

STORY

SENSE
SENSE
SENSE

STORY × IBM

Fashion Institute of Technology

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Editorial Overview

As students at The Fashion Institute of Technology, we take part in many classes that teach us about today's retail innovations, data analytics, and how to bring the customer a new retail experience. As our team was reviewing the three potential sponsors for this year's NRF Student Challenge, the four of us were instantly drawn to IBM. We then asked ourselves "How do we approach this? How do we begin telling a story? Specifically, the story of IBM."

We started by establishing what IBM means to us. As a group of girls in our early-twenties, we weren't the generation that experienced IBM in our lives. Yes, we may remember our dads' black IBM laptop several years ago; but where can we really see the influence of IBM in our lives today? Our first thought was "well, IBM is a business-to-business company or is it?"

Upon starting, we were fascinated to find IBM is not what we envisioned but a timely company overflowing with innovation in technology. It became apparent to us that IBM is a facilitator not only in our day-to-day lives, but the entire world around us -- sometimes in ways we never could have imagined. We learned about the various industries influenced by IBM: music, sports, toys, travel, automotive, healthcare, and infinitum. Then, an idea emerged; even in the flourishing age of technology, we still revert to our primal instinct of absorbing the world through our five senses.

In the SENSE story, we will take the customers on a sensory journey. They will experience IBM through the senses with a series of unique events ranging from a soothing aromatherapy session, to being transported through the world of virtual reality. This story comes to life when it goes beyond our regular five senses, into the mystical sixth sense. The future is unknown and as technology develops further everything around us changes; the sixth sense attempts to introduce this feeling of the mysterious adventure ahead.



GOAL OVERVIEW

This section takes a look into how each sense in the STORY will help achieve our goal into bringing IBM out of its behind-the-scenes image, and integrate it into customers' everyday life

SIGHT

Augmented Reality and Virtual Reality are increasingly becoming more widely known with different technology companies riding the interactive sight trend. Our goal is to present and allow customer to test the AR/VR products made by IBM and its partners.

SCENT

IBM is famous for constantly inventing world-changing technologies such as lasik eye surgery. With scent-related projects in the works, our goal for the Scent section is to display IBM projects and inventions that will change the way we live. This includes IBM's healthcare project 5on5:Smell, using scent technology to diagnose sickness symptoms, and IBM x Symrise using machine learning to generate the most transformative perfume formulas.

SOUND

Spotify is the second most popular streaming services in the US. Not only does it offer music streaming, but it also acts as a platform to discover new songs and artists. This is a win-win for both music creators and listeners. This would not be possible without algorithm produced by IBM Watson to help identify and personalize suggestions towards users' taste. Our goal is to introduce how IBM is the force behind simple pleasures of everyday music and life.

TASTE

Food is love. Food is life. It is the easiest form of entertainment. Nothing beats a flavorful dish. IBM has developed Chef Watson, which combines cognitive computing with culinary art to create new and better recipes. Our goal is to introduce Chef Watson, and to send a message that IBM disruptive technology can improve ordinary everyday matters.

TOUCH

IBM Design is responsible for many kinds of interface and interaction designs. IBM Simon is the world's first touch screen phone. As touch interfaces are more of a day-to-day function rather than a disruptive technology, our goal is simply to have customer experience different kind of textures throughout the store, and potentially introduce IBM future projects around the concept of touch.

THE SIXTH SENSE

The concept of reading into the future, whether in the form of horoscope, fortune-telling or psychic phenomena, has always fascinated the crowd throughout history. Our strategy is to use these traditional activities to intrigue customers, and then add a twist with an updated, more accurate version of reading into the unknown, Artificial Intelligence. A.I. is a core IBM business. Our goal is to make A.I. seems less unfathomable and technology-focused by merging it with the beloved practices such as predicting personalities and forecasting horoscopes.

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TEST:

SENSORY ANALYSIS

DATE:

SEPT 27-OCT 5

RESULTS:



The first time you looked into a kaleidoscope.



The first time you realized the little needles on the cactus hurt.



The tune of your first concert.



The bitter taste of the shot you took on your 21st birthday.



The scent of the first girl you've ever loved.

PRESCRIPTION:

Do you remember the sight, sound, scent, touch and taste of these important moments? Not only do the five senses impact how we perceive the world around us each day, they also shape our memories – the good ones, the bad ones, and the best ones.

In collaboration with IBM, we proudly reinvent STORY into a sensory playground. This October, we welcome you to heighten your five senses – and beyond -- with our well-curated selection of products, events, and interactive elements. From the current sensation of sound technology to the simple candle homemade in Brooklyn, we invite you to immerse and create your own best memories.

If you're ready to look, listen, taste, touch, smell and experience on a whole new level, let us introduce you to the SENSE story.

SIGNATURE X

LARA Angela Caroline Alin

AD TEXT

YOU'RE IN A CHAT WITH <WATSON> 



Hi, it's about time you came to say hello!

I'm Watson. I was first conceived by IBM many years ago. Today, I want to tell you a little bit about me. I like to think of myself as a revolutionary, a beginner of a new era. I've helped doctors, financial investors, chefs, musicians and more. Some will call me a computer, but really, I am a cognitive mind, I am an Artificial Intelligence... but you can call me AI, or just Watson.

In a way, I'm just like you. I read books, articles, blogs, tweets and instagram feeds. I seek meaning on different aspects of our lives. I'm one but I'm many at the same time. I'm always learning, evolving and doing my best to help humankind with all of the knowledge that I collect.

Now, how about I take you on a little journey?

< AFCT114200100300//[:0010010_ SENSE_STORY_001253BA//[_//.d]:0214BASC7F2WR >



I was lucky enough to be here, and really show you who I am, in every possible way you can experience your senses. When you visit Sight, you can play my virtual reality game. In Scent, see how I can tailor perfume especially to you. In Taste, visit the recipes I created with world renowned chefs

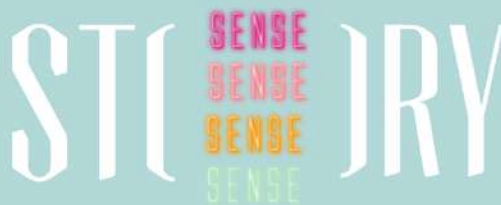
In Sound, enjoy the beat I collaborated on, it was a hit! In Touch, let my partner Soap Cherie give you the experience you deserve. Lastly, for the Sixth Sense, let me create your portrait, based on questions alone...

