

# MARQSMEN

## Vision Concept

Prepared by :  
Callison Architecture, Inc.







“It has long been an axiom of mine that  
the little things are infinitely the most important.”

Sherlock Holmes as quoted in *A Gentlemen's Wardrobe: Classic Clothes and The Modern Man* by Paul Keers



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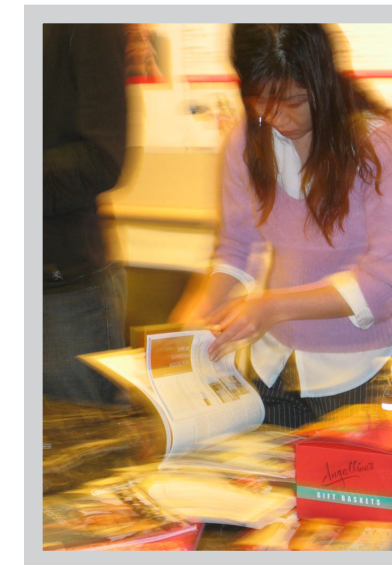
Vision Concept Summary



## INTRODUCTION

Working with the client and his design team, Callison facilitated a series of interactive work sessions to define the vision and marketing position for Marqsmen, a specialty retail store.

This book is a summary of the outcomes of these work sessions, and is a visual representation of the Marqsmen brand.





## PROJECT GOALS

To shift men's innerwear purchases from a price-driven fringe/impulse purchase to a quality-driven, sought-after specialty purchase.

To introduce Marqsmen private label to capitalize on this shift and encourage brand consciousness for innerwear.

## ASSUMPTIONS

Adding the category of men's personal care to the product line will assist in this shift by taking advantage of the current trend towards men's grooming.

A limited selection of quality products in each category will position Marqsmen as the authority on innerwear and grooming products.

A specialty retail approach located at indoor, high-end urban and suburban malls, will reach the target market for the potential early adopters in this shift toward specialty innerwear and grooming.





## SECTION 1 : CHALLENGES & OPPORTUNITIES

Overview

Competition

Lifestyle Trends

Target Markets



## OVERVIEW

To develop the vision for Marqsmen, we must identify and understand our challenges and opportunities from an economical, functional, and emotional view point.

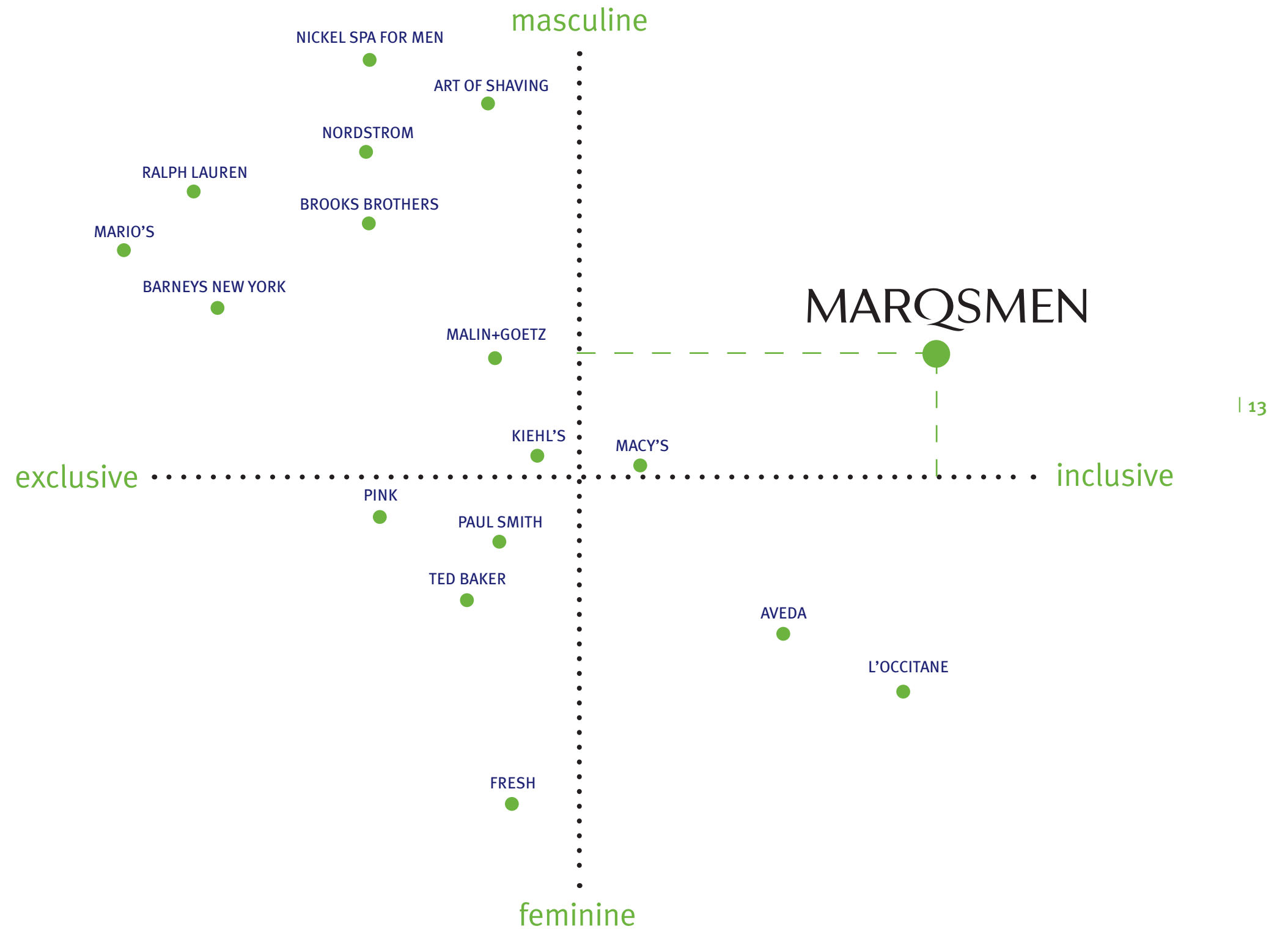
### Our challenges :

- Define the right balance of product to meet the needs of the primary and secondary target markets.
- Design an environment that appeals to the primary and secondary target markets.
- Consistently deliver the Marqsmen brand across all touchpoints.

### Our opportunities :

- Fill the void in the current marketplace.
- Create a place to connect.
- Educate and inform in a welcoming environment.

