

ASICS Improves Brand Awareness, Product Visibility, Campaign Personalization and Customer Interaction



Customer - ASICS

Sector - Fashion, Sports Equipment

Country - Spain

Year - 2011

Website - asics.com

Company Profile

ASICS is a Japanese multinational sports equipment company that produces athletic shoes and clothing for a wide range of sports, usually in the upper price range. The name is an acronym of the Latin phrase "anima sana in corpore sano" which translates to "a healthy soul in a healthy body." In the past few years their running shoes have been rated very highly in terms of athletic performance.

Solutions

- Interactive Kiosk and Touch Screens



The Challenge

ASICS wanted to improve **brand awareness at the point of sale and highlight their "FootID" product** in retail spaces with multiple brands. They needed a solution that would offer valuable information to customers and gather customer behavior metrics. Ideally, they wanted a flexible solution that would allow for the deployment of corporate and international messages as well as local adaptations depending on the market and store. It must also work independently of employees and be trustworthy enough to operate 24/7.

The brand also wanted access to fast 3G Internet to establish a **high-quality experience for customers** and to easily update content in real time. Above all, ASICS needed a tool that provided exhaustive information to measure customer interactions with the screen.

The Beabloo Solution

To achieve these objectives, Beabloo implemented an **interactive solution based on digital screens** in the ASICS store. Using a digital assistant, customers could interact with a touch screen. Doing a step analysis could give them personalized recommendations.

ASICS chose Beabloo based on their **flexible and powerful content management system (CMS)**, as well as their superior technology know-how. Together, they developed an interactive installation with a digital assistant to help customers with the buying process. Customers enter their gender, age and physical conditioning objectives using a touch screen, and then perform a basic simulation to identify their step style. Immediately, the screen will generate personalized recommendations of ASICS sneakers that best fit their needs. The software also manages inventory and makes recommendations based on what is in stock.

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“Thanks to Beabloo’s know-how, the digital assistant is helping personalize the customer experience, improve our brand’s results in stores and optimize sales and stock management by connecting the software with stock in each store.”

ALBERT LÓPEZ

Trade Marketing Director, ASICS.



Results Obtained

This solution gave ASICS a tool that let them **centrally publish their catalog, optimize stock management, improve their exposition space and create an attractive and differentiating experience** at the point of sale to reinforce their position as the “number one athletic performance brand.”

The solution allowed for integrated corporate messaging and the diffusion of different local offers and promotions in each store. The system, using Beabloo’s cloud-based CMS, brought many advantages including unifying information management, segmentation, metric analysis at the point of sale, user activity, most viewed videos and most popular items. ASICS could use this information to analyze market trends and adapt business strategies.