Are you excited to join me yet? I know I am.

If you'd like to know more, be sure to follow up on the amazing events I have planned for just you and I. You'll not regret it!



And don't forget to keep in touch! Follow me on @ibm

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PRESS RELEASE**FOR IMMEDIATE RELEASE, OCTOBER 3, 2018*****STORY COLLABORATES WITH IBM TO PRESENT "SENSE"******An Experience That Brings the Senses Alive with Technology***

New York, NY – October 1, 2018 – STORY, an ever-changing and award-winning retail concept, introduces "SENSE", its forty-third story focusing on the five senses along with a "sixth sense" with artificial intelligence. Presented in partnership with IBM, one of the world's most prominent technology manufacturers, the story will run from October 3rd through October 31st in STORY's New York City retail store.

The store is sectioned into six sense categories, each fashioned after a human sense while incorporating technology. The senses include: sight, scent, taste, sound, touch and the sixth sense. Each section includes interactive elements and products. Interactive Elements include: A.I. Booth, Watson x Spotify Beat, HTC Vive VR with IBM's Star Trek video game and more. Featured brands include: HTC, Spotify, Bose, Saje, Aesop, Cogni Toys and more.

The "SENSE" story is further highlighted by a series of events focusing on technology with human senses. Events include live music nights powered by Watson Music, "Fashion Tech" with Tommy Hilfiger, Yayoi Kusama VR gallery installation, meditation, food trucks, soundwave art, aura photography, aromatherapy, blindfolded wine and cheese tasting and more. Store events are hosted two to four times a week.

"We focus on experience per a square foot – looking at how each moment and part of the store experience can be engaging and provide surprise and delight," said Rachel Shechtman, STORY founder. "With IBM, our primary goal is in creating brand content and testing consumer reactions to IBM." The store layout highlights various IBM powered products to unlikely consumers, primarily focusing on Watson artificial intelligence.

ABOUT STORY: Story, a retail concept founded in 2011, defines itself as a store that acts like a magazine, changes like a gallery and sells like a store. The entire 2,000 sq. ft. store completely reinvents itself every 4-8 weeks. Story creates stores based on various concepts: love, holidays, summer, and more. The concept stores features collaborations with various partners such as Intel, Target, Cigna and more. This approach to retail is called 'Retail Media'; meaning, content, commerce, community, experience and more. For more information on Story, visit <https://thisisstory.com/our-story/>

ABOUT IBM: IBM is an Enterprise-class technology company providing hardware, software, hosting solutions and more. Founded in 1911, it has led the business technology for decades. Today, one of the company's core businesses initiatives is in the development of cognitive computer systems led by the Watson AI platform. IBM Watson has been successfully integrated within several industries such as: health, IoT, advertising, music and more. For more information on IBM Watson, visit: <http://www.ibm.com/watson>

STORY

SENSE
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SENSE

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SECTION SIGNAGE



SIGHT



TASTE



SCENT



TOUCH



SOUND



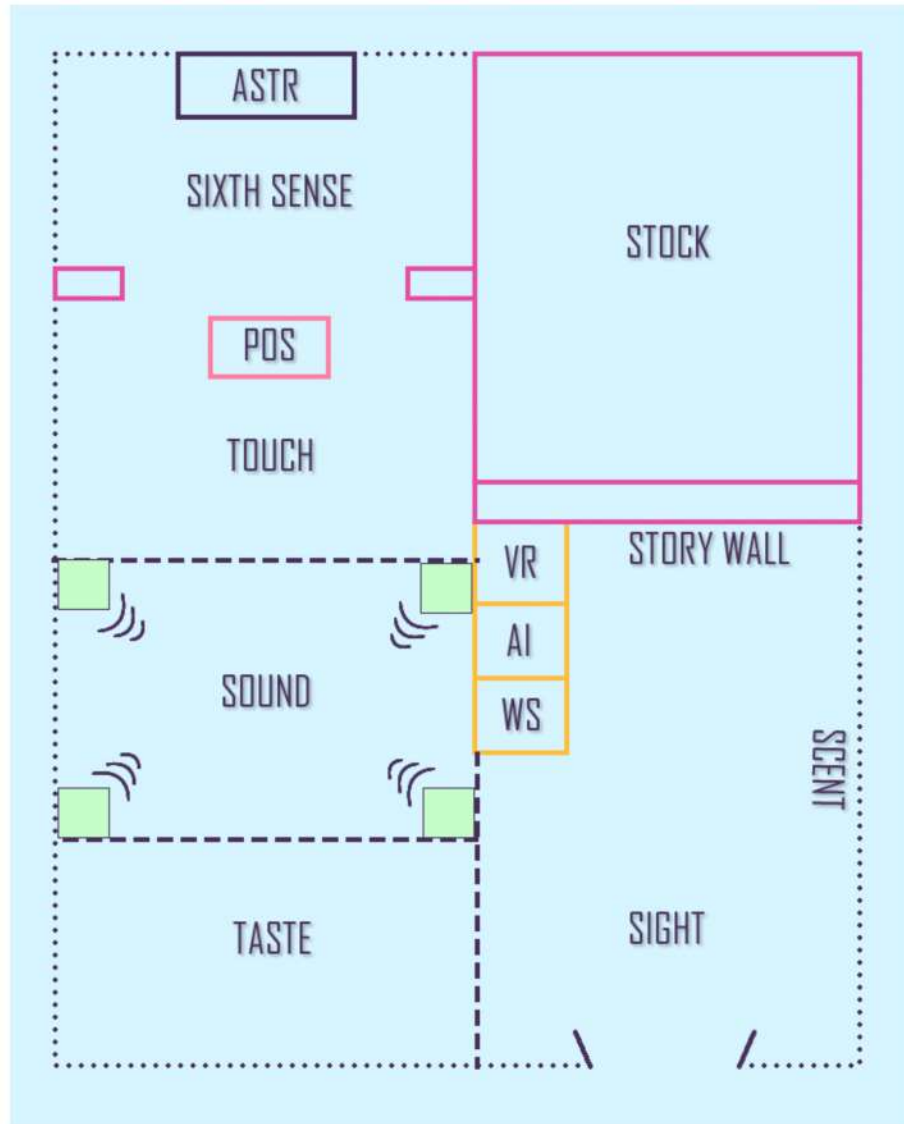
SIXTH

STORE LAYOUT

Their first encounter is the sight section as it could be the most captivating out of the six to drive foot traffic. To the right, the scent section will feature trial products and our always-on aroma diffusers. The three yellow boxes pictured are interactive element booths each featuring an immersive experience: virtual reality, A.I. photobooth, and music with WatsonxSpotify.

