

E+SD 2013

Job #1: **Build Better Stores**

by Kevin Ervin Kelley, AIA

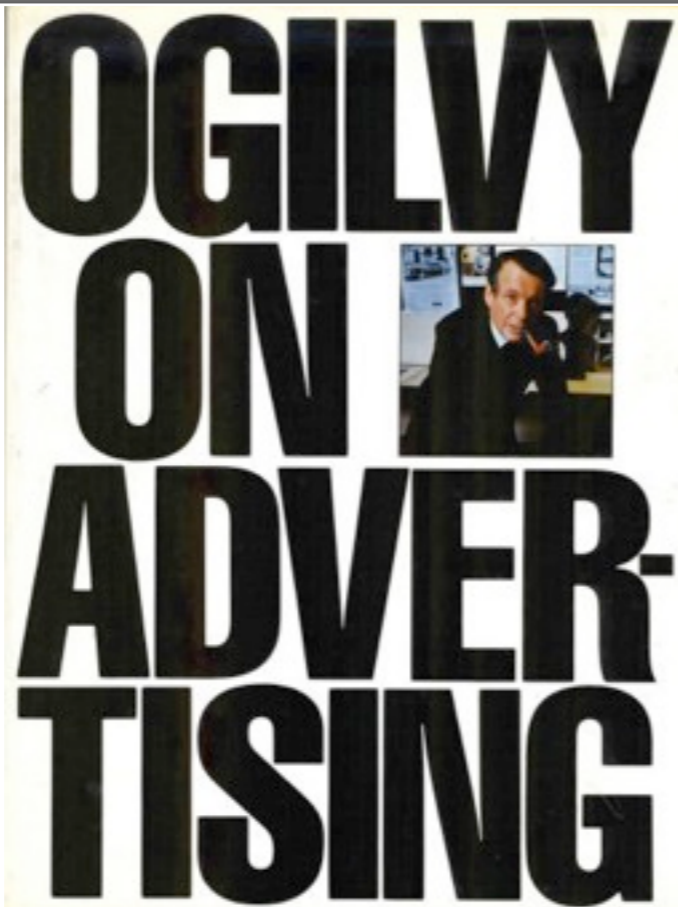
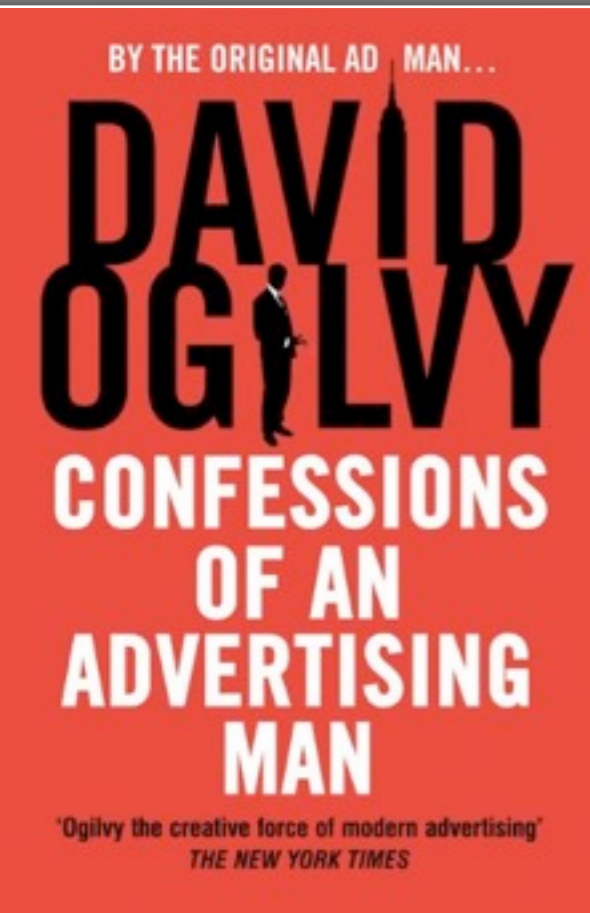
A Shook Kelley Presentation

Chapter 1:
The Family Business



I was so
impressed
with the

MythMakers



David Ogilvy Ogilvy & Mather Advertising

The man in the Hathaway shirt

AMERICAN MEN are beginning to realize that it is ridiculous to buy good suits and then spoil the effect by wearing an ordinary, mass-produced shirt. Hence the growing popularity of HATHAWAY shirts, which are in a class by themselves.

HATHAWAY shirts wear infinitely longer—a matter of years. They make you look younger and more distinguished, because of the subtle way HATHAWAY cut collars. The whole shirt is tailored more generously, and is therefore more comfortable. The tails are longer, and stay in your

trousers. The buttons are mother-of-pearl. Even the stitching has an ante-bellum elegance about it.

