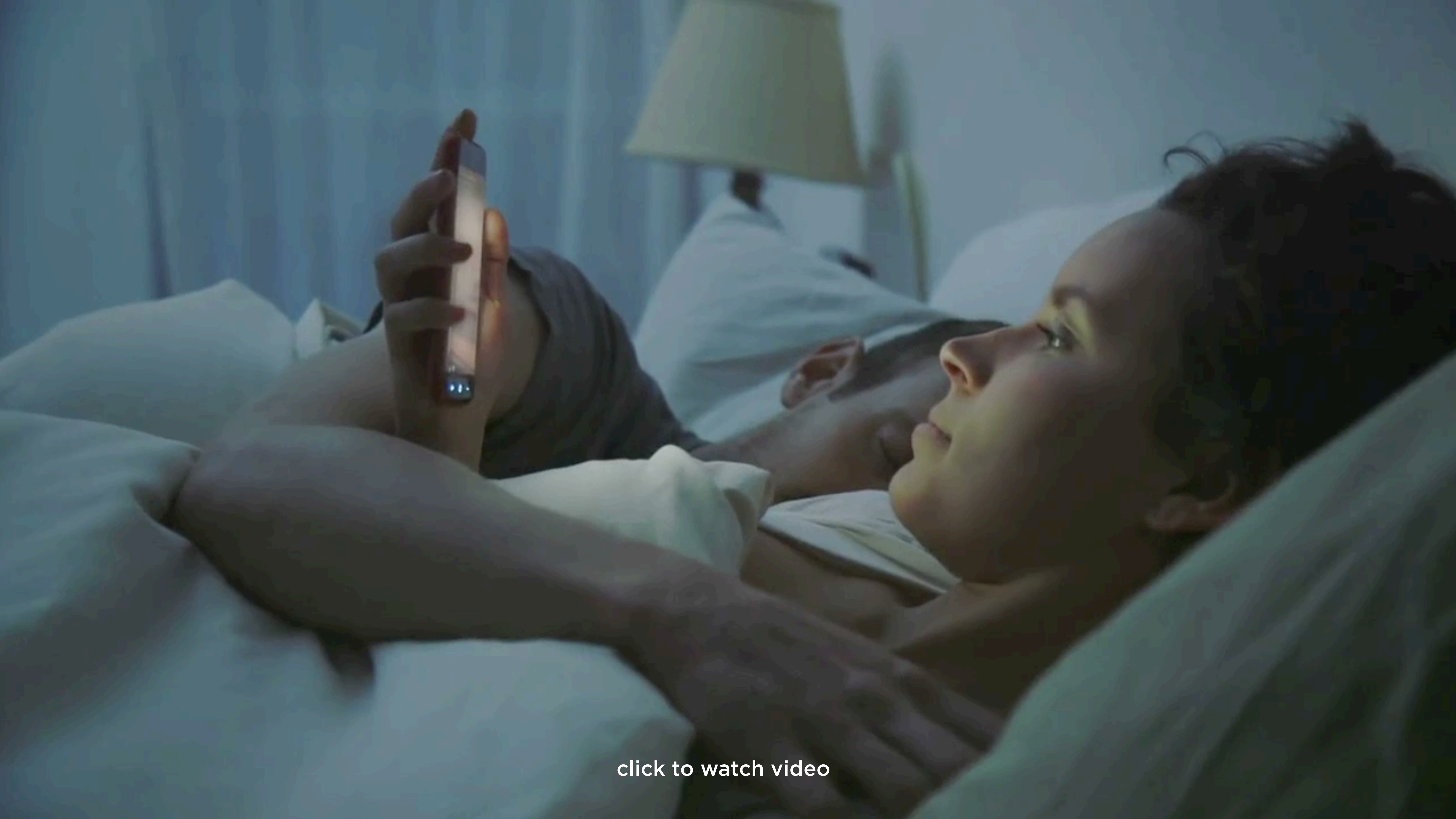


Galleries Lafayette Store Video Experience





[click to watch video](#)

Introduction

Information society has truly transformed the world of retail. Not only because of sources of precious information and its “Huge Data” and stock possibilities but also because of the infinite potential of communication.

Every item, every product and most importantly every person holds a device that could connect them to the brand.

Introduction

Seen from a conventional perspective, the possibilities are truly endless.

Today, what we've all seen on science fiction movies and books has finally become a reality.

And that opens an entire universe. An amazing journey for our customer experiences with our brand.



“We are exposed to
around 6,000 commercial
messages each day.”

Forbes

Considerations

With this new world of opportunities, comes a new set of rules. A change of paradigm. Today People is the new media. Our customers can amplify our brand and multiply it exponentially only if we take good care of them.

Because after they experience it, our brand is in their hands. And their voice will be our voice.

Considerations

That's why we have to handcraft the Galeries Lafayette customers experience. Because, more than ever before in the history of retail...

Today a store video experience is not about us, but about them.

What are they looking for? (wether they know it or not)

What do they want to feel? How do they want to be treated? What are there problems? And most importantly, how can we help them?

A tall, modern building with a curved facade, featuring a large red banner with the Ali Bin Ali Group logo and name in Arabic and English. The building has multiple floors with windows and is topped with a decorative structure. The HSBC logo is visible on the upper part of the building.

Ali Bin Ali is one of the largest retail companies in Qatar.

The partner of choice since 1945

Proposal

Questions for which we have the answers because we're one of the most experienced retail companies in Qatar.

We know a local audience that yet has very high international standards. Well travelled and very demanding.

But an audience that will certainly know how to appreciate our efforts and will share it with the world.

Proposal

In other words, today we can really give our customers our most amazing store/brand experience. And to do so, we only need 1 thing:

Their permission.

**“Galeries Lafayette App”
would like to access
your location**

Don't Allow

OK

**“Galeries Lafayette App”
would like to send
your notifications**

Don't Allow

OK

Proposal

Another answer to a crucial question that we have:

Storytelling.

Only by creating an amazing storytelling will we be able to get our customer's permission.

That's what we are. That's who we are. We're storytellers. And for decades, technology has been the most amazing media we've found to tell those brand stories. Stories that move people for them to open their hearts and let us in.



“The key attack people...
I don’t have to control the
conversation to benefit
from their interest”

Henry Jenkins. Co-founder and co-director of the Comparative Media Studies program at MIT

Proposal

That's when our customers will become our best ambassadors. Because they're only one click away from multiplying our wonders exponentially.

If they "like" us, they will "share" us with their friends. And those friends will share us with their friends. And soon we'll see what people being the new media really means.

Because it's not anymore about what we say of ourselves. It's what other customers say about us that drives people.