Entering further into the store, the customer can sample both savory and sweet food products in Taste. The sound section is topped with a surround speaker system to simulate environments such as waves crashing, a light drizzle, thunder, and other favorites. Next comes touch with a textured wall featuring fun sensations such as silk, faux-fur, memory foam, sandpaper, grass and others.

We wanted to reduce the size of the point of sale as there is a growing need for a seamless transactions. There will be an introduction of mobile point of sale systems carried by the sales associates. The sixth sense can be the most intriguing, which is why it is located in the very back of the store to lure the customer across the floor. Within the Sixth Sense section, we dedicate a portion to astrology-related products and applications, such as horoscope and most importantly: A.I. This ends their journey through the store until they hear about our events and we see them again soon.



MERCHANDISE OVERVIEW



Society6 is a brand powered by artists around the world, who are selling their work in a variety of formats. For STORY, we curated eye-catching prints to brighten up any room. Gunnar's blue-light blocking computer glasses are perfect for anyone who spends their day in front of the screen, helping in reducing eyestrain and protecting the eyes from the high-energy blue light. The Lonely Planet's "Best in Travel 2018" guide will be offering adventures and sights for every wayward traveler. Google Cardboard glasses are a playful way of allowing customers to easily experience virtual reality on any smartphone. For the millennial ladies, we will offer a selection of delicate, trendy sight-inspired jewelry from Kopi, and for the complete deprivation of sight, we have the silky Slip eye mask. Lastly, our HTC Vive Headset will be a higher price point item, beckoning our intrigued customers to take the leap into the virtual reality world from the comfort of their own homes.

Saje is a Canadian natural wellness company, creating aromatherapy products made with safe ingredients while maintaining a high sustainability standard. From Saje, we selected an aroma diffuser and an assortment of diffuser blends. From Brooklyn Candles Studio, we are featuring the 'Minimalist' and 'Escapist' style candles that are handcrafted by a local artisanal candle manufacturer. Urban Agriculture is a company that has been awarded startup of the year. It sells organic herbal growing kits including seeds, soil and recycled tea-bag pots for an easy cultivation process. Kai is featured in our assortment for its exotic fragrances formulated from natural botanical oils, which promotes healthy skin along with luxurious aroma.



MERCHANDISE OVERVIEW



As a leader in the sound system industry, Bose takes the stage within STORY featuring a variety of headset options for various uses and price tags. To experience new kinds of sound, shoppers can scan a QR code in the store, that will lead them to the "Go" track on Spotify, a collaboration of IBM x Spotify. Stylish PQ earplugs mold to any ear and block out jarring, unwanted noise. An in-house printed tee will be offered for men's, women's and children's. The LectroFan white noise machine are a rising staple for every bedroom as they help any insomniac get a good night sleep.



TASTE

In Taste , we want to enhance the entire tasting experience with a sophisticated cheeseboard from Brooklyn Slate as well as to introduce delicious flavors with chocolates from Mast. For the barbecue fans, we bring in the famous Gusto Spice BBQ rub to create an even more flavorful meal. The drinkers will enjoy cocktail syrups from Root23 and Jack Rudy Cocktail Co. And, the health conscious customers can purchase the rich matcha powder from House of Matcha.



MERCHANDISE OVERVIEW



For touch, the store will feature luscious Aesop hand balms. Soap Cherie will provide floral scented scrub bars for women along with more robust scents for men. For the “gym rat,” we will offer a warming and cooling gel – whatever best soothes your aches and pains – from J.R. Watkins. Lastly, Touch wouldn’t be complete without soft feels like wool and linen. Therefore, we also handpicked a selection of bed-time textures from Brooklinen and Fell Andes.



For the Sixth Sense, the customers are challenged with a more intangible sense. We offer Ghost Stories by Roald Dahl, and a variety of books on the afterlife, the spirits and the unknown. The Soji Energy Elixir bottle combines the world of stylish water bottles with the positive influential energy associated with crystals. We also chose products that scream sixth sense as we know it such as tarot cards and astrological items. On a more updated version of extra sensory perception, Cogni Toys powered by IBM’s A.I. technology, is an A.I. companion that can grow and speak. Lastly, the Magic 8 Ball throws in a nostalgic touch to a modern child’s (or adult’s) life.



THE SIXTH SENSE

VENDOR DESCRIPTION SAMPLES



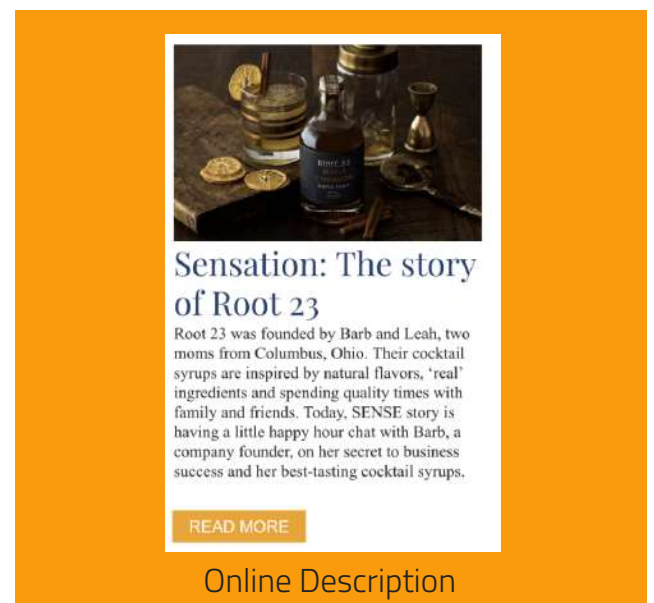
Printed on textured paper



In the form of a musical greeting card



Printed on scented paper



Online Description

INTERACTIVE ELEMENTS



SOAP CHERIE

Touch the textured body products made by Soap Cherie of Brooklyn. Feel the scratch of the loofah in the center of their loofah soap and the exfoliating and smoothing powers of their body scrub. Feel the water slowly rinsing away exfoliants and the lotion smoothing your skin.