Above all, HATHAWAY make their shirts of remarkable fabrics, collected from the four corners of the earth—Viyella and Aertex from England, woolen taffeta from Scotland, Sea Island cotton from the West Indies, hand-woven madras from India, broadcloth from Manchester, linen batiste from Paris, hand-blocked silks from England, exclusive cottons from the best weavers in America. You will get a

great deal of quiet satisfaction out of wearing shirts which are in such impeccable taste.

HATHAWAY shirts are made by a small company of dedicated craftsmen in the little town of Waterville, Maine. They have been at it, man and boy, for one hundred and fifteen years.

At better stores everywhere, or write C. F. HATHAWAY, Waterville, Maine, for the name of your nearest store. In New York, telephone MU 9-4157. Prices from \$5.50 to \$25.00.



How to get your money back at Sears

Just ask for it! When Sears, Roebuck and Co. says: *Satisfaction guaranteed or your money back*, there are no ifs, ands, or buts about it. Read how Sears backs up its famous promise. Not sometimes, but *all the time*.

Why guarantee satisfaction and safe delivery on everything you order? These words first appeared in a mail-order catalog 125 years ago. They were written by Richard Sears—a young Chicago merchant who built a great business by giving his customers a fair shake for their money.

Today, Sears, Roebuck and Co. still faithfully observes its promise: *Satisfaction guaranteed or your money back*.

How Sears keeps its promise

How can Sears afford to back up this trusted guarantee? By making certain that customer dissatisfaction is almost as rare as a lightning bolt.

Sears keeps its promise by working closely with suppliers to develop and manufacture the items that Sears carries.

These suppliers respect Sears' high standards. They know they are sure of large and regular orders as long as Sears standards are met. The supplier benefits, Sears benefits, and you benefit.

maximum Sears maintains the world's largest private

laboratory for testing merchandise. Its staff of scientists tests over 10,000 items a year. They develop new products, improve old ones. They compare Sears merchandise with similar items sold by others.

The laboratory has standards even greater than any item that does not meet its high standards.

THINK Sears never takes quality for granted. Even after an item has been okayed by the laboratory, Sears keeps tabs on it to make sure its quality never varies.

For example, when a manufacturer ships merchandise, Sears pulls samples from the order for inspection. If a flaw is spotted, the defective merchandise is sent back to the manufacturer.

The rare exception

Sears does everything humanly possible to prevent a slipup. But they happen from time to time. Suppose one happened to you.

Just bring it back to Sears and explain what's the matter. You'll find out that Sears means it when it says: *Satisfaction guaranteed or your money back*.

It really happened at a Sears store in Maryland. The Sears sales team took one look at this cap and found the youngster's brand was entitled. Satisfaction guaranteed or your money back.