Marqsmen needs to capitalize on these opportunities and communicate its unique market position.





## COMPETITION : Men's Department Stores & Personal Grooming

Currently, no one store is a direct competitor to Marqsmen and the products and services Marqsmen will be providing in one place. Depending on the product, Marqsmen competitors include :

- value retailers like Costco and Target;
- department stores such as Sears and J.C. Penney's;
- specialty fashion stores, such as Nordstrom, Mario's and Barneys;
- and specialty retail stores like Kiehl's, Aveda and Malin+Goetz.

Marqsmen will need to take advantage of the current market opportunity and most importantly, strongly differentiate itself through its unique product assortment through the quality and character of the experience.

The “look and feel” of the competitions’ stores demonstrates a variety of approaches—from very traditional to very modern, from very clean to very cluttered, from very inviting to very off-putting. Marqsmen needs to have a balanced approach that creates an emotional connection, as well as, sustains an ongoing relationship with the customer.



NORDSTROM



MARIO'S



MACY'S



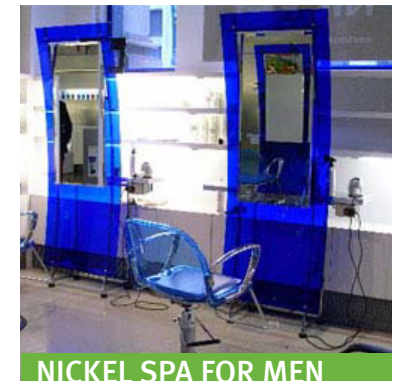
FRESH



AVEDA



THE ART OF SHAVING



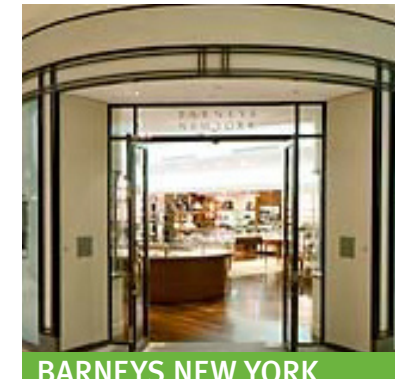
NICKEL SPA FOR MEN



KIEHL'S SINCE 1851



L'OCCITANE



BARNEYS NEW YORK



MALIN+GOETZ





## LIFESTYLE TRENDS:

### The Four C's

Callison has identified four emergent trends that were incorporated into our strategic and creative process for Marqsmen.

Below each trend description is a potential implication that each has for Marqsmen.

#### Trend 1 : Comfort

As technology advances faster and faster and life is unpredictable, people are surrounding themselves in familiar environments that create a sense of community, comfort and safety. In the United States, home theater systems are on the rise as families bring the entertainment home where they can enjoy it together in a familiar setting. This is a time to reconnect with family and friends, one-on-one, as individuals.

Implication :

Marqsmen should offer an environment that is comfortable for both men and women.

#### Trend 2 : Conserve

Technology has created several timesaving devices so that consumers can get more done in less time. The pace of everyday life is resulting in a blurring of boundaries. Work can be relaxing or completed in a relaxing environment and business can be social and conducted in a social environment.

As a result of all this blurring and multi-tasking, consumers are tending toward a conservation of energy. They are conserving their own energy through personal pursuits, such as yoga, as well as conserving man-made energy, such as fossil fuels. Conservation is also about giving consumers breathing space, places to relax, places to focus and places to slow down. Conservation is about sustaining our planet and ourselves.

Implication : Demonstrating how Marqsmen products can be useful for all aspects of daily life is essential.

#### Trend 3 : Clarity

When life is a blur, consumers want clarity—clarity of thought, clarity of vision, and clarity of communication.

Implication : Develop an ongoing dialogue with the Marqsmen consumer. Keep messages straightforward and concise, and intently listen to their individual needs.

#### Trend 4 : Creativity

Consumers have evolved from an agrarian society of farmers, to an industrial society of factory workers, to a collective society of information and knowledge brokers, and now to a collaborative society of creative thinkers. In the past, it was about workers. Today, it's about thinkers working together to live more beneficial and creative lives.

Implication : Marqsmen's position as a style consultant should go beyond giving authoritative advice. They should include their clients in the education process allowing them to be truly invested in their innerwear and grooming decisions.

## TARGET MARKETS

Understanding how trends establish the cultural climate in which your customers live in, is just the first step in understanding how they may interact with Marqsmen. This section defines demographics, day-to-day characteristics, and what the target consumer groups value in life. This information helps to define how these consumers may value Marqsmen.



## TARGET MARKETS

### Primary : Women 24–34 years old

#### defining moment :

9/11

#### what's important :

Lasting value in both products and relationships; friends/family; meaningful employment; luxury brands; good design; time.

#### characteristics :

Technologically savvy, multi-taskers; shops on- and offline.  
(Note: this group spends less time on the Internet or watching television than their older cohort)

#### influenced by :

Celebrities; word-of-mouth; magazines; broadcast television

### MARQSMEN VALUE STATEMENT

**Marqsmen is the place to discover men's essential products to help the man in my life achieve personal & professional success.**

Meet **Megan**, age 27, in a Relationship; Professional Event Planner; mid-level income  
Down-to-Earth; Eco-Friendly; Energetic; Organized.  
Megan wants to introduce style and image to the men in her life.



## TARGET MARKETS

**Primary : Women 35–55 years old**

**defining moment :**

Watergate; oil embargo, inflation

**what's important :**

Family, balance, happiness on a daily basis; fitness; well-being; look and being healthy; education; value over brand-name; time.

**characteristics :**

Uses technology to get information; prime earning years and prime financial-obligation years (kids, college tuition, parents); cynical; multi-tasking.

**influenced by :**

Newspaper inserts; word-of-mouth; broadcast television

### MARQSMEN VALUE STATEMENT

**Marqsmen is my personal assistant who will recommend products and services to maintain an up-to-date, professional appearance for the man in my life.**

Meet **Susan**, age 42, Happily Married;  
Women's Magazine Editor; high-level income;  
Dedicated; Confident; Friendly; Creative; Family-Oriented.  
Wants to provide “basics” for the men in her life, and introduce style



## TARGET MARKETS

### Secondary : Men 24–34 years old

**defining moment :**

9/11

**defining moment :**

Lasting value in both products and relationships; friends/family;  
meaningful employment; luxury brands;  
good design.