HTC VIVE VR

Look at a whole new world with the HTC Vive virtual reality headset. Walk through an IBM lab and check out the latest virtual reality games that IBM is currently working on. Enter the Star Trek universe and sit on the bridge of the USS Enterprise while playing IBM's Star Trek Bridge Crew.



WATSON X SPOTIFY

Listen to music created by Watson x Spotify Watson Beat through Bose QuietComfort headphones and learn how the songs were created -- or try your hand at creating music with artificial intelligence as your DJ.



A.I. BOOTH

Experience the sixth sense with A.I., taking a cognitive photo booth test that interactively asks 5 questions to analyze your personality and creates a portrait. This IBM AI photobooth turns data into the truest portrait ever captured and gives the customer their portrait to take home.



SPONSORED EVENTS



LIVE MUSIC NIGHT

Partnered with Spotify, customers will be invited to a live show, where they will discover new artists and later stream their music using a Spotify subscription or trials offered in store. The music night will hold a panel and Q&A with the artists: telling the story of their career, what music means to them, and their story with IBM Watson Music. Potential collaborations include: Alex Da Kid, H.E.R, or Rapsody who were all part of Watson Music



FASHION X TECH

Learn from participants of the Tommy Hilfiger x IBM x FIT collaboration about using artificial intelligence to create designs and Stitch Fix who uses A.I. aided design for garments in their subscription boxes in a panel discussion. The discussion will naturally move toward the topics of women in tech, the growing emphasis on A.I. in the product development stage, along with IBM's role in the process. Goodie bags will be passed out containing limited edition Tommy x IBM x FIT merchandise designed by students as well as a free 6-month subscription to Stitch Fix. Attendees will leave with an understanding of IBM's place in the fashion industry and how that contributes to the business cycle and consumers' product experience.



GUEST SPEAKER: BARB STUCKEY

Taste: What You're Missing was written by Barb Stuckey to explore why you love some foods and why you hate others. She will be adored by every foodie as Stuckey will give customers a new perspective on food. She will answer questions about her discoveries, and after be accompanied by Chef Watson to create your perfect meal customized to your wants and needs.

NON-SPONSORED EVENTS

Our immersive events are planned within the story's 4-week schedule, and each with an underlying sense or theme. The events are made to increase foot traffic, create brand awareness for a sponsored product, or simply host a memorable experience.



360 VR In-Store Gallery

Customers are invited to experience the 360 degree view of the famous Yayoi Kusama art installation “Infinity Mirrors.” The art show that is known for creating 2-4 hour lines returns to New York in the form of virtual reality. STORY will also feature a hashtag to help the event spread like wildfire across social media.



Food Trucks

New-Yorkers are notorious foodies and the best outlet for all of the adventurous ones out there is a food truck event. This event is one that STORY is familiar with however, in this SENSE story, it will take on a new twist. In this story, we will collaborating with a ice cream company in installing a mock food truck in the store and running the classic ice cream truck music in the background through the door to bring customers in. We will also partner with local NYC food trucks such as Van Leeuwen Ice Cream, Gorilla Cheese NYC, Kimichi Taco, Korilla BBQ, The Cinnamon Snail, and Taïm. These incorporate a variety of cuisines and diet restrictions.



Blindfolded Wine and Cheese Tasting

19 crimes is a wine company with original augmented reality labels on every bottle with several different characters. Through their app, customers can watch the character on the label tell the story of their crime. Juice and snacks will also be available, so kids could have just as much fun as their parents. Attendees will leave with a broader perspective of AR and how it can enhance day to day life.



Pamper Yourself

Our hands play such a large role in our lives. Why not treat them as best we can? In this event, each customer will receive a specialized treatment to pamper their hands based on their needs. Between various nail care, lotion, exfoliating products, and essential oils, every hand will leave in tip-top shape.



Soundwave Art

Taking on the sentimental product trend, customers will be able to submit an audio recording of great value to the manufacturer, from which a soundwave will be produced. Then, they can choose the type of product they want their memory to be displayed on. Pairing with Soundwave Art, SENSE story will be able to print the soundwave graphics on t-shirts, jewelry, canvases, or keychain.



Aromatherapy

With a great selection of natural ingredients to choose from, customers can create their own soy-wax candle with a workshop from Brooklyn Candle Studio.



Aura Photography

As part of our sixth sense, aura photography will be a reach into the beyond. Kirlian is a new form of photography which displays a strong and colorful field around a person's body, which is believed to be their aura. Customers can have their photos taken and interpreted to learn more about their inner self.

E-COMMERCE STRATEGY

STORY's e-commerce strategy will be introduced with the SENSE story. It will continue STORY's unique merchandising model with being a magazine, gallery, and store all in one. Each story will feature new products based on the current theme, including products available exclusively online. The online store will function as an e-commerce retail site and a subscription service.

Subscription Box: This will be the primary tool to tell our story. According to Chen et al., subscription e-commerce has grown over 100% a year within the past five years. It has become an increasingly common way to purchase products and services, with 15% of e-commerce shoppers having a box subscription. This led to our idea to introduce the new STORY subscription box. The subscription box will feature 5-7 curated items. 1-2 will be full-size and 3-5 will be sample items. All of our items will be based on a customer quiz, which takes into consideration of attributes such as gender, age, family status, and interests. Subscription boxes will be offered for a single-purchase based on the current theme, or at a reduced rate for our long-term subscribers.