A high-angle, black and white photograph of a massive crowd of people at a beach. The crowd is dense, filling the entire frame, and many individuals are waving their hands towards the camera. The people are dressed in mid-20th-century beach attire, including swimsuits, tank tops, and shorts. The overall atmosphere is one of a large-scale public gathering or event.

**76% of consumers
trust other consumers
above brands.**

People believe in people.

Creative proposal



Creative proposal / Intro

Our multi platform channel of screens will be treated as a seamless brand communication ecosystem.

From desktop to mobile to outside to in-store screens, the experience will consistently endure. As campaign video pills will connect the different stages of the customer's journey, each different moment of this journey will be connected/related to its environment.

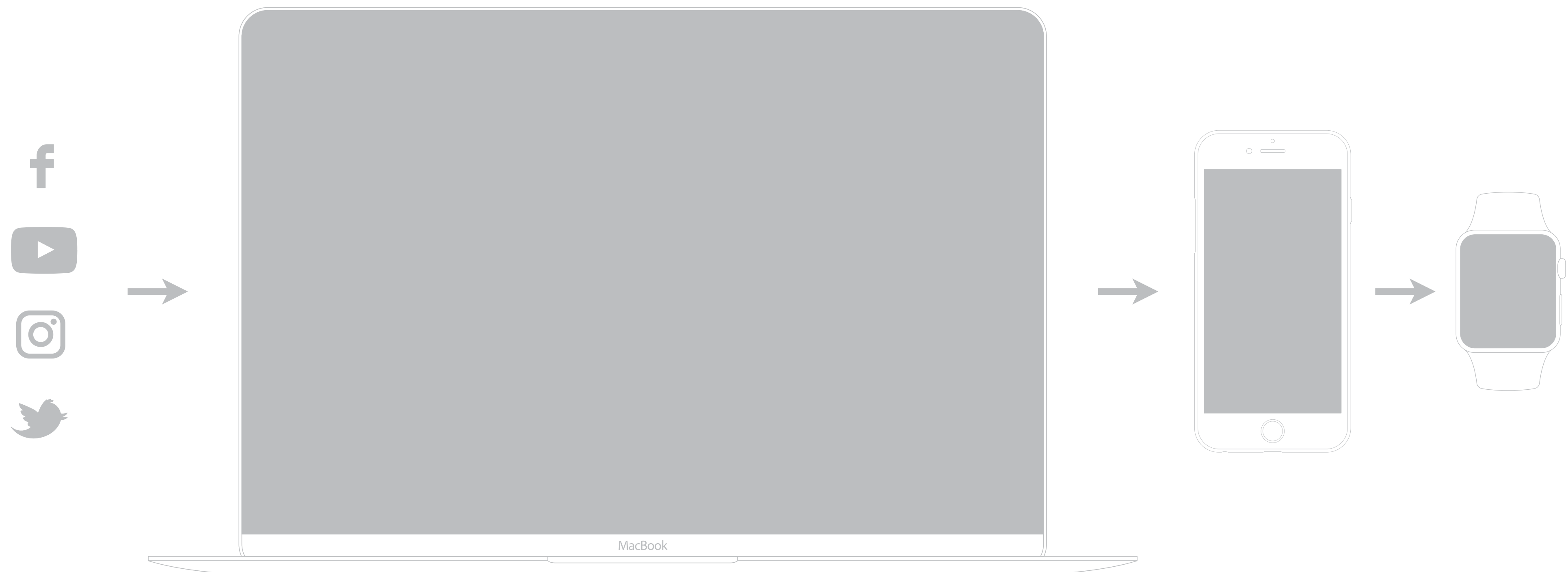
Creative proposal / Intro

Our aim for the soon to be opened Galeries Lafayette is to create an image that will effectively translate the common belief on the impact design has to communicate the amazing values of such a "shopping cathedral", as well as significantly changing the overall experience of luxury shopping.

