

ICONICITY

Ken Nisch – Chairman

We live in a world of 24-hour news, unfettered access to others, and others to us through an array of ever-expanding wireless devices. Email creates 24/7 connectivity; a blur between what is defined as “their time” and “our time” with messages and images vying for our attention.

Media, whether print, electronic or broadcast, is becoming increasingly fragmented with less than one quarter of the public relying on traditional networks, preferring to receive their information from a never-ending medley of blogs that stream to us on a daily basis. Retail is a by-product of that need where the consumer is looking to learn, be entertained and be delighted, all while having a social connection at the same time.

Focus On Iconicity

Creating a retail identity amongst this clutter requires iconicity. Iconicity is that element or combination of elements that creates a personality so distinctive, its set of visual cues and codes and/or voice becomes proprietary to the brand. With its role as alternative media, iconicity taps into the deeper emotional needs of consumers through a set of experiential, implicit signals and transcends the more rational elements of price and convenience. It is that same set of code signals that creates the bond between retailer and consumer that says, “I get you” and “you understand me.”

Iconicity both captures and maintains the consumer's interest through its texturing and complexity. It requires more connection with consumers over time, addressing their wants most particularly, without neglecting to address their needs.

Creating A Unique Identity

Iconicity finds its root in images and experience. It captures all forms of communication: print and collateral, product selection, the retail environment, policies and procedures, personnel, and real estate - so that all components passing through the brand's personality communicate with one voice. No gesture is too small to become iconic: from your customized version of the greeting or the thank you, to how goods are presented upon purchase, and even the language on the receipt. Finding the magic to bring together all of these components with a twist of personality is iconic, proprietary and actionable.

Each of us will be exposed to thousands of impressions a day. Will the consumer's impression of you be iconic enough to be memorable or one that never registers and is quickly discarded?

Iconicity attributes are: Ingenuity. Originality. Unity. Community. Vitality. Clarity. Simplicity.

ARE YOU ICONIC?

AND THE AWARD GOES TO...

...**Hershey's Chicago!** At the **Institute of Store Planners (ISP)/VM+SD Awards** Event held in New York City on January 16th, JGA's store design for Hershey's won first place in the annual competition's specialty food category. Set within the historic Loyola University building across from Michigan Avenue's iconic Water Tower, large two story windows accommodate signature elements such as the Hershey's Kisses spiraling plume, the 20-foot-tall Magnificent Chocolate Works Machine and a café/bakery where “Hersheyizers” entertain visitors as they custom decorate a selection of delicious cupcakes, cookies and brownies.

...**Metropark!** Recognized by **The Creativity Annual** for its innovative packaging design, Metropark's striking black and orange collateral materials were selected among the 7,500 pieces entered in the graphic competition. All winners will be featured in the Creativity 35 annual review of the world's best graphic designs to be published in the spring.

JGA JOINS INAUGURAL RETAIL INTERIORS EXPO

At the first-ever **Retail Interiors Expo**, JGA will join an elite group of designers in presenting groundbreaking retail solutions for retailers' biggest challenges. On behalf of JGA, Ken Nisch will present **Freshly Popped Retail**, a look at the evolving pop-up retail phenomenon. Within the world of architecture, retail is already seen as “temporary” in the environmental design arena. The idea of temporary stores is an even more radical idea bridging the space between print and digital communication. Its place exists in the reality of fragmented communication channels, blogs and guerrilla marketing being as much about “new media” as “brick and mortar.” Ken's presentation will be held at the Donald E. Stephens Convention Center at Chicago's O'Hare International Airport May 17th and 18th. To register, visit www.RetailInteriorsExpo.com.

IN THE NEWS

Many of our views, news and design projects have been published in national and trade publications. For more information about projects In the News, visit www.JGA.com>Press>In the News.

WARD'S DEALER BUSINESS/Aug.05: The Right Dealership Design

In a feature about auto dealerships going upscale, **Ken Nisch** said, “*The luxury buyer is more casual today. American brands miss the mark with their redesigns by creating dealerships that are too focused on style and not enough on ‘the experience’.*” He added, “*Auto makers should approach dealership design like they do auto show designs. They do a great job building the experience for the customer at the shows, but they sometimes fail to do that with their dealerships. It can confuse the customers.*”

CHAIN STORE AGE/Special Issue.05

Stores to See Now: A cross section of industry experts and consultants were recruited by the magazine to provide their take on the current retail scene. Ken Nisch offered his feedback on the *Stores to See Now*: “**A New Leaf** - Chicago; **Thomas-I-Punkt** - Hamburg, Germany; **Chrome Hearts** - Las Vegas; **Club Monaco** - Mall of America, Minnesota; **Whole Foods** - Time Warner Center, NYC; **Ruehl** - any location.” JGA designed **Metropark** was also named tops by **Neil Stern** - **McMillan/Doolittle**, Chicago.

Godiva Lightens Up: Describing the new store prototype, unveiled in 2005 and recognized by the magazine as one of the year's best designs, “*The stylish design celebrates the Godiva brand and product and seeks to move consumers from a gifting mind-set to a more self-indulgent one.*”

INSTORE/Dec.05: Cool Stores – Tapper's Jewelers

Highlighting the best in jewelry store design, the magazine featured **Tapper's Jewelers** of West Bloomfield, Michigan. In describing the concept, **Ken Nisch** said, “*We wanted to build a store that would impress from the outside, but relax on the inside,*” emphasizing that Tapper's “*looks more like a street store than a mall store. The store is friendly and buzzy; it's the social center of West Bloomfield.*”

NEW RETAIL FOCUS

For a preview of JGA's latest designs, check out Retail Focus online at: www.JGA.com>Press>News & Views>Iconicity.