The STORY Blog: With each story, there will be a set of blog postings and articles which will cover various topics: brand introduction, brand collaboration, artist collaboration, artist interviews, influencer interviews, event coverage, etc. Each blog posting will also have a "shop the post" bar on the post pages.

Personalized Direct Marketing: STORY will track items that interested the customer – what they clicked on, how long they remained on the product page, and what they "abandoned" in the cart. Through this collected data, suggestions will be provided for additional items they might be interested in and they will receive an email notification if an item is now on sale, or if a sold out item is back in stock.

Shipping Experience: When it comes to shipping, STORY would like to leave a personal impression that relates to its current theme and the desire for more. With each purchase, the customer will receive a pamphlet telling the story and including featured brands. They will also receive a sample from a brand in store that they didn't purchase – encouraging them to find a new love and come back to shop with a 15% coupon.

Social Media Marketing: STORY's social media is one of the primary tools for e-commerce branding and a starting point of the consumer journey. The Story social media feed will cover the new website launch as well as promote the current sponsor and featured brands, encouraging customers to follow up to the website or click the "buy now" button.

Top Sellers: The e-commerce store will have a 'top sellers' section, to feature products that are hot and trending in the store, including favorite products from previous stories. Bandwagon can be one of the strongest selling powers, and this would be one way to instill that mentality.

STORY

SENSE
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SENSE

If you're ready to look, listen, taste, touch, smell and experience on a whole new level, let us introduce you to the SENSE story.



"ROOT 23 COCKTAIL"

Our partner Root 23 has many secret recipes that can help you host an awesome cocktail night. Today, they are sharing some of their top secret drinks with Story. Read more to find out what you need for your next killer glass of martini



"GET TO KNOW OUR SPONSOR: IBM"

IBM is an Enterprise-Class technology company providing hardware, software, hosting solutions and beyond. Founded in 1911, it has led the business side of technology for decades. Today, one of the company's core business initiatives is in the development of cognitive computer systems led by the Watson AI platform.