**characteristics :**

Technologically savvy; multi-tasking media consumption.  
(television, online, radio)

**influenced by :**

Celebrities; word-of-mouth; magazines; broadcast television

### MARQSMEN VALUE STATEMENT

Marqsmen is my personal mentor helping me  
achieve my goals on my terms.

Meet **Jeremy**, age 29, Seriously Dating;  
Computer Systems Analysts; mid-level income;  
Tech-Savvy; Easy-going; Responsible; Energetic.  
Jeremy cares about personal appearance and is loyal to quality brands.



## TARGET MARKETS

### Secondary : Men 35–54 years old

#### defining moment :

Watergate; oil embargo, inflation

#### what's important :

Family, balance, happiness on a daily basis; fitness; well-being; look and be healthy; education; value over brand-name.

#### characteristics :

Uses technology to get information; prime earning years and prime financial-obligation years (kids, college tuition, parents).

#### influenced by :

Newspaper inserts; word-of-mouth; broadcast television

### MARQSMEN VALUE STATEMENT

**Marqsmen is my partner/advisor to make living life easier and helping me stay young and look young.**

Meet **Kevin**, age 46, Happily Married; Cardiovascular Technologists; high-level income; Laid back; Witty; Systematic; Family-Oriented; Kevin cares about living a healthy lifestyle, and values product quality.





## TARGET MARKETS

### Secondary : Men 55+ years old

**defining moment :**

JFK, Vietnam

**what's important :**

Preserving youth and health; happiness on a daily basis; kids/ family; quality time; personal fulfillment.

**characteristics :**

Buys solutions to the problems; shops and banks online.

**influenced by :**

Newspaper inserts; newspapers; direct mail.

### MARQSMEN VALUE STATEMENT

**Marqsmen is my partner/advisor to make living life easier and helping me stay young and look young.**

Meet **Charles**, age 58, Happily Married;  
Financial Advisor; high-level income;  
Entrepreneurial; Traditional; Dedicated; Sophisticated;  
Charles is concerned about preserving his youth and staying up-to-date.





## SECTION 2 : MARQSMEN DEFINED

What is Marqsmen?

Attributes of Consumer Interaction

Core Issues and Values

## MARQSMEN IS NOT :

Snobbish

Goofy or Silly

Childish

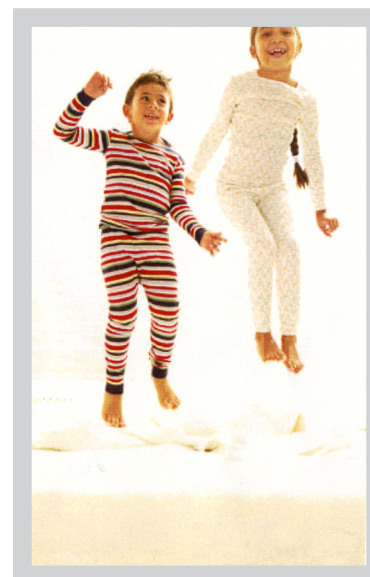
Impractical

Posed

Uptight

Anxious

Stuffy





## MARQSMEN IS :

Sophisticated

Intuitive

Approachable

An expert

Trustworthy

Authoritative

Humorous, not silly

Playful

Stylish

Confident

Functional

Intriguing

Comfortable

Eclectic

Inviting

Funky

Strong

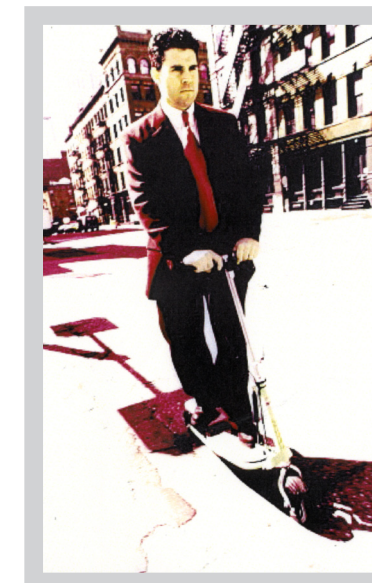
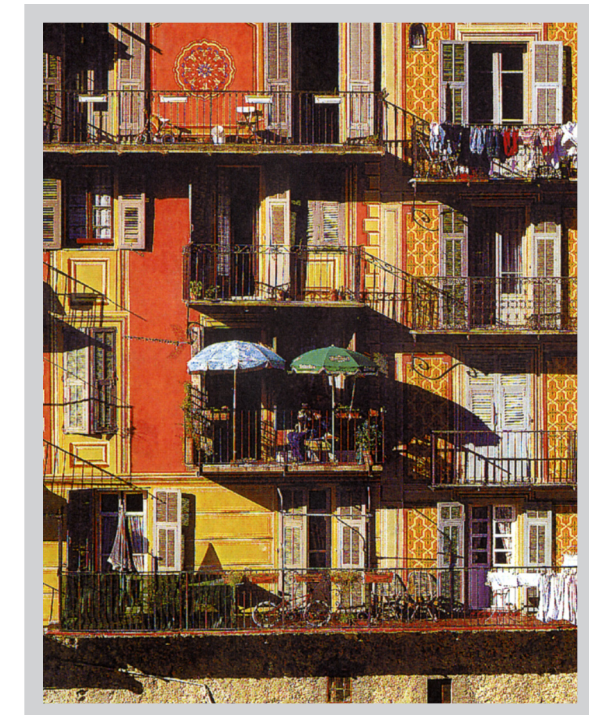
Classic

Deep

Easygoing

Up-to-date

Professional



## WHAT MAKES MARQSMEN UNIQUE?

Marqsmen is primarily positioned by the **experience** the brand offers to its customers. The authoritative **product** selection provides a secondary position for Marqsmen. Together the experience/product position creates the priority for all consumer interactions.

Through the use of store design and personal service, Marqsmen creates an experience that promotes the benefits of leading a well-groomed lifestyle. To be sincere about the brand vision, the store environment and merchandising should reflect a well-groomed man. More importantly, through the “Style Consultant” approach, Marqsmen helps men and women feel comfortable with product purchases. A Style Consultant offers both relevant information and personal recommendations for individual needs. The goal is to create a trusted, long-term relationship with customers.

# ATTRIBUTES OF CONSUMER INTERACTION

Consumers experience three levels of product interaction :

- 1. Dominate
- 2. Differentiate
- 3. Loyalty

In order to succeed in today’s saturated marketplace, Marqsmen’s dominate interaction should be through experience and differentiating interaction should be through product.