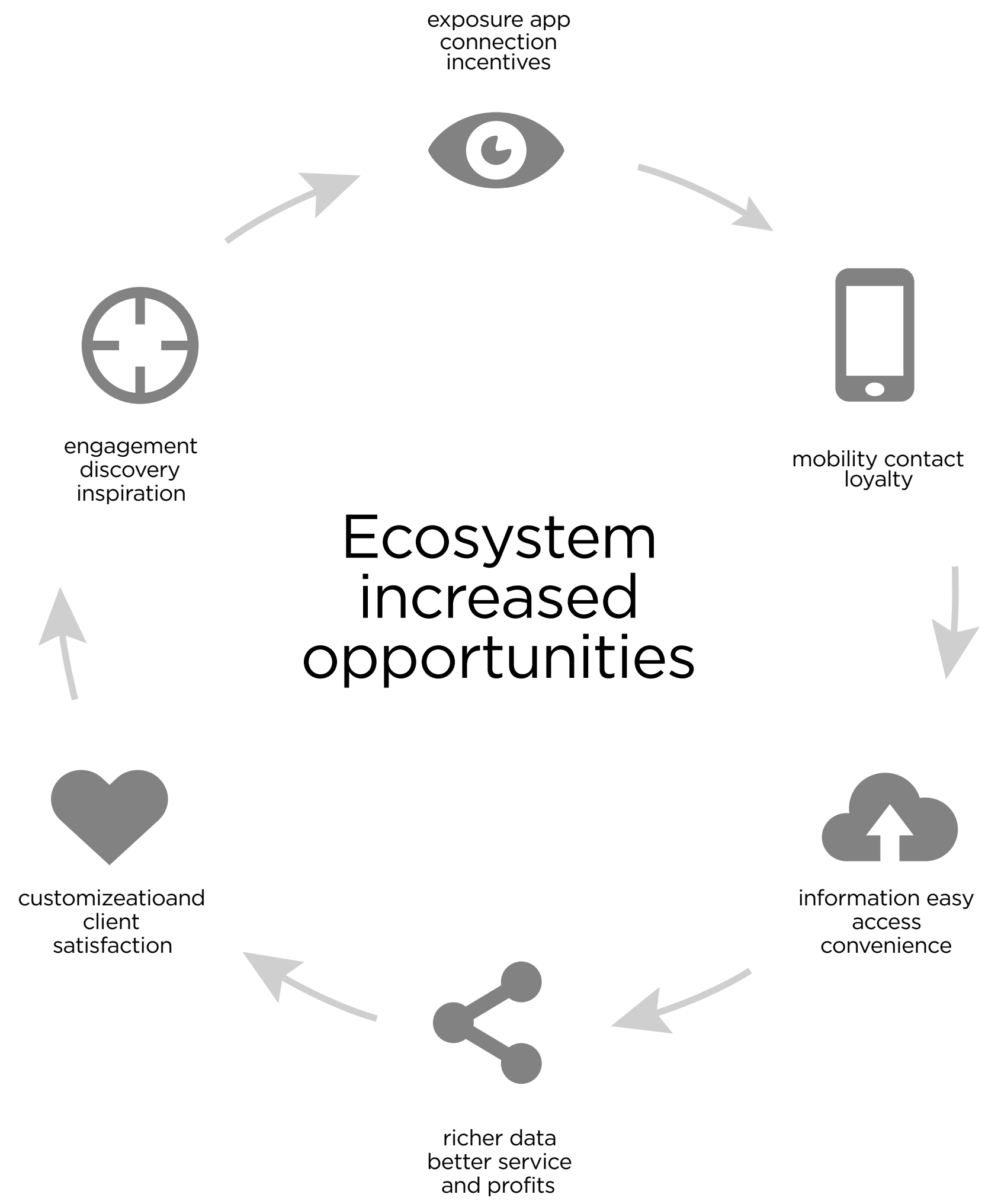
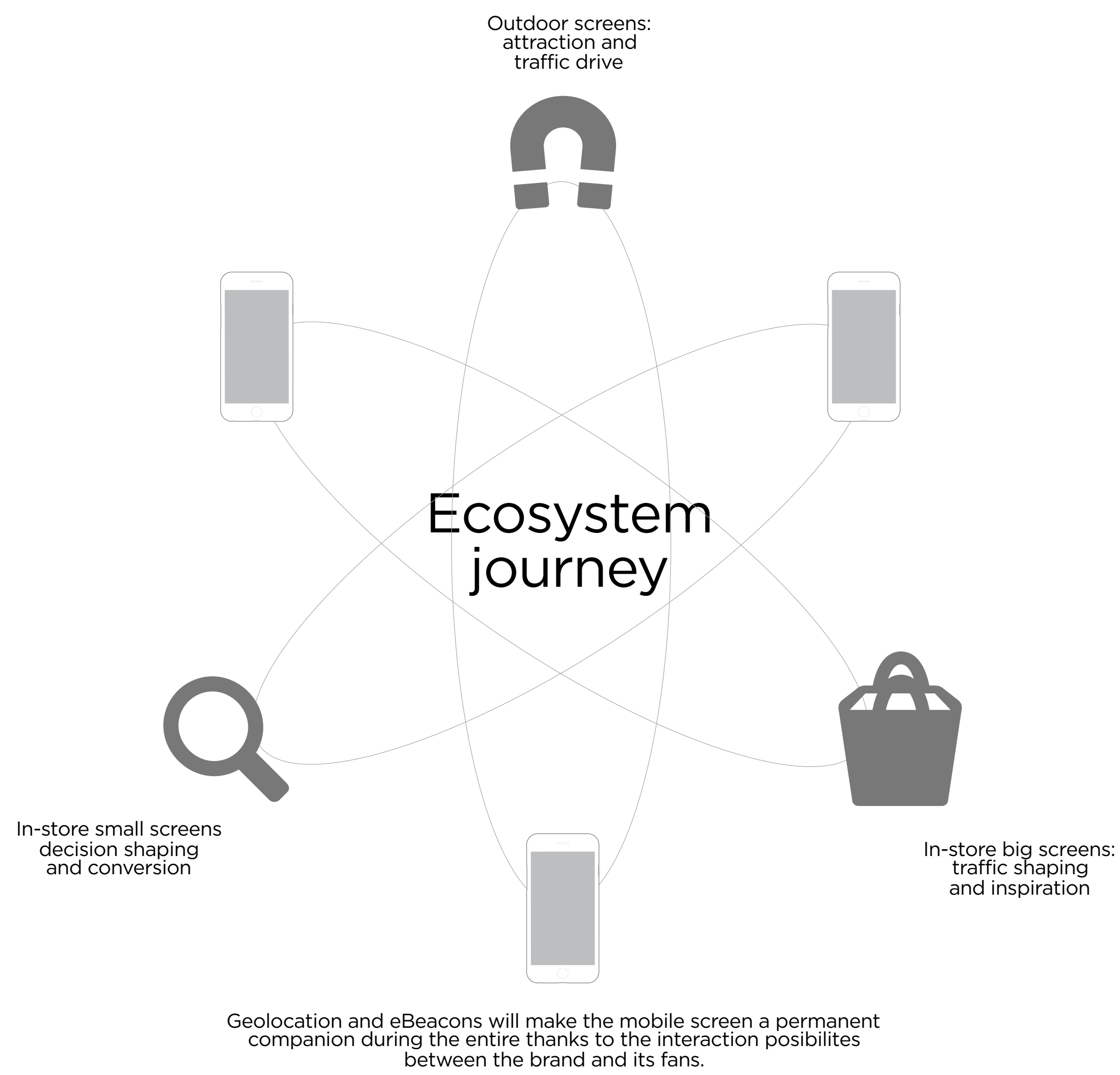
An innovative and personal approach to design.

Creative proposal / Intro

Our multi platform channel ecosystem of screens will start broadcasting before the customer even arrive to our location. Teaser campaigns on social networks will connect to our website and further on will invite to download the App for all mobile devices.



