WITH BRAND PLACES

Today, the number of shops has multiplied and places have become stereotypes. With the advent of mass consumption, the purchasing experience has become a routine, a repetitive and mechanical action which is incapable of taking on the excitement of an event. This means any memory of it is unlikely to stick. It is this entropy of banalisation, this generalisation of place without history or life, this ennui, in short, which thwarts shops.

How do we re-engage consumers? By creating this element of interest which goes beyond the expected functional aspect of a product, by surprising and re-engaging the consumer with surprise and emotion to transform a planned, prepared meeting into a one-off significant event.

The sales location needs to create an interactive experience with passers-by. It must call out to them, make them react, bring them out of their passiveness and entice them into an experience with the brand. Making this experience into an event is the best way to make the visitor, who is involved mentally and physically, "perform" the brand.

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The IdeasLocales.fr blog is a source of information and reference, and brings together hundreds of innovative ideas from all four corners of the globe in all sectors of industry. In just one click, professionals can discover how all kinds of local stakeholders have innovated to boost their productivity, engage and surprise their consumers, make themselves stand out, give meaning to their business and create an unforgettable experience.

To develop this blog, PagesJaunes enlisted the help of QualiQuanti to reflect on marketing innovations and use their expertise as a brand content and brand culture authority. QualiQuanti keeps an eye on the retail sector and decodes the cultural worlds of meaningful brands.

Since 2012, IdéesLocales has been interested in brand places. This white paper is the fruit of many visits to brand places and an analysis of the best practices, which has involved interviews and semiotic analysis with Odilon Cabat and Raphaël Lellouche.

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