Implication :  
First, Marqsmen needs to establish intimacy with the consumer by providing an experience no one else can; and second, Marqsmen needs to be dependable in providing the proper selection of products and services so that the consumer will rely on Marqsmen for the essentials for daily and special ocassions.

		primary attribute				
secondary attribute		ACCESS	EXPERIENCE	PRICE	PRODUCT	SERVICE
	ACCESS		Starbucks	Carrefour	Sony	American Express
	EXPERIENCE	Hallmark		W Hotels	Williams-Sonoma	Nordstrom
	PRICE	Avon	Ikea		Target	Geico
	PRODUCT	Coca-cola	BMW MARQSMEN	Wal-Mart		Circuit City
	SERVICE	Progressive Corp.	Four Seasons Hotel	Saturn	The Home Depot	





## CORE ISSUES & VALUES

### How do we get to this unique position?

We develop a marketing position that promotes Marqsmen's genuine connection with the individual.

To do this, we must define the core values that Marqsmen is committed to and believes in. Drawing from our first work session, five issues were determined to be the guides from which to build Marqsmen's core values. These issues are style, effort, formality, approachability, and risk + comfort. This section displays the assumptions made, based on our research for each issue and the resulting image collage that was created in the second client work session.

Style

Effort

Formality

Approachability

Risk + Comfort



ISSUE NO. 1 :  
STYLE

Value translation :

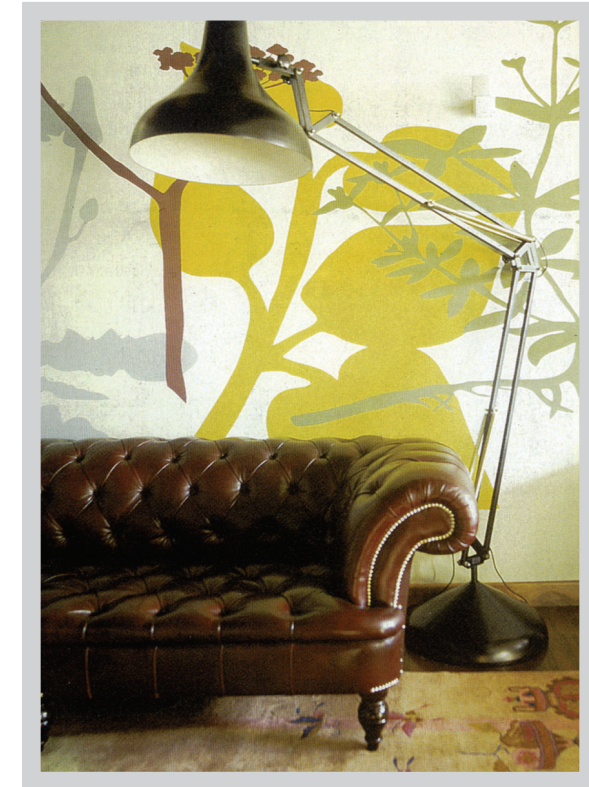
Classic and individual  
Not hip or trendy

Benchmark :

‘James Bond’

Touchpoints :

Product, merchandising, staff



STYLE

Defined in the Details • Captivating • Classic with a Touch of New





## CORE ISSUE NO. 2 : EFFORT

### Value translation :

Filtering the information  
Part of your routine  
Function  
Not fussy

### Benchmark :

James Bond's tools are built-in by Q

### Touchpoints :

Product directions, explanations,  
and ease of use.

### Environmental translation :

Self confidence can be portrayed in a product display, such as the way the coat is draped over the arm of the chair in the photo above







## CORE ISSUE NO. 3 : FORMALITY

### Value translation :

Professional tools for the regular guy

### Benchmark :

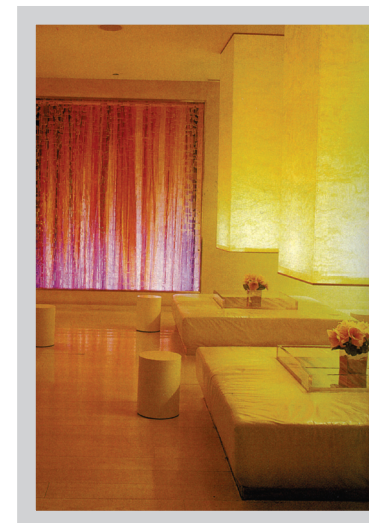
Your neighborhood hardware store

### Touchpoints :

Identity, store design, return policy

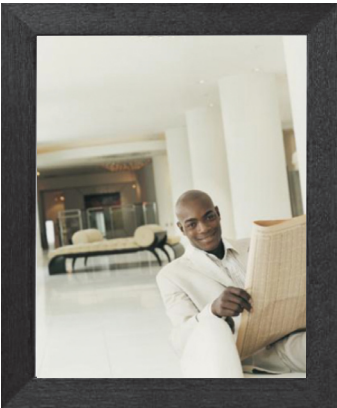
### Environmental translation :

- Systematic or compartmental
- Navigation and selection
- Organization can :
  - Say authority
  - Showcase style, image, and color
  - Promote functionality



# FORMALITY

Product shown as Texture • Functionality • Intuitive Design • Orderly Structure





## CORE ISSUE NO. 4 : APPROACHABILITY

### Value translation :

Understated confidence  
Personal recommendation not authority  
Witty and clever sense of humor

### Benchmark :

Mentors, Professors

### Touchpoints :

Confidence is primarily communicated through the interaction with product and staff

### Environmental translation :

- Providing space for transition from outdoors to indoors or from one product *room* to another gives customers the needed breathing space to feel comfortable browsing
- The functionality and witty coffee table pictured above right, is a great example of an approachable display table. Its use of the water bottles as a foundation as well as a vase for the sculptural branch, is inventive



# APPROACHABILITY

Polished Yet Approachable • Witty • Easy Transitions • Educational • Personal Attention