Creative proposal sample / Opening



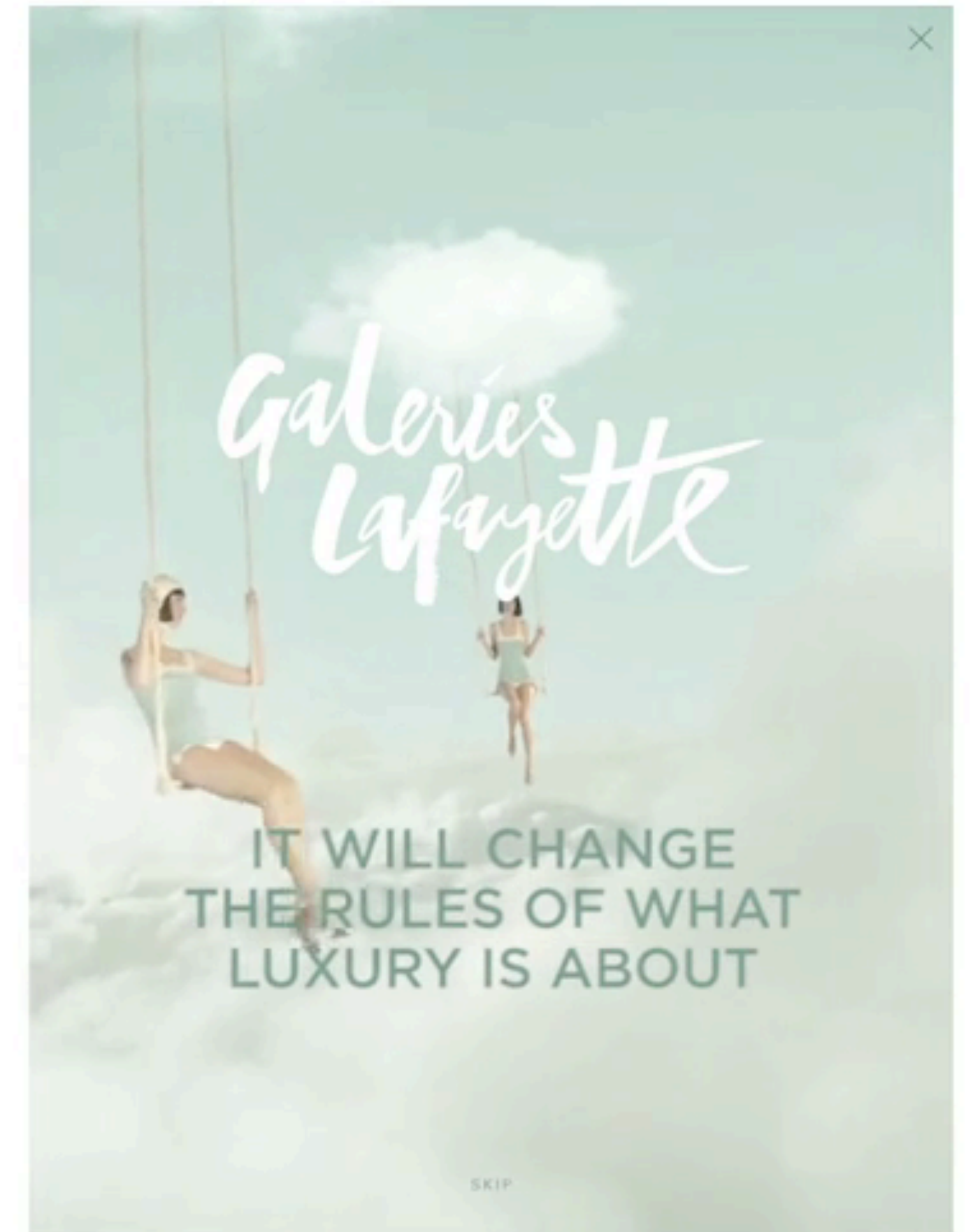
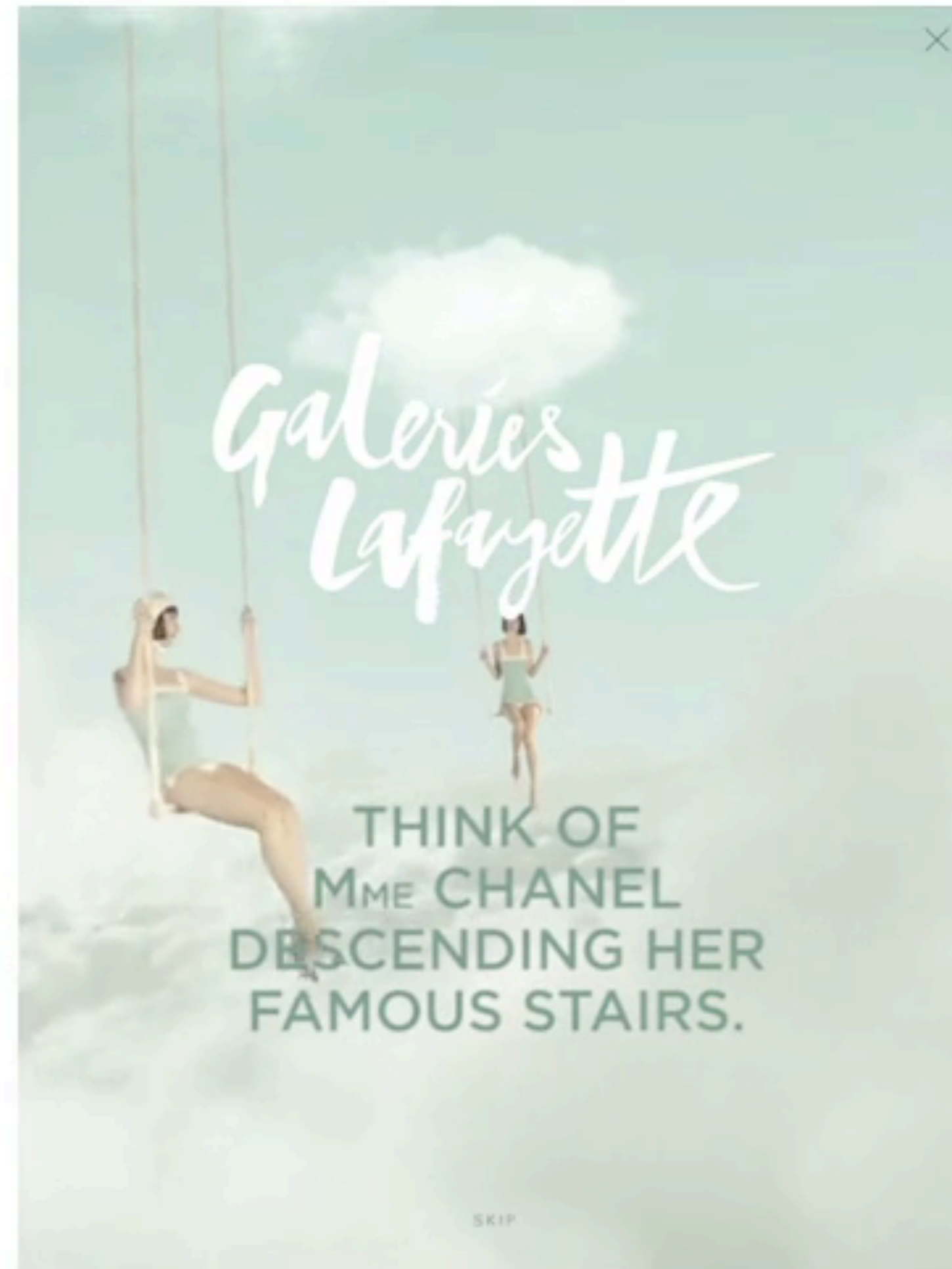
Creative proposal samples / Opening