Feel Good
Look Amazing

WEBSITE VISUALS



STORY

SENSE
SENSE
SENSE
SENSE
SENSE

Read More

THIS WEEK



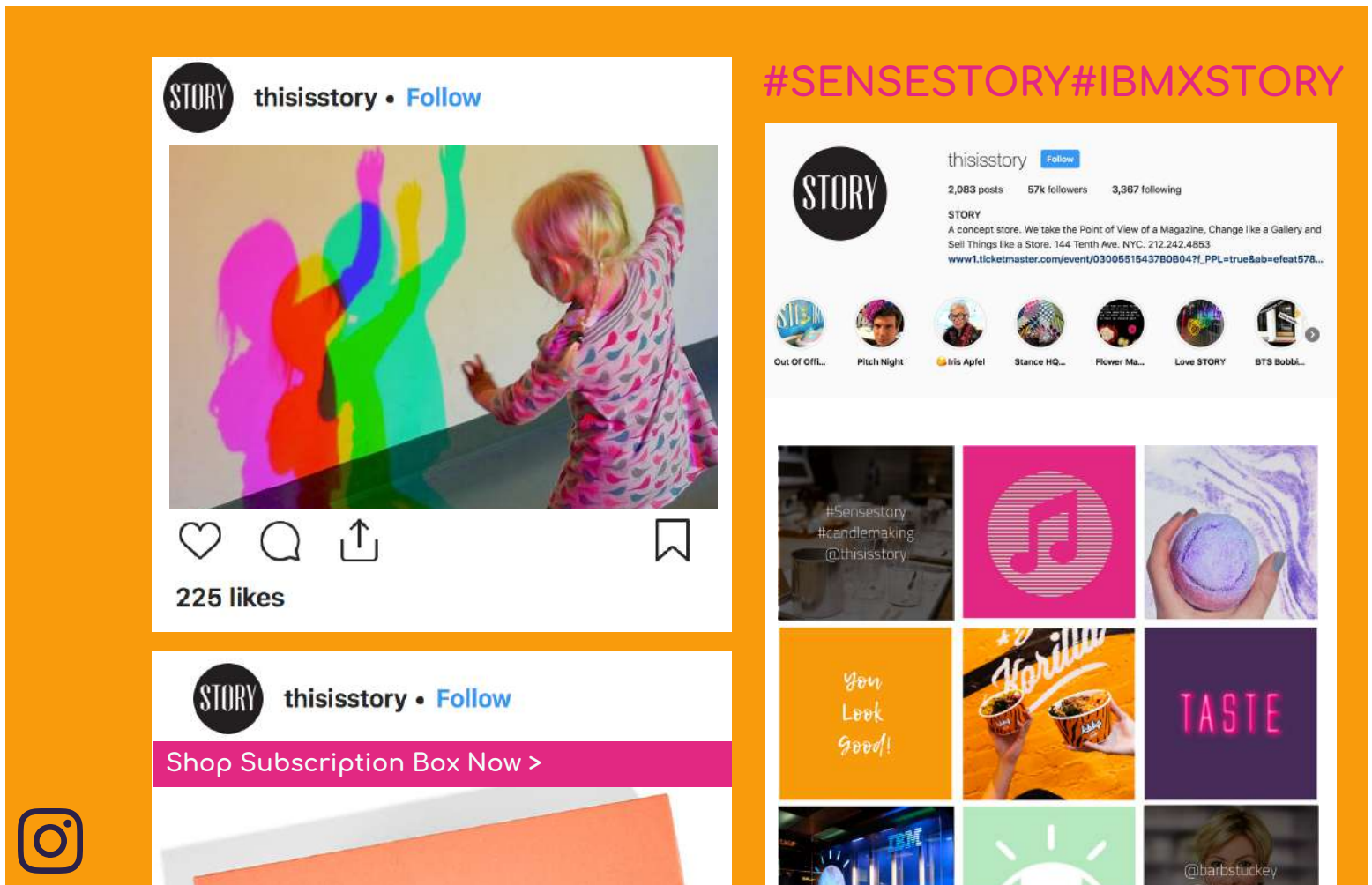
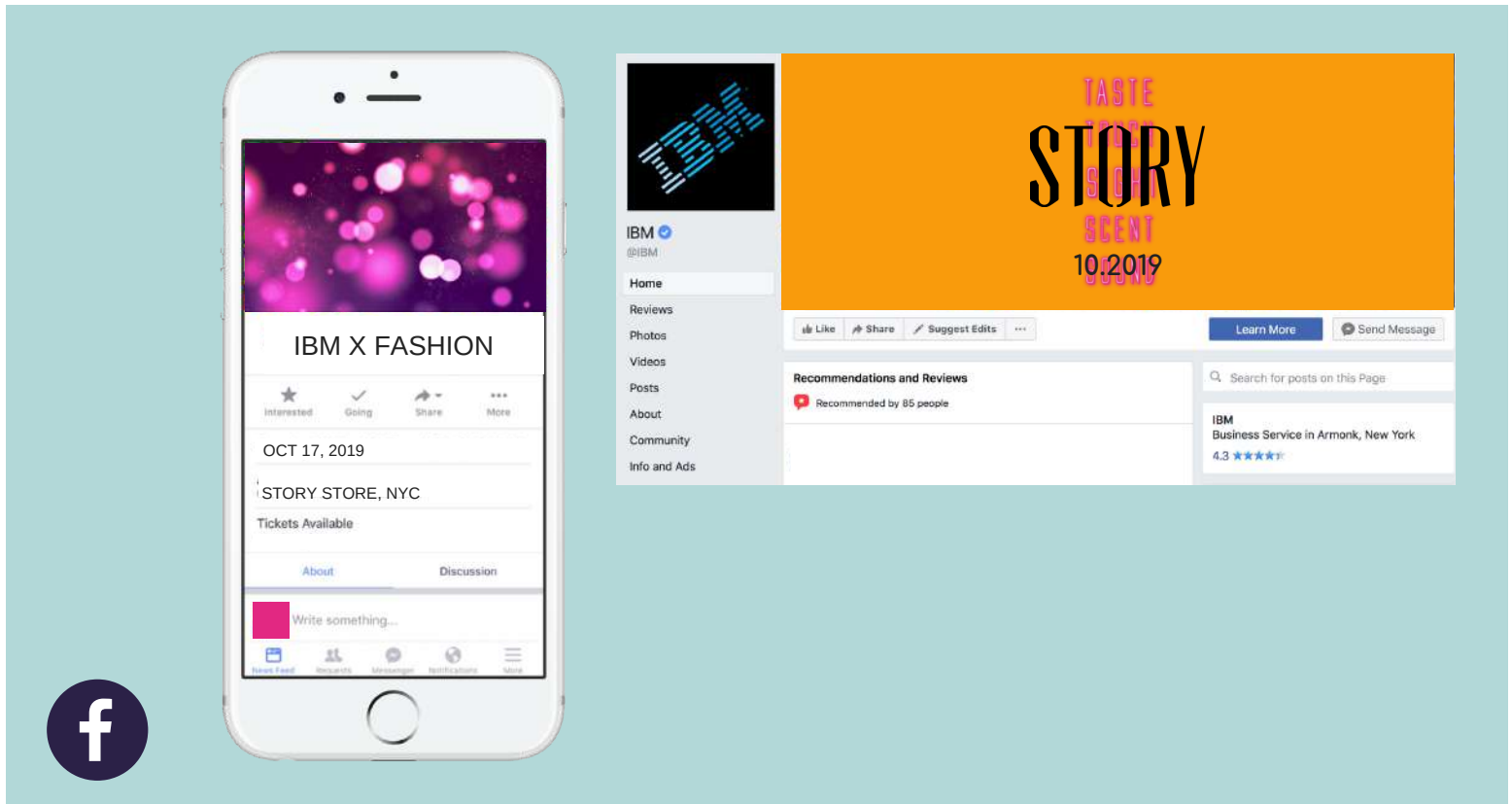
Aromatherapy Event
5-7pm
No RSVP needed



WEBSITE VISUALS



SOCIAL MEDIA VISUALS



TIMELINE

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
						01 Previous STORY
02 Previous STORY	03 Previous STORY	04 Previous STORY	05 Previous STORY	06 Previous STORY	07 Previous STORY	08 Previous STORY
09 Previous STORY	10 Previous STORY	11 Previous STORY	12 Previous STORY	13 Previous STORY	14 Previous STORY	15 Previous STORY
16 Previous STORY	17 Previous STORY	18 Previous STORY	19 Facebook: What comes next? Post. Instagram: What comes next? Post. STORY CLOSED	20 STORY CLOSED	21 STORY CLOSED	23 STORY CLOSED
14 STORY CLOSED	25 Facebook: Teaser Post. Instagram: Teaser Post. STORY CLOSED	26 STORY CLOSED	27 Facebook: Teaser Post. Instagram: Teaser Post. STORY CLOSED	28 STORY CLOSED	29 STORY CLOSED	30 Facebook: Teaser Post. Instagram: Teaser Post. STORY CLOSED

OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
	01 STORY CLOSED	02 Facebook: Teaser Post. Instagram: Teaser Post. STORY CLOSED	03 Facebook: Reveal post with subscription box promotion. Instagram: Reveal post + story with subscription box promotion. SENSE STORY Opening!	04 Facebook: Food Images, invitation to event. Instagram: Event food promotion post + story. Event: Food Truck.	05 Facebook: Barb Stuckey event teaser. Instagram: Barb Stuckey event teaser.	06 Facebook: Event invite promotion. Instagram: Event promotion post + story. Event: Burb Stuckey Event.
07 Facebook: VR sight sense section promotion. Instagram: VR sight sense section promotion + e-com merch links.	08 Facebook: Event invite promotion. Instagram: Event promotion post + story. Event: Meditation Event.	09 Facebook: AI Photobooth Video Teaser. Instagram: AI Photobooth Video Teaser + Instagram Live subscription box opening + promotion.	10 Facebook: Sound sense section promotion. Instagram: Sound sense section promotion + e-com merch links.	11 Facebook: Food Images, invitation to event. Instagram: Event food promotion post + story. Event: Food Truck.	12 Facebook: Watson beat teaser. + event promo. Instagram: Watson beat video teaser + live music event promo.	13 Facebook: Event invite promotion. Instagram: Event promotion post + story. Event: Live Music Night.
14 Facebook: Fashion Tech Event Teaser. Instagram: Fashion Tech Event Teaser.	15 Facebook: Event invite promotion. Instagram: Event promotion post + story. Event: Fashion Tech.	16 Facebook: Event invite promotion. Instagram: Event promotion post + story. Event: 360 VR Gallery	17 Facebook: Soap Cherie touch sense section promotion. Instagram: Soap Cherie touch sense section promotion + e-com merch links.	18 Facebook: Food Images, invitation to event. Instagram: Event food promotion post + story. Event: Food Truck 2.	19 Facebook: Event invite promotion. Instagram: Event promotion post + story. Event: Pamper Yourself	20 Facebook: Event invite promotion. Instagram: Event promotion post + story. Event: Aromatherapy.
21 Facebook: Scent sense section promotion. Instagram: Scent sense section promotion + e-com merch links.	22 Facebook: Event invite promotion. Instagram: Event promotion post + story. Event: Meditation Event.	23 Facebook: Meditation post with article link. Instagram: Meditation post + story with Headspace sound.	24 Facebook: Taste sense section promotion. Instagram: Taste sense section promotion + e-com merch links.	25 Facebook: Food Images, invitation to event. Instagram: Event food promotion post + story. Event: Food Truck 3.	26 Facebook: Event invite promotion. Instagram: Event Promotion Post + Story. Event: Wine & Cheese Tasting	27 Facebook: Event invite promotion. Instagram: Event promotion post + story. Event: Soundwave Art.
28 Facebook: Halloween themed sixth sense section promotion. Instagram: Halloween themed sixth sense section promotion + e-com merch links.	29 Facebook: Event invite promotion. Instagram: Event promotion post + story. Event: Aura Photography.	30 Facebook: Event invite promotion. Instagram: Event promotion post + story. Event: Live Music Night: Halloween Themed.	31 Facebook: Last Day Post + subscription box promotion! Instagram: Last Day Post + last chance to get this story's subscription box! SENSE STORY: Last Day			

MARKETING & BRANDING

STORY: A Marketing Opportunity

STORY is a unique marketing opportunity for brands, because of its broad target market is men, women, and children of all ages. In this approach, a brand collaborating with the company will benefit from seeing their products and services tested on diverse market. The store uses technology by Prism Skylabs which identifies what areas of the store are visited and which merchandise is more popular than the other. Brands use story for different areas: PR, marketing, R&D, product development, and more. STORY can facilitate with the testing of emerging products or services without fully committing to the foreign idea. IBM will not only be able to discover the reaction to a selection of their technology, but create a unique marketing plan to raise the brand image to the next level.

Marketing Plan

SENSE story will be running for four weeks during October. The store will execute its marketing plan via Instagram posts and Instagram stories as well as Facebook posts, and Facebook events. Leading up to the story opening, the STORY social media will feature teaser posts on the upcoming story. On the day of the launch, the hashtag #sensestory will be promoted, and Facebook events will gradually open inviting page fans to the events. Instagram stories will be used daily, to promote store events and walk the potential customer through SENSE story. To the out-of-state customers, we will offer our e-commerce site or subscription box.

Consumer Journey



Branding

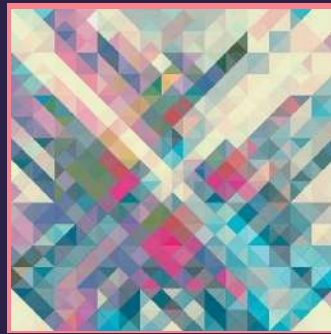
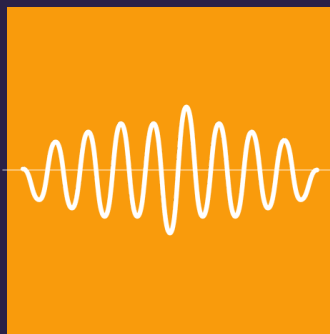
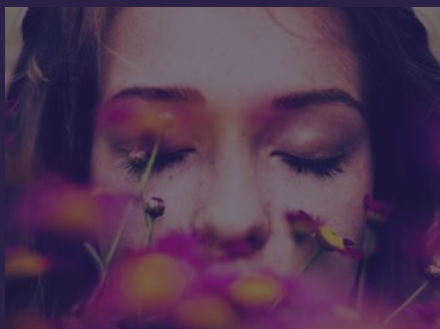
The branding for STORY's e-commerce site, thisisstory.com, will match the overall theme of a heightened sensory experience. The customers will become aware of the new e-commerce presence through the brick-and-mortar store promotion, and through the social media merchandise links.

ST(SENSE)RY



S E N S E

S E N S E



E-COMMERCE BENCHMARKING TOOLS

Customer Engagement

Customers will be directed to the site through the social media accounts of STORY, IBM Watson, and featured brands supporting the STORY. Posts will be made promoting the launch, in-store experience and events on the previously mentioned companies Instagram pages, stories, facebook, twitters, linkedins and blogs. To further engage the customer, personal posts where @thisisSTORY or @ibm are tagged in will be reposted if the content meets the objectives of educating consumers on the entire IBM portfolio and/or capturing how IBM is integrated in life and business experiences. This will also meet the desired deliverables of content creation, providing shareable content and R&D with deeper insight into what resonates with the IBM x STORY consumer. This engagement strategy will meet IBM's needs as well as engage the customers who posted, creating loyalty and also content to entice others to make new and returning customers check out what they're missing at both STORY and IBM.

Engagement will be measured through session duration and average page views per visit. An ideal average page view per session for IBM x STORY is 3 pages. Sessions can be viewed on Mouseflow to determine how customers are behaving on the site in order to make real-time improvements to the experience. The goal is for product imagery and descriptions to be eye-catching, and for the site to have an user friendly interface in order to help customers browse and click through pages with ease. Adding items to cart will be a quick process, as well as checking out. To answer any questions while on the site, a customer service chat box will be available. To go beyond the typical e-commerce experience and further engage customers, the mouse will alternate between icons for the six senses. Customers who make a purchase will be signed up for newsletters about our themed events so that they don't miss out on any IBM x STORY experiences.