## CORE ISSUE NO. 5 : RISK + COMFORT

### Value translation :

Extension of the basics  
Not a big leap

### Benchmark :

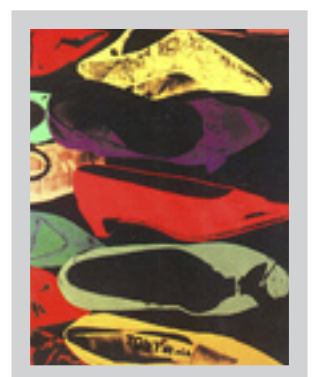
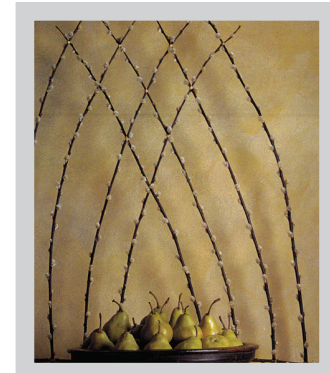
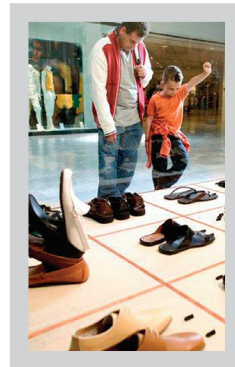
Capelli's (Men's salon)

### Touchpoints :

Store design, especially storefront

### Environmental translation :

- Product displays that present the everyday in a new way, like the shoes on the grid in the photo above
- Capelli's resolves the tension men have about salons by creating a *masculine* environment
- Marqsmen seeks to do this on a more sophisticated level, such as the way the modern chairs contrast the traditional archways in the photograph to the right



RISK + COMFORT

Enjoying the Moment • Delightful Grid • Intriguing • Creativity • The Extra in the Ordinary • Resolved Tension





## SECTION 3 : MARQSMEN POSITION

Marketing Position

Vision Statement

Marqsmen Story

Story Translation

# MARQSMEN

## MARKETING POSITION

### **What is Marqsmen?**

Marqsmen is the retail destination for the basic, life essentials, for every man.

### **What does Marqsmen do?**

Marqsmen provides an edited collection of men's essential products and services.

### **Why does Marqsmen matter?**

Marqsmen bestows comfort and confidence to help men lead accomplished lives.

## MARQSMEN VISION STATEMENT

A retail destination with an edited collection of essential products and services, Marqsmen provides men with the comfort and confidence to lead accomplished lives—everyday.



## THE STORY

### ENGLISH ECLECTIC :

#### James Bond & Austin Powers Have Tea

Slipping through the alleyway door, **James Bond** has arrived promptly at 4 p.m. to Claridge's. The confident **Georgian Minimalism** foyer with its precision place settings are the stage for a quintessential afternoon tea. James takes his tea in the adjacent Reading Room—his perfectly pressed silver suit complimenting the rich leather columns, suede walls and plush banquettes. The maitre d' signals to the Monsieur to brew a pot of their special house blend before returning to the foyer, where he is drawn to a splash of brilliant violet and green colors posed beneath the center chandelier—a fabulous silver-white light sculpture. Holding his dramatic pose, the guest slowly spins as he bellows the name of his host. Rolling his eyes, James signals for **Austin Powers** to be shown to his table. The two curiously watch one another as they sit, cross their legs, and sip their tea in unison.

## THE STORY TRANSLATION

### ENGLISH ECLECTIC :

#### James Bond & Austin Powers

As the Bond-Powers encounter suggests, Marqsmen should set the stage for **everyday, yet intriguing experiences**. This can be accomplished through various touchpoints.

The story first translates into general concepts beginning with an **understated yet confident** arrival scene and a description of very **thoughtfully presented** tea room. The image of Bond and the reading room describe a **comfortable yet classic Georgian Minimalism** look with attentive service. Enter, Austin with a **splash of color**, and **bold, organic shapes**. The finish paints the picture of the **resolved tension** between the two.

Design concepts are displayed on the following pages to show how the Marqsmen environment provides opportunities to tell this story through environmental elements like fixtures and furnishings.

## ARCHITECTURAL TRANSLATION : Georgian Minimalism

Georgian Minimalism was inspired by the pure, elegant lines of ancient Greek and Roman ruins. Some key attributes of this movement are :

- Elegant but understated
- Strong in character, but unobtrusive
- Simplicity of the forms allow the true beauty of the craftsmanship to spring forth
- Ornament and detail are applied with restraint
- A single accent of color juxtaposed against the simple, white forms adds a bit of decorative whimsy







## ENVIRONMENTAL TRANSLATION : Entry & Interiors

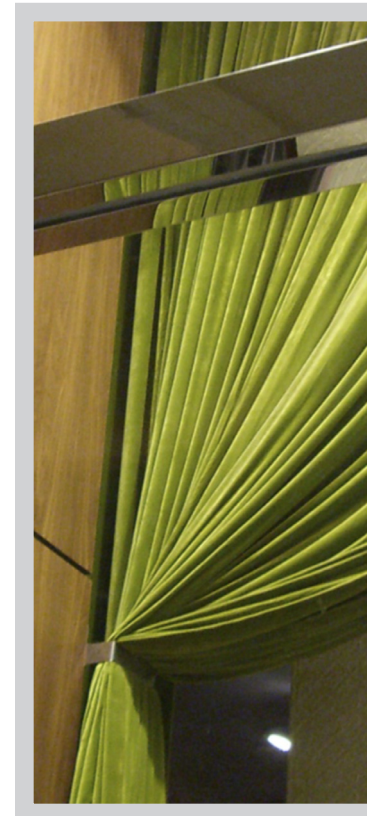
Taking cues from Georgian minimalism, the storefront could feel more residential in nature :

- glass windows
- white paneling
- a strong, confident solid door painted with an accent color

On the interiors, overscaled clean and simple picture frames could both store and display product.

The Marqsmen signature could be repeated at key areas, perhaps on the dressing room door or as a dimensional door knocker at the entry.

Use fabrics to soften and create a high-touch experience.