Front Windows and Mobile App Creative proposal samples

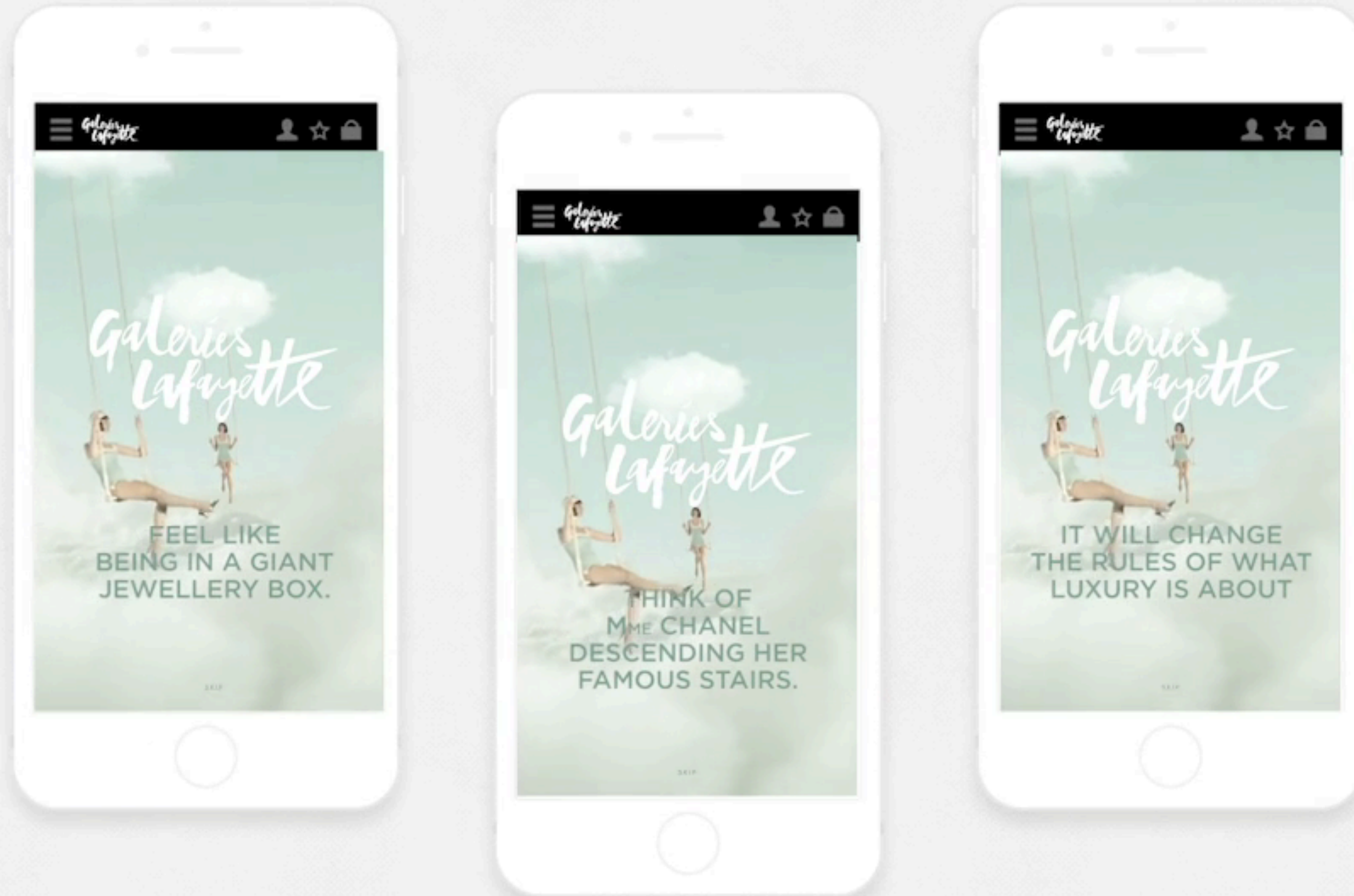


Front Windows Creative proposal samples / Opening



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Mobile App Creative proposal samples / Opening

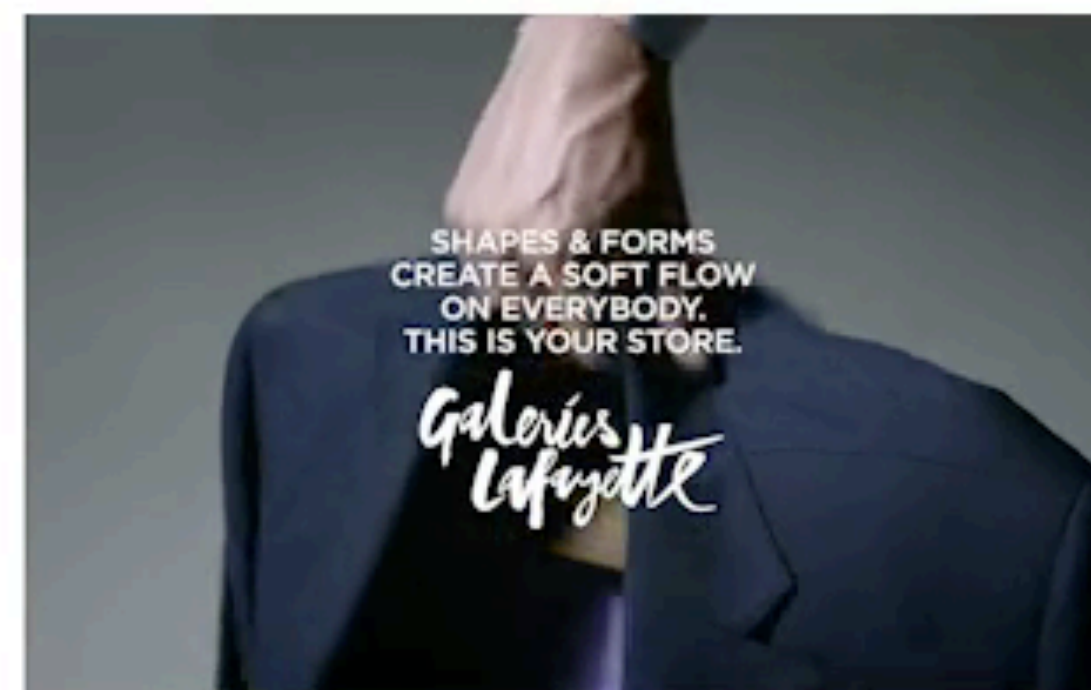
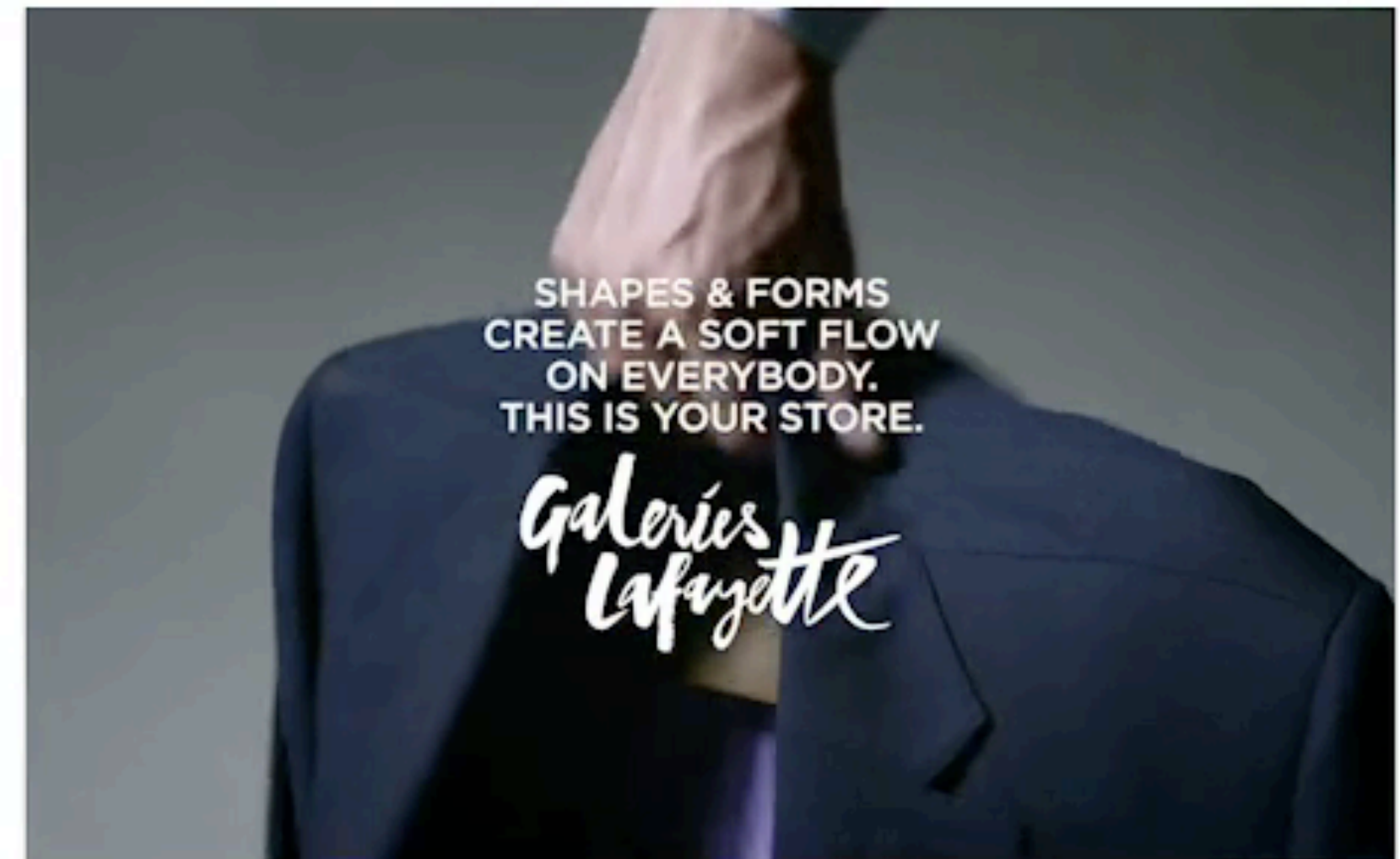


