



# SINGAPORE MAY 2004

## THE FUTURE OF AIRPORT RETAIL DESIGN

How to translate  
consumer insights  
into retail practice?

# MOOD CONSUMPTION THEORY

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AWAY FROM STANDARD OFFERING INTO  
CUSTOMER EXPERIENCE

# MOOD METHODOLOGY

GLOBAL SOCIAL CHALLENGES IMPACTING CONSUMERS:

**OVERCONSUMPTION  
& CHOICE FATIGUE**

**EXTREME INDIVIDUALISM  
& FRAGILITY**



**GLOBALIZATION  
& LOSS OF IDENTITY**

**TECHNOLOGY PRESENCE  
& SPEED**

# MOOD METHODOLOGY

THE MOODS ARE PRIMARY RESPONSES TO SOCIAL CHALLENGES:



OVERCONSUMPTION =  
**PERFECTION MOOD**



GLOBALIZATION =  
**INTUITION MOOD**



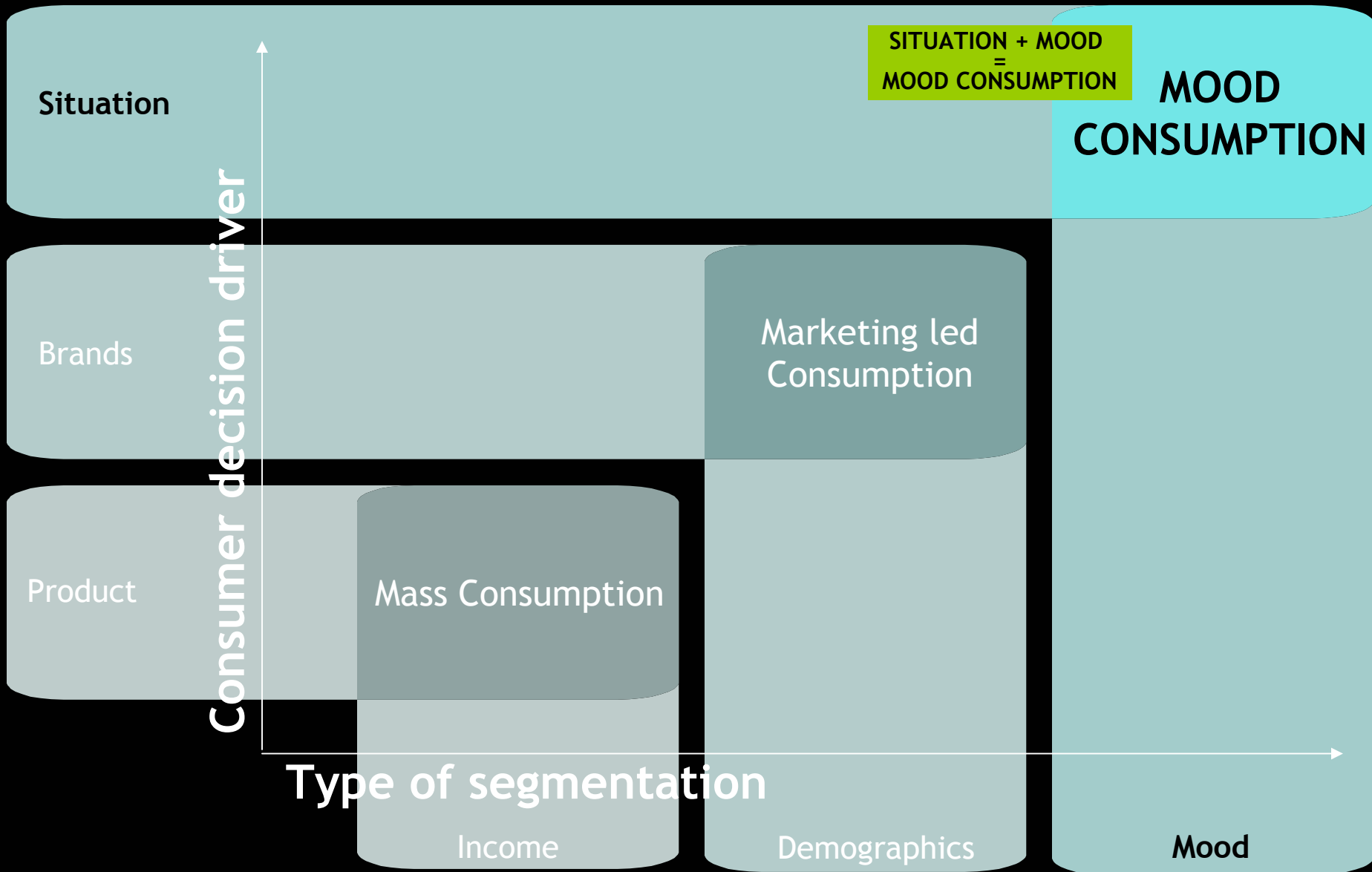
TECHNOLOGY PRESENCE =  
**INNOVATION MOOD**



EXTREME INDIVIDUALISM =  
**SATISFACTION MOOD**



# HISTORY THE 3 MAJOR SHIFTS



# MOOD SEGMENTATION

THREE MAJOR TOOLS – today, let us focus on one of them...