Tracking for E-Commerce

E-commerce analytics will be pulled from IBM Commerce Insights' Marketing Analytics as well as Google Analytics.

IBM Commerce Insights' Marketing Analytics will enable the team to view real customer sessions on the site and understand how they are interacting. This will allow for the fast removal of friction points and a more seamless user experience. The program also uses AI to recommend the target audience for content generated by the IBM x STORY team, ensuring content and events are being pushed out to the right audience who will be interested and likely to engage. IBM's Marketing Analytics will also allow for the tracking of campaigns across all channels where they are being pushed. Campaigns will be monitored for interaction, click through rates, conversion and open rate in the case of e-mail.

Google Analytics will be used to pull standard key performance indicators such as traffic count, average session duration, pageviews per visit and sales conversion as well as understand traffic attribution and the geographic location of users.

METRICS OF SUCCESS

There are multiple tools that can be used to measure success in-store.



Foot Traffic

Tracking the foot traffic could be one of the largest indicators of the effectiveness of specific installations. We will analyze foot traffic based on the time of day, event, and utilize heat mapping technology for each section to look for any spots with low activity. We aim to have even foot traffic across the store with a small peaks around the sixth sense portion and interactive elements. The main foot traffic goal is to increase foot traffic by 1.25% since some parts of the store are heavily experience-oriented. These experiences will also increase the average amount of time spent inside the store.



Average Purchase

Comparing the average purchase amount to the previous stories could provide an insight into the psychology of our customers. For SENSE story, there will be an increase in the average purchase amount due to higher ticket items. However, due to higher priced items there may be a decrease in the total number of transactions during the entire SENSE story. When detecting a low average purchase amount, STORY will introduce more impulse buys into the store along the POS systems to provide a subtle increase.



Social Analytics

Analyzing posts' views, likes, and shares will provide more information as to what resonates with target customers. In addition, we will run a sentiment analysis on text in post comments to find an overall opinion of the theme or event at the time.



E-commerce Conversion

Ideally the e-commerce site will have a 10% - 20% conversion rate and an average session duration of at least 5 minutes. Using Google Analytics, we will be able to understand where traffic to the website is coming from geographically, as well as visualize and attribute traffic acquisition to press or social platforms. This would allow us to benchmark our recognition, monitor growth, and have a better understanding of where our customer is coming to target our marketing efforts. On IBM Commerce Insights' Marketing Analytics, we will monitor friction sessions and ensure that roadblocks are being addressed in a timely fashion, paving the way for uninterrupted transactions. Together, we will be able to indicate success when forecasted numbers are being hit. An ideal open rate for email campaigns would be at least 25% with an unsubscribe rate of less than .5% which is standard metrics.

Budget

The total budget for STORY's SENSE story is \$63,150.

Based on STORY's estimated annual projected sales of \$1.02M, the national retail sales estimate for the month of October being 10.07% of total annual sales and the store's increased popularity due to the sponsorship with IBM, the projected sales for SENSE story are \$120,000. The website expenses are estimated based on standard retail website expenditures. The remaining budget is \$12,850 out of maximum allocated amount; this could be used as a contingency fund for installation or any unexpected circumstances. Full budget details enclosed within Appendix A: Budget.

Conclusion

SENSE story offers a versatile experience to each individual customer, which perfectly matches STORY's business approach and target market. SENSE's original approach, helps IBM step out from the shadows into the spotlight with consumers discovering its diversified portfolio. When the consumers leave the store, they leave with a 'WOW' sensation, enriched with knowledge about IBM's innovations. The SENSE story will fully achieve the goals defined by IBM, which are creating content and testing consumer reactions to the brand and brand services.

**This is why we believe,
"SENSE" should be STORY's next story to tell.**

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APPENDIX A: BUDGET

	Quantity	Price	Total Cost	Max Budget	Balance
Graphic Design				\$5,000	
Signage: STORY sign + sections	1	\$1,750	\$1,750		
Window Displays / Decals	10	\$50	\$500		
Prints / Wall Displays	10	\$20	\$200		
Paint (Per Gallon)	20	\$30	\$600		
Total Graphic Design Expenses			\$3,050		
					\$1,950
Store Design				\$20,000	
Displays / Fixtures	17	\$150	\$2,500		
Decor: Lights, Rugs, etc.	1	\$1,600	\$1,600		
Sixth Sense Section	1	\$2,000	\$2,000		
4K TVs	2	\$700	\$1,400		
iPads / Tablets	4	\$500	\$2,000		
VR Devices	2	\$800	\$1,600		
Surround sound system	1	\$5,000	\$5,000		
Total Store Design Expenses			\$16,100		
					\$3,900
Sponsored Events				\$30,000	
Live Music Night	2	\$9,000	\$18,000		
Fashion Tech	1	\$3,000	\$3,000		
Barb Stuckey Panel	1	\$5,000	\$5,000		
Total Sponsored Events Expenses			\$26,000		
					\$4,000
Non-Sponsored Events				\$20,000	
Meditation Event	2	\$250	\$500		
Aromatherapy	1	\$2,000	\$2,000		
Food Truck	4	\$1,000	\$4,000		
Blind Wine/Cheese Tasting	1	\$2,000	\$2,000		
Pamper Yourself!	1	\$3,000	\$3,000		
Soundwave Customization	1	\$3,000	\$3,000		
Aura Photography	1	\$2,500	\$2,500		
Total Non-Sponsored Events Expenses			\$17,000		
					\$3,000
E-Commerce				-	
Website maintenance			\$2,000		
Shipping			\$500		
Data collection/analysis			\$500		
Subtotal			\$3,000		
					-
Grand Total			\$63,150		
Projected Net Sales*			\$120,000		

* Projected sales calculations are based on STORY's estimated annual projected sales of \$1.02M, the national retail sales estimate for the month of October being 10.07% of total annual sales and the store's increased popularity due to the sponsorship with IBM.