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Moodboard samples

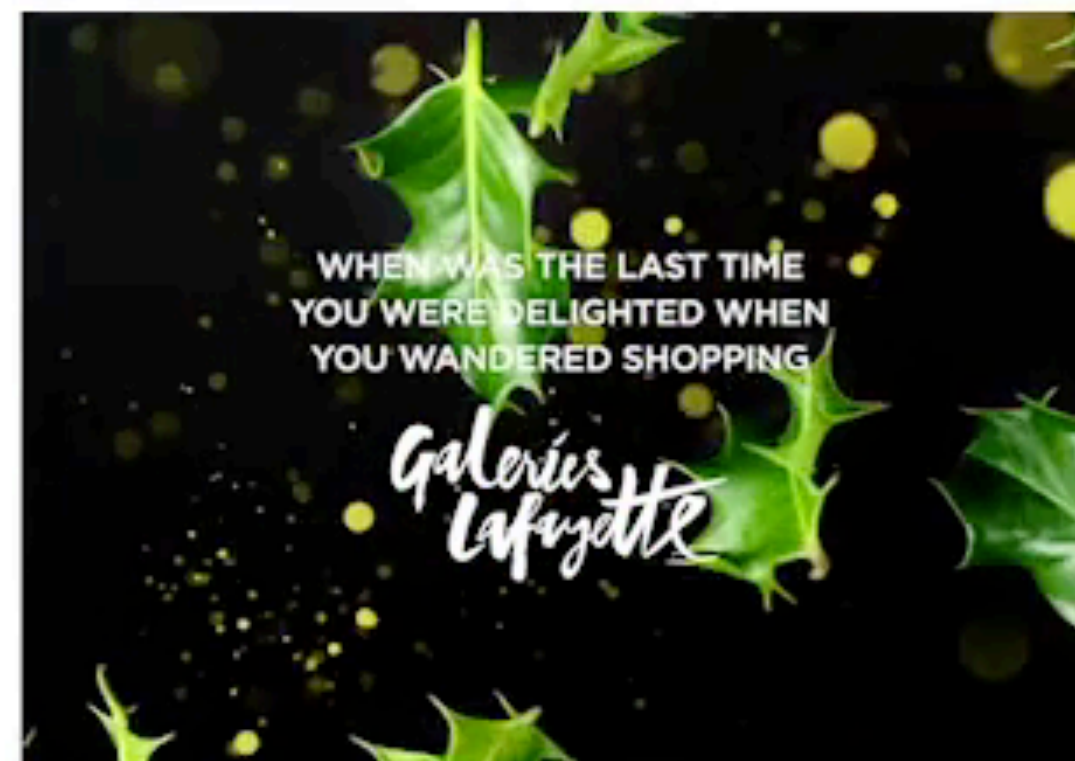
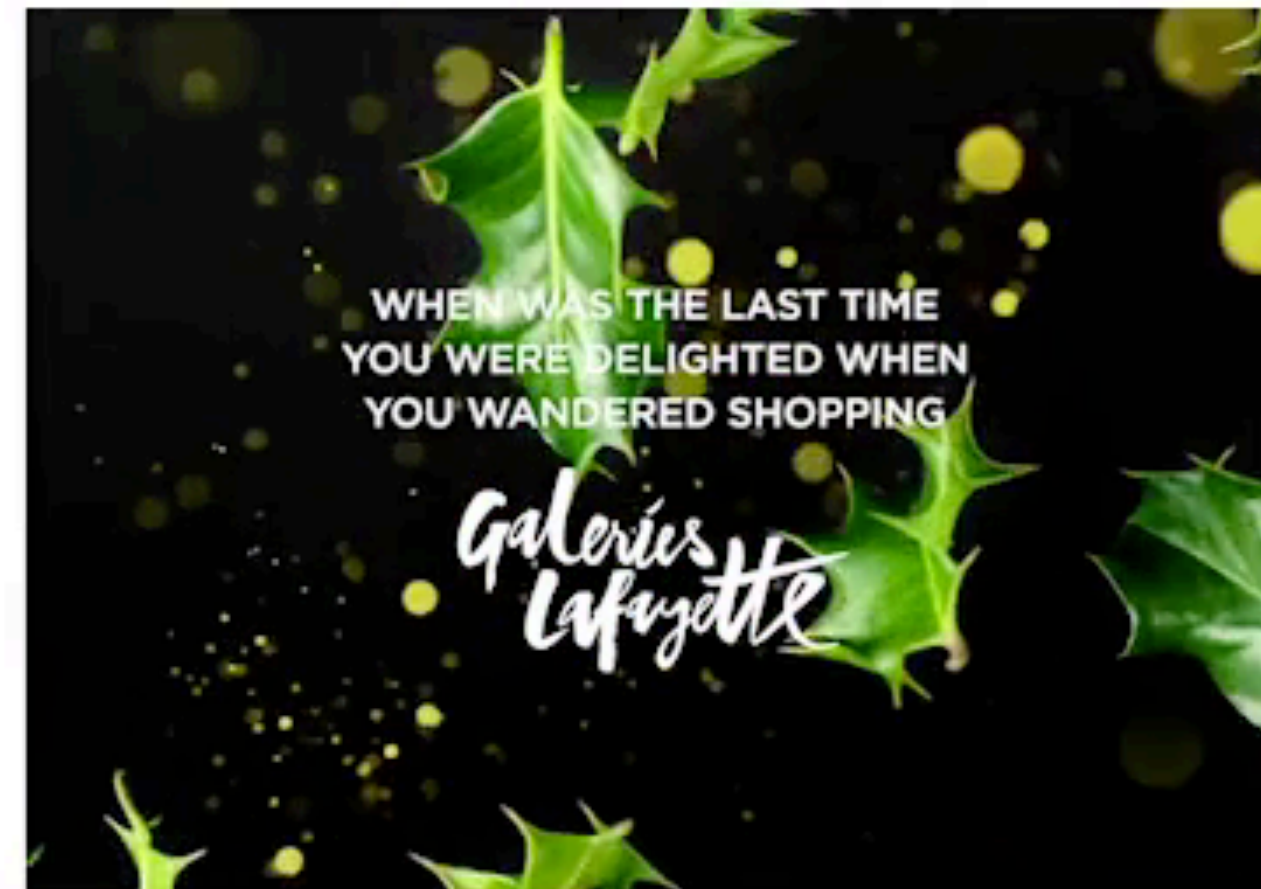