## PSYCHE

psychological & emotional  
state of mind



what's on my mind?

## SEMANTICS

evolving communication &  
motivations



how do I communicate?

## SENSES

design & sensorial evolution  
sight, smell, hearing, taste, touch



...and how do I sense?



## DESIGN & SENSORIAL EVOLUTION FOR THE **PERFECTION MOOD**

nature inside, organic shapes, freshness, solitude, privacy, space,  
purity, seamless sophisticated atmosphere...

and the airport reality?





## DESIGN & SENSORIAL EVOLUTION FOR THE INTUITION MOOD

casual meetings, family comfort, local traces, history, well-being, art,  
culture, coziness, vintage, flowers, colours...

and the airport reality?







## DESIGN & SENSORIAL EVOLUTION FOR THE SATISFACTION MOOD

multiple activities, games, sport, fun, music, dance, happenings,  
gatherings, star treatment, healthy fast-food, showers...  
and the airport reality?





## DESIGN & SENSORIAL EVOLUTION FOR THE INNOVATION MOOD

living mobility, quick re-packing, tribe meetings, cutting-edge experiences, digital entertainment, innovations, new adventures ...  
and the airport reality?



BREAK >  
MOOD MOVIE!

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# MERCHANDISING

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which products to choose  
for which mood?

perfection

pure...



NESTLÉ

intuition

foreign secrets  
to bring back  
home...



MACNUT CRUNCH

satisfaction

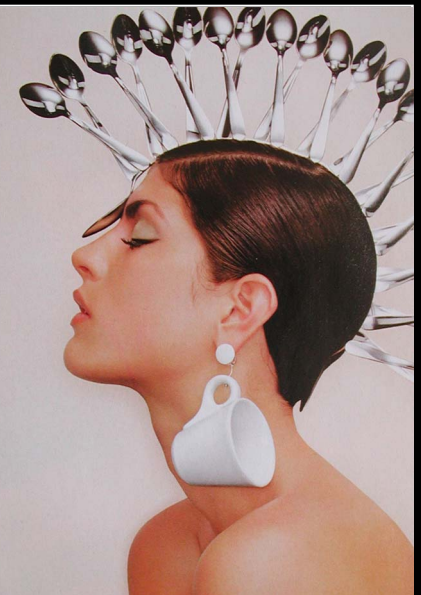
fun & care-  
free testing!



M&M's

innovation

reach for the  
Impossible!



LAVAZZA

perfection

french crafts-  
manship &  
haute couture!

SWAROVSKI



intuition

tortoiseshell  
and animal  
skins... exotic  
diva...

VERSACE by luxottica



satisfaction

fashion feeling:  
the celebrity  
favourite!

OILILY



innovation

...welcome  
the global  
power tribe

KILLER LOOP



perfection

very precise  
tools...



YSL

intuition

...magical,  
round & warm  
emotions



HERMES

satisfaction

gold & pink:  
rock & roll  
"luxury"!



SONIA RYKIEL

innovation

...be prepared  
for icy  
adventures



DAVIDOFF

perfection

long lasting...

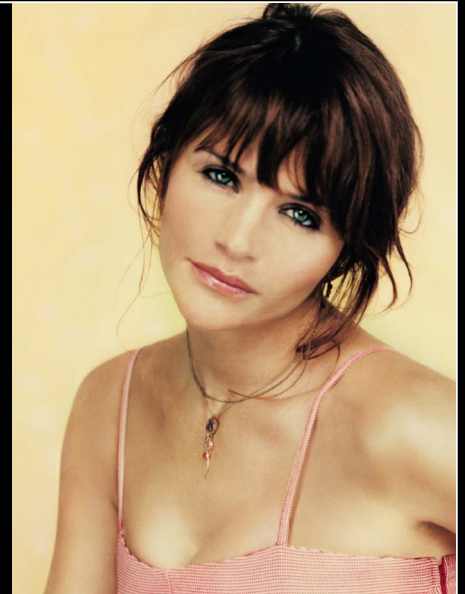


ELEVATE CONVERSATION TO AN ART FORM

VERTU

intuition

...for a  
charity mission



PILGRIM

satisfaction

shine and  
play!



Partenaire Officiel  
MONTRE  
PARIS 2012

Chopard

CHOPARD

innovation

...for daring  
expeditions



MINOX



perfection

sustainable  
classics...