## ENVIRONMENTAL TRANSLATION : Display & Storage

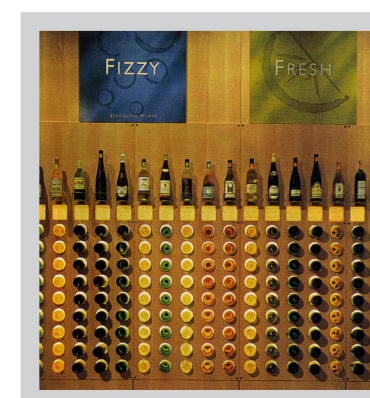
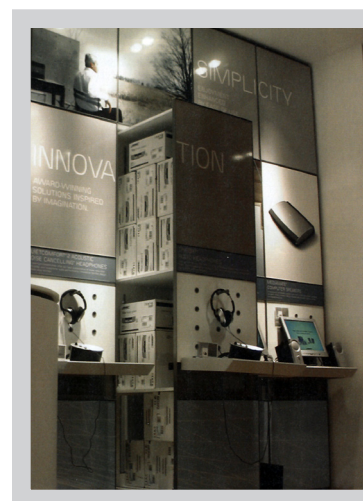
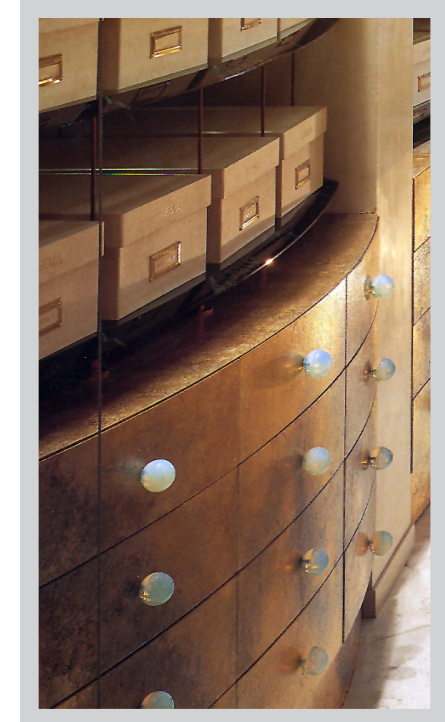
Use residential elements (ie, furniture), antiques or “found” objects for display fixtures, and to reinforce the Marqsmen story.

Create interesting sight lines by varying heights of display fixtures.

Create clever displays that also double as storage solutions.

Build in flexibility to refresh and update space regularly.

Provide easy-to-understand information graphics for size and fit information.







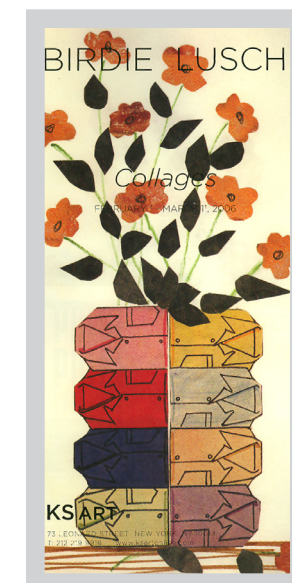
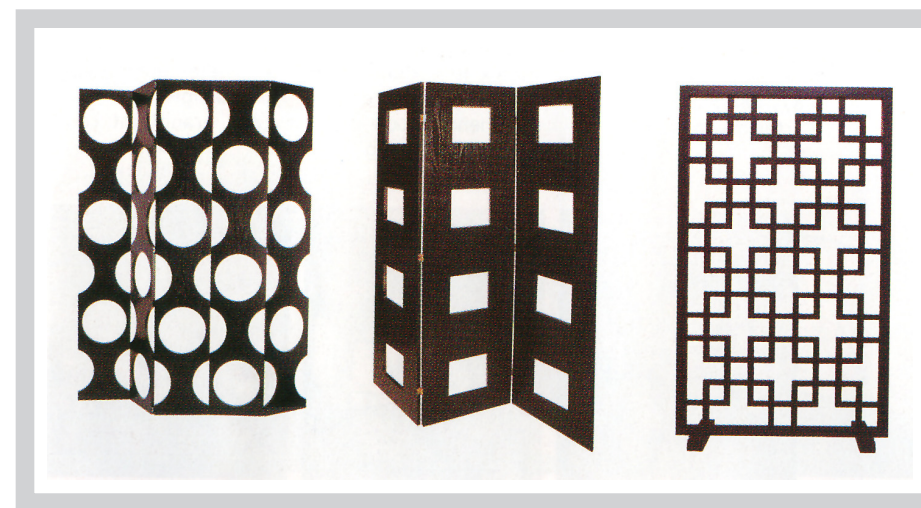
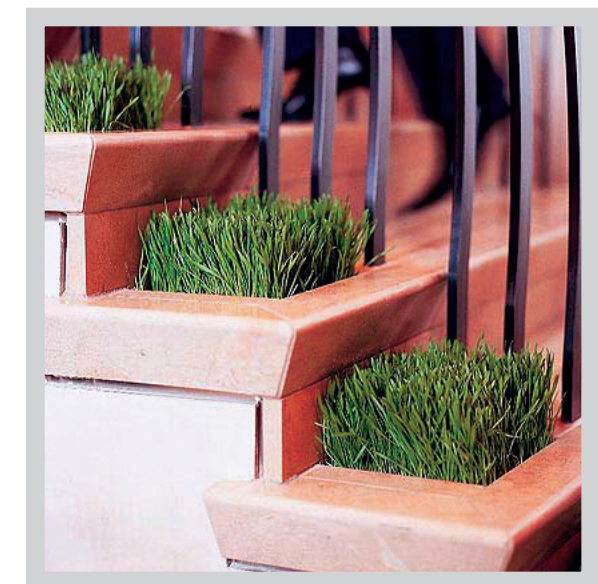
## ENVIRONMENTAL TRANSLATION : Furniture & Accessories

Create interest in the store environment through an eclectic composition of color, artwork and furnishings.

Compliment traditional elements with modern accents.

Use bright color as an accent. Color doesn't have to be paint, it could be a natural element, such as wheat grass in simple pots or an English topiary in an intriguing shape.

Use residential furniture pieces as display opportunities.







## SECTION 4 : IDENTITY MARK & TOUCHPOINTS

Naming Approach

Word Mark

Color Story

Signature Mark

Touchpoints



# NAMING APPROACH

Five project attributes were used as filters for choosing the name for this specialty store. These were developed from the business plan and confirmed in initial naming brainstorm sessions.

**1. Content**

Welcoming, inviting and familiar;

**2. Trust**

Personal, familiar and quality;

**3. Boutique**

Communicates sophisticated, specialty, upscale & everyday luxury;

**4. Authority**

Edited selection of premier innerwear for men;

**5. Gender Neutral**

Appeal to both sexes.

## WORD MARK

The word mark was developed as a visual reflection of the Marqsmen value translation.