Creative proposal samples / Opening



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Creative proposal samples / Opening



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Creative proposal samples / Opening



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Creative proposal / Intro

And as such an ecosystem, regardless of the campaign and season, each and every screen (or set of screens for that matter) will be treated individually according to there location, environment and technical specification.

And we will do so to ensure a tailor made experience for our audience. An experience, as we've underlined previously, that will certainly be eye catching and very surprising, but that will blend with the specific surroundings and the shopper's mood to ensure the success of our campaigns.

Car Park Screen / The Magnificent Awe-inspiring Invitation

Because of its location and mind-blowing appearance, the car park screen will represent one of our most amazing invitations to the magical world inside Katara Plaza and Galeries Lafayette. Yet, we will include as much as possible the architecture jewel that contains this magical world.

A sneak preview of what you're about to see as you reach the ground floor and discover a new outside world that will blow your mind.

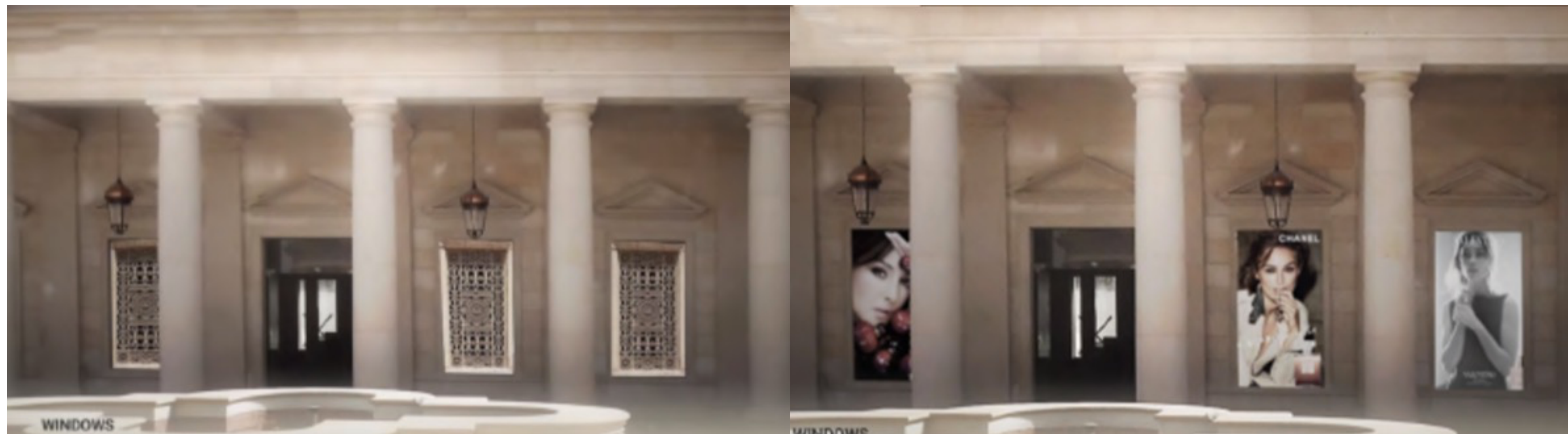


Storefront Screens / The Magical Lens

These screens will be one of the crown jewels. Everything on them will be created to translate the amazing world of fashion and sophistication that our visitors will discover inside.