CHAMPAGNE

intuition

stronger  
sensations...



BALLANTINE'S

satisfaction

...drink eye-  
catching &  
funky cocktails



ALIZE

innovation

don't challenge  
nature!



HEINEKEN

## perfection

### just perfect!



DAVIDOFF

## intuition

### with no additives, please!



AMERICAN SPIRIT

**menthols**

100% additive-free natural tobacco

For a sample CARTON call: 1-800-872-6460 ext. 23000

## satisfaction

### sharing romantic moments...



VILLIGER

## innovation

### ...always aim for new experiences!



VON EIKEN

# SUMMARY

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away from standard offering  
into customer experience!

# PERFECTION MOOD



AIRPORT: nature inside, organic shapes, freshness, solitude, privacy, space, purity, seamless sophisticated atmosphere...

PRODUCTS: pure... craftsmanship & haute couture...very precise tools...long lasting... sustainable classics - just perfect!



CHAMPAGNE

VERTU

NESTLE

SWAROVSKI

YSL

DAVIDOFF

# INTUITION MOOD



AIRPORT: casual meetings, family comfort, local traces, history, well-being, art, culture, coziness, vintage, flowers, colours...

PRODUCTS: foreign secrets to bring back home...exotic diva...magical, round & warm emotions.....for a charity mission... stronger sensations with no additives, please!



MACNUT CRUNCH

VERSACE

BALLANTINE'S

HERMES

PILGRIM

AMERICAN SPIRIT

# SATISFACTION MOOD



AIRPORT: multiple activities, games, sport, fun, music, dance, happenings, gatherings, star treatment, healthy fast-food, showers...

PRODUCTS: fun & care-free testing...fashion feeling: the celebrity favourite! rock & roll "luxury" shine and play! Eye-catching & funky cocktails...romantic moments...



M&M's



OILILY



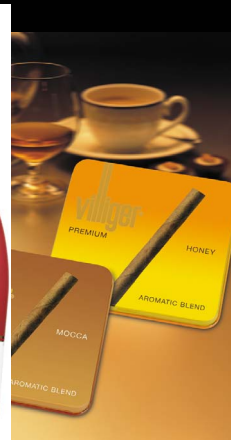
SONIA RYKIEL



CHOPARD



ALIZE



VILLIGER

# INNOVATION MOOD



AIRPORT: living mobility, quick re-repacking, tribe meetings, cutting-edge experiences, digital entertainment, innovations, new adventures...

PRODUCTS: reach for the impossible... welcome the global power tribe ...be prepared for icy adventures and daring expeditions...don't challenge nature!... always aim for new experiences!



LAVAZZA

KILLER LOOP

DAVIDOFF

MINOX

HEINEKEN

VON EIKEN

# STYLE-VISION & SOME OF OUR CLIENTS

We anticipate **consumer needs** before they arise and provide our clients with **key directions** so they can create products, services and communication **to meet those needs.**

**More on [www.style-vision.com](http://www.style-vision.com)**



## **Founders:**

Geneviève Flaven  
Bruno Flaven  
Agnès Kubiak  
Aline Contencin  
Mette Kristine Oustrup

## **PERSONAL CARE & FOOD**

CARLSBERG, Denmark  
CIBA SPECIALITY CHEMICALS, Switzerland  
DANISCO, Denmark  
ESTEE LAUDER Inc., USA  
FIRMENICH, Switzerland  
HENKEL, Germany  
LINDT & SPRUNGLI AG  
L'OREAL, MATRIX, USA  
PROCTER & GAMBLE, USA  
SHISEIDO, JOICO LABORATORIES INC., USA  
UNILEVER, Holland

## **FASHION & INTERIORS**

DUPONT DE NEMOURS INTERNATIONAL S.A.,  
Switzerland  
EGE, Denmark  
NIKE Inc., USA  
NYLSTAR, Italy  
POMPEI A.D, US  
SAMSUNG, CHEIL INDUSTRIES, Korea  
VICTORIA'S SECRET, USA  
VF CORPORATION - VIVES VIDAL VIVESA, Spain  
ZOFFANY, UK

## **AUTOMOTIVE & ELECTRONICS**

BENQ CORPORATION, Taiwan  
FORD, USA  
INFINEON, Germany  
PEUGEOT, France  
SONOFON MOBILE, Denmark  
TOYOTA, Japan

## **SERVICES & CONSULTING**

CCL CAMBRIDGE CONSULTANTS, UK  
INTERNATIONAL ADVERTISING ASSOCIATION  
MCKINSEY & COMPANY, Inc  
REGIE RADIO MUSIC, France  
SAATCHI & SAATCHI, USA  
TFWA Tax Free World Association, France  
TTF TAIWAN TEXTILE FEDERATION, Taiwan





**THANK YOU!**