Classic & individual

Not hip, trendy

Filtering the information

Part of your routine

Function

Not fussy

Professional tools for the regular guy

Understated confidence

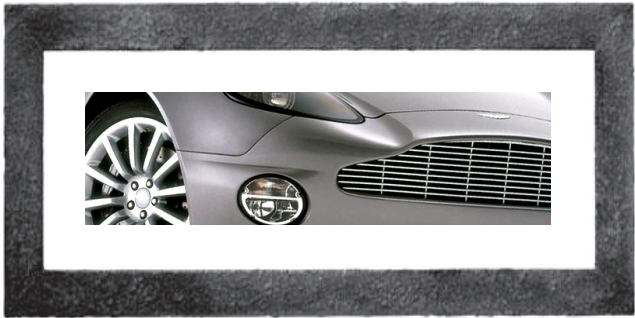
Personal recommendation, not authority

Witty (smart) sense of humor

Extension of the basics not a leap

Marqsmen’s simple-serif letterforms capture the understated confidence of the brand. The flourish of the tail of the “Q” is a stylish but not fussy touch that adds a bit of whimsy to the word mark. It is both classic and individual.

# MARQSMEN

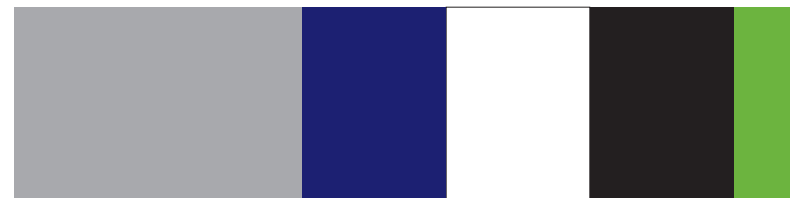




# CLASSIC COOL

## IDENTITY COLOR SYSTEM

The color scheme for the Marqsmen brand identity builds upon the English Eclectic story and further defines this as “classic cool.” The primary color is silver which takes cues from James Bond’s Aston Martin. The secondary colors—black and white—address the clean sophistication of Georgian Minimalism while the purple (a combination of blue and red) speaks to the dual nature of tradition and sensuality, or James Bond and Austin Powers. The tertiary green color adds an element of delight and whimsy.



### PRIMARY



PANTONE  
877

### SECONDARY



PANTONE  
2755



PANTONE  
White

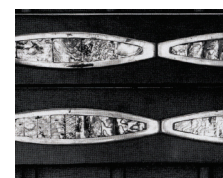


PANTONE  
Black

### TERTIARY



PANTONE  
369



## SIGNATURE MARK

Since Marqsmen plans to offer a private label in the near future, a sub brand represented by an icon was desired. At this time this sub brand is an extension of the store and should be representative of the same core values.

Classic & individual

Not hip, trendy

Filtering the information

Part of your routine

Function

Not fussy

Professional tools for the regular guy

Understated confidence

Personal recommendation, not authority

Witty (smart) sense of humor

Extension of the basics, not a leap



## MARQSMEN TOUCHPOINTS

The following touchpoints demonstrate examples of how the Marqsmen identity can be translated to different applications. These are suggestions only, not full explorations.

Each touchpoint is an opportunity to strengthen Marqsmen and communicate its essence.

TOUCHPOINT :  
Business Papers

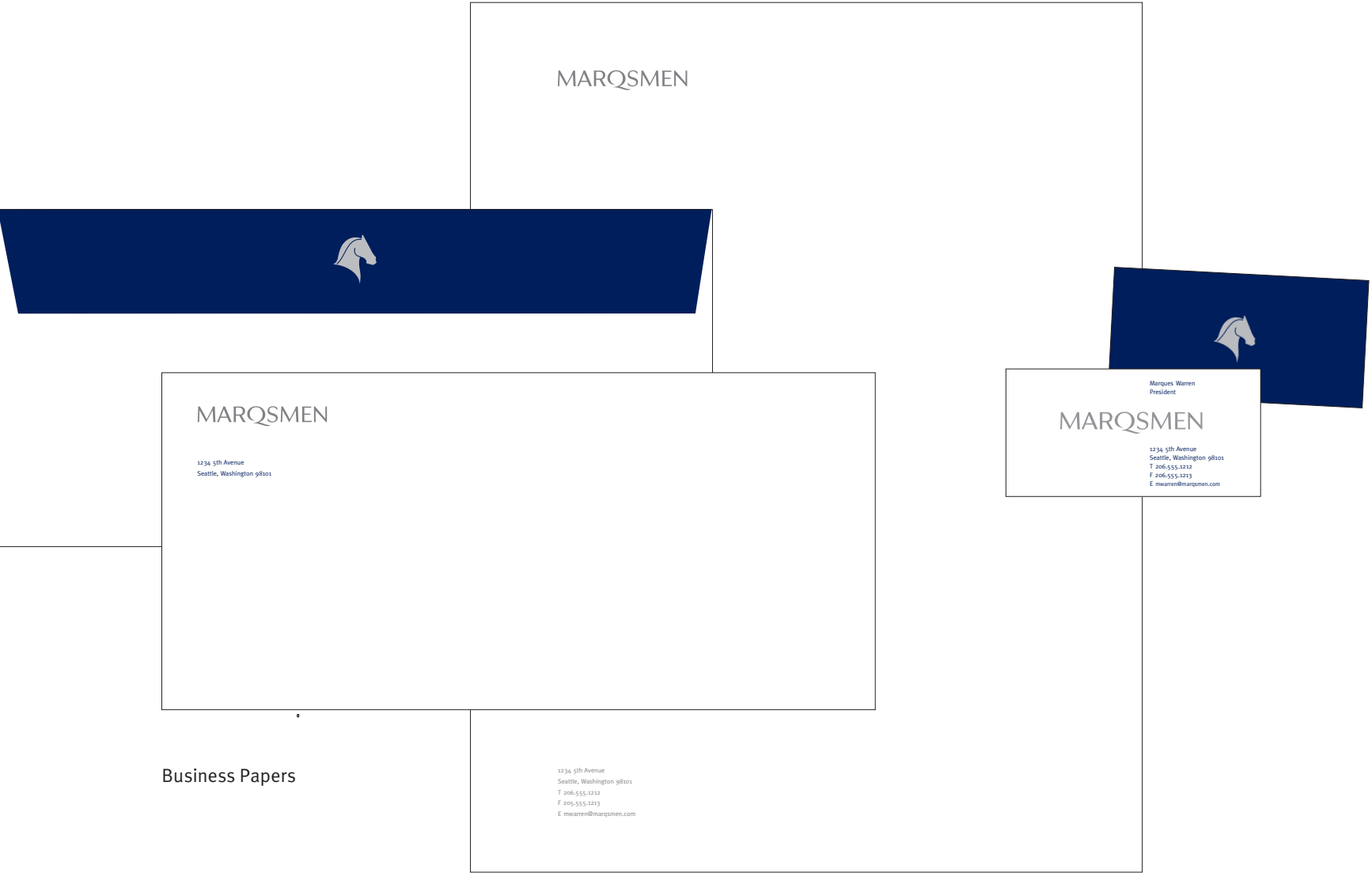
Business papers should reflect the confident simplicity of the Marqsmen brand. Paper should be soft to the touch. No extraneous elements should be included.