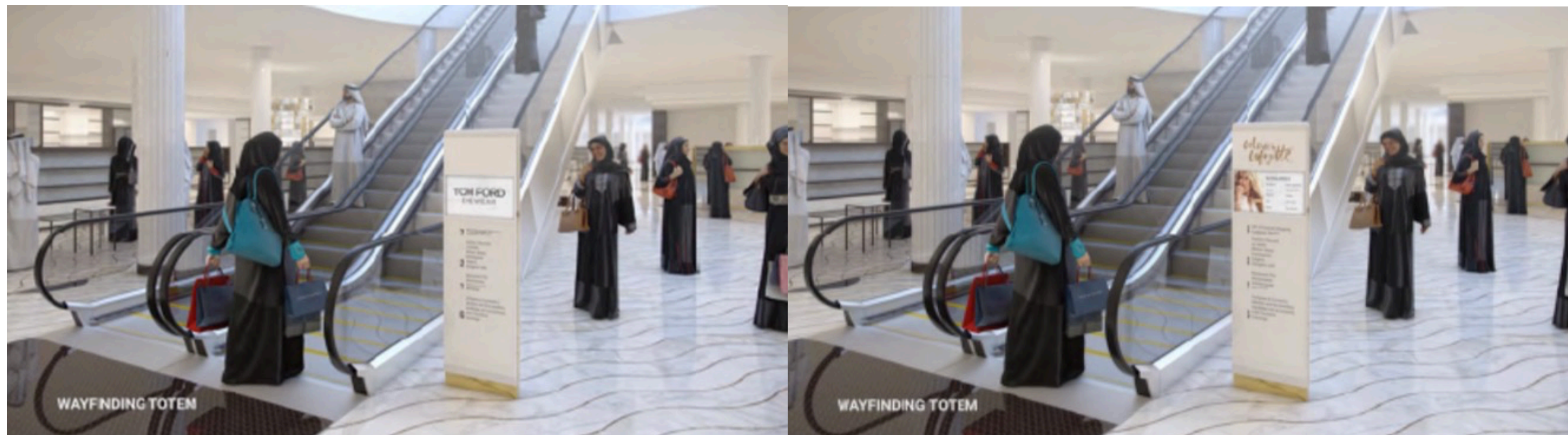
It will truly become a magical lens through which you will fall in love and be inevitably attracted to come inside our store.

Depending on the moment in time, the 3 main façade screens will be treated as 3 mirrored projections or as 1 big connected projection where certain elements will travel from one screen to another.



Wayfinding Totem Screens / The Teaser Trailers

The Wayfinding totem screens will inevitably play a teaser role in our campaigns. Just like movie trailers (or the more recent Instagram and Snapchat stories), they will invite and seduce our visitors to discover the wonders of Galleries Lafayette through small video editings of the main content.



Perfume Library Screens / The Magical Beauty Close-up

The Perfume Library Screens, along with the 4 L shape structure Ipad displays, will have a detail oriented role. Such a tailor made shopper's experience is full of amazing and precious details. Beauty shots. Eye catching close-ups. Hypnotizing looks. The visual poetry of patterns and textures, so widely used in beauty and make-up, will become an colorful painting that will not only appeal on our screens but will also decorate our perfume, fragrance and make-up area shining through the entire floor.



Woman RTW Smoke Stack Screens / **The Wide Lens of Fashion**

The Woman Round The World Screen will become a wide lens look at the amazingly curated fashion collections displayed here. A slowly paced and hypnotizing storytelling show of the incredible array of textile and patronage fashion design that will fulfill the woman multi brand fashion department. An elegant and sophisticated motion display that will enrich the wonders of the amazing world of fashion that our customers will discover in the different sections through all our different collections.



Children's area Screens / **The Wonderful World of Innocence**

Childrens have a unique style of communicating. It's simple yet immensely rich and full of nuances. It can be part of a wonderful fairy tale or bright light surrounded, but it will never remain mining less. It could appear obvious at times, but when looked at closely you realize how full it is of that strange wisdom that surrounds the simplicity.

That colorful world is the one that will make the content of our children area screens to enrich with happiness our wide array of fashion for the young ones.



Global Citizen Screens / The Wide Lens of a Men's World

Just as we will do in our Woman Round The World Screen, the Global Citizen Screen will be an equivalent display centered in showing our men's fashion in its surroundings. Open shots. Nature and city environments will create the perfect setting for a masculine fashion show that will display the wonders of an elegant and sober fashion design dedicated to men.

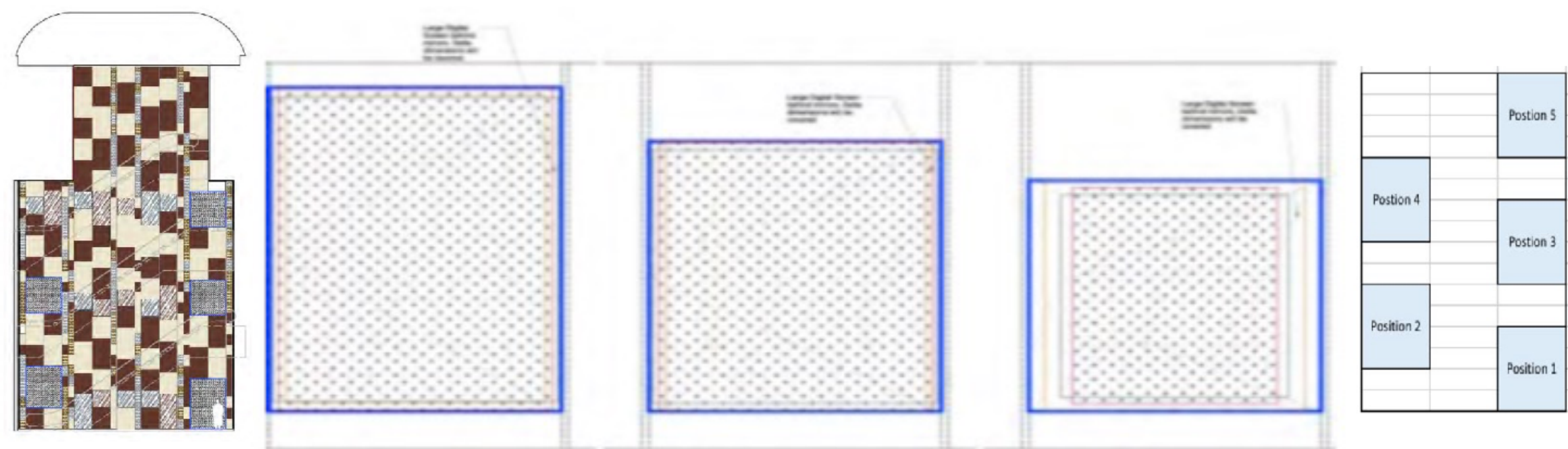


Atrium B Screens / The Dinamic Multifaceted Window

Because of its size and astonishing location, the Atrium B screens will have a very protagonist activity in the Galeries Lafayette overall video storytelling. Taking advantage of the big circulation flow and the high visual attention that an atrium creates, these screens will play a key role in our visual video display in many ways.

We will combine the dynamism that such a set up can provide when related one to the other, with the grandiosity that having such multifaceted window can create when utilized as one unique container.

We will obviously take advantage of its relation to each and every floor to use them as support to each department theme.



Mobile Digital ZPP Screens / **The Versatile Storyteller**

Finally, the set of mobile digital ZPP screens will become a great asset to support each and every campaign.

Because of its size, mobility and versatility, they will help enhance campaigns as a support to other screens content where needed. Eventually they could create a unique and autonomous media on its own by combining several units in a specific location.

These mobile small size screens will indeed enrich the overall video experience of our customers.





Galeries Lafayette Store Video Experience