The Marqsmen signature could be integrated into the letterhead as a custom watermark.

The business card is smaller in height than typical business cards to gesture towards finesse and style without being fussy.

The typeface shown on the business papers is Meta. Designed by Erik Spiekermann, this typeface can be used both as a text face and a display face. It is a very versatile typeface that combines modern and traditional elements.

Key words :  
clean, crisp, purposeful



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Suggested Project Typeface: Meta

# TOUCHPOINT : Shopping Bags

Marqsmen shopping bags should communicate authority and confidence in their simplicity.

Handles could be silver (or gray) silk cord. For an added bit of finesse, silver or green tissue wrap can be used as part of the presentation.

Key words :  
clean, crisp, confident





## TOUCHPOINT : Product Packaging

As Marqsmen grows and expands, a private label product line can further extend the brand and become part of the consumer's elements of style.

Care should be taken that all components of the product and packaging respond to the Marqsmen brand. This is an opportunity to engage the senses and build a strong relationship with the consumer.

Key words :  
clean, confident, familiar



# TOUCHPOINT :

## Music

Marqsmen music should deliver the sounds of the international lounge experience. The music program reflects an eclectic sense of stylish culture with European, South American, African, and U.S. influences.

Keywords :  
Sophisticated, Smooth, Eclectic, Lounge, International

Energy Level :  
Medium (should change according to occasion or event)

Suggested Songs & Artists :  
History Repeating, Shirley Bassey & Propellerheads  
Tangerine, Herb Alpert & the Tijuana Brass  
Black Trombone, Serge Gainsbourg  
Sexual, Kid Loco  
Come Inside, Blue Six  
Florence Sur Les Champs Elysees, Miles Davis



## TOUCHPOINT : The Extras

Providing that extra little something can be a hallmark of the Marqsmen experience. It could be as simple as bottled water, a gerbera daisy or both. It could also be an atomizer of mineral water to refresh the guest.

Marqsmen mints will make sure the consumer has a professional “air” about them.

Or, perhaps, its some custom M&M’s in the Marqsmen signature colors. These can be simply ordered online, with a custom Marqsmen message.

key words :  
welcoming, familiar, smart



Refreshing water and uplifting gerberra daisy



Mineral water atomizer, travel size.



Marqsmen Mints or M&Ms to give the shopper a little pick-me-up.

# TOUCHPOINT : Associate Attire

Marqsmen associates should reflect the same sophisticated, effortless style of the Marqsmen brand. Take cues from boutique hotels, such as the Ian Schrager properties or Starwood’s W brand, and dress associates in clean, simple yet confident attire.

A well-constructed vest over a crisply pressed white shirt with a Marqsmen signature pin in stainless steel or other similar cool metal adds an understated touch.

Create a palette of outfits for associates to choose throughout the week. Associates should not look like their wearing matching uniforms. Attire should also seem familiar and not out of place to communicate comfort, confidence and authority.

key words :  
crisp, confident, authoritative, familiar





## TOUCHPOINT : Unique Services

1. Partner with local grooming service providers to create events around products :
  - The local barber using a shaving creme
  - The local tailor discussing how a jacket should fit and what innerwear supports different outward style
2. Invite product designers to come talk about their product line.
3. Train staff to understand how to educate consumers on choosing product :
  - Knowing what body type fits what cut of innerwear
  - Knowing how to select a scent for your image
  - Knowing small tips—like using paper clips for collar stays







## SECTION 5 : SUMMARY

Research Summary

Vision Concept Summary



## CONSUMER RESEARCH SUMMARY :

### Focus Groups

The client held two focus groups in December. Callison assisted with the question preparation and attended both sessions to observe and ask follow-up questions. They consisted of two groups (seven men ages 23-55 and five women ages 22-41). Although the participants in these groups were not all from the target market, there were some findings from these sessions that are still supported by our more recent research.

### Naming Brainstorm Session

The Callison Vision Team held two brainstorming sessions to assist with the name development for TUS.

### Exploratory Research

The primary goals of this phase of research is to uncover any latent consumer needs that the team has not addressed in the Business Plan, Vision Outline, or the survey and focus groups.

### Observations

The purpose of this research is to identify any shopping or purchasing behaviors—in actual settings—to draw implications that may indicate the need for more directed questioning or consumer research around a specific concern, need, or desire.

Observations occurred over a ten (10) day period from February 1st, through February 11th at nine (9) Seattle retail locations. There were 29 attempts to observe consumers during this time and 24 were successfully documented. Topics discussed in the findings and implications are: Shopping Time: Buying for Me or You; Service Levels; and Product Location.

### Generative Research

This phase takes what we’ve learned in exploration and directs the research toward the actual design of the physical environment. We are asking consumers in our target market to participate in the design of the store. We provide them with a tool-kit that is built from the previous research implications for product and shopping style. Of these methods the client chose the “cut and paste” method.

### Cut and Paste Method

This method is used as a quick response exercise to get consumers and or designers to build a conceptual store design with images and words on an intuitive level. We provided the participants with the vision statement and core values that were built from the exploratory research. We gave them thirty (30) minutes to create their concepts using magazines, pens, paper, and glue. Then we took 10 minutes to discuss and analyze the similarities, differences and most interesting approaches as a group.



## VISION CONCEPT SUMMARY :

The detailed process illustrated in this book tells the story of how the vision for Marqsmen was defined through consumer research, client and consultant work sessions, and analysis and implications of our findings. Clearly communicating this process with all the stakeholders in the development of the Marqsmen brand is essential to the success of this vision platform and ultimately to the success of Marqsmen as consumers begin to interact with this brand. We believe we have built an informed and strong platform to support the development of Marqsmen and we are excited to see this vision translated into a trusted retail specialty store and brand.



The photographs contained in this document for Marqsmen are for comping purposes only. This document, including each and every photograph contained therein, is for reference by Marqsmen only.

February 17, 2006