The man in the Hathaway shirt

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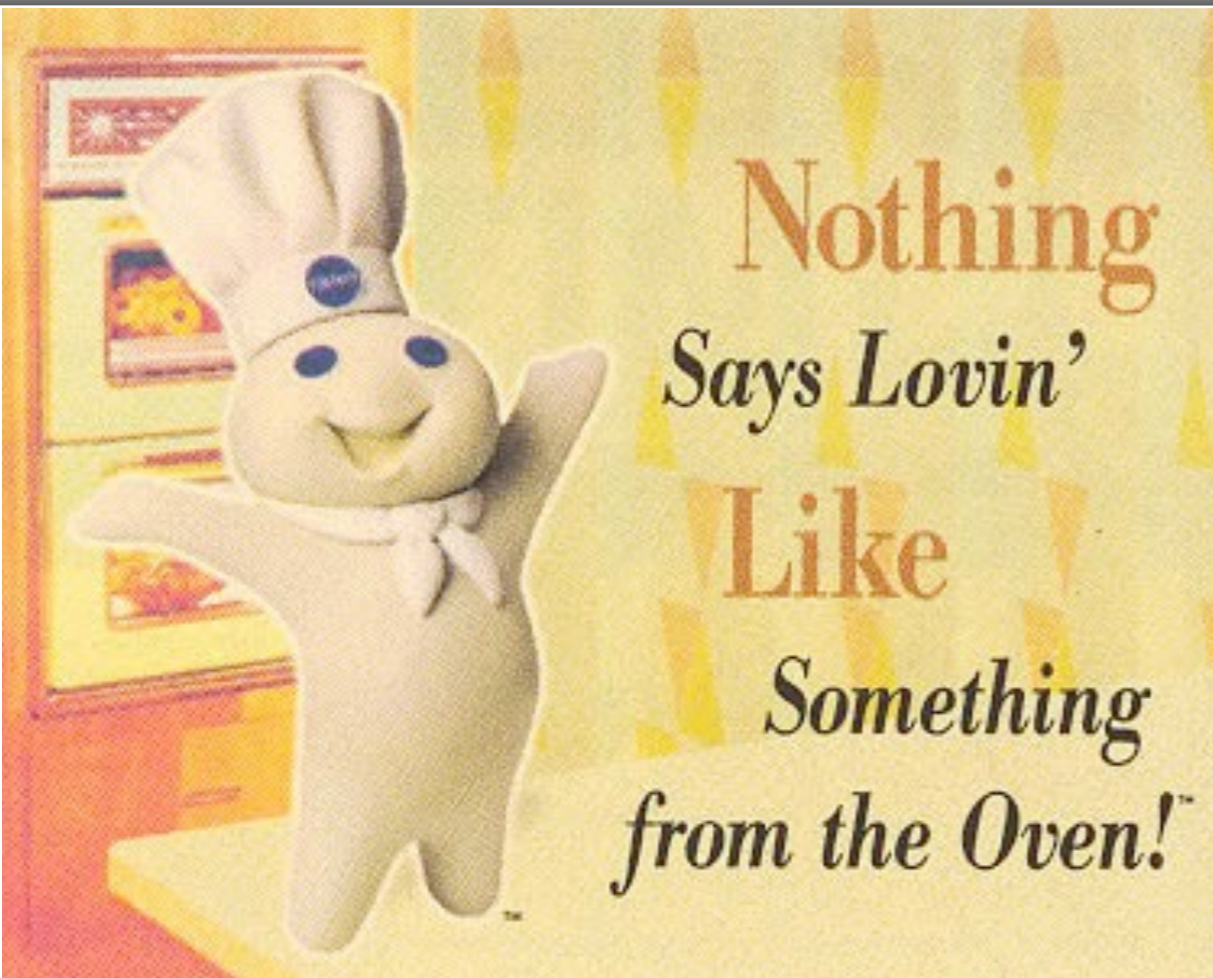
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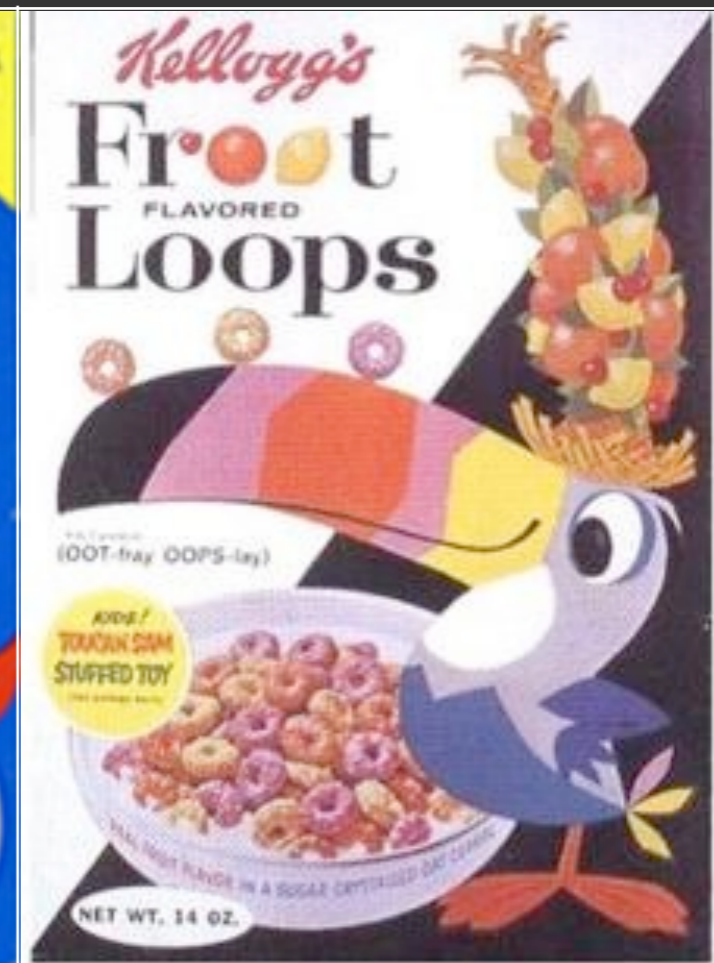
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David Ogilvy
Ogilvy & Mather Advertising



Leo Burnett Leo Burnett Advertising



Doyle Dane Bernbach Advertising



AVIS[®]

We try
harder.[®]



Lemon.

This Volkswagen missed the boat.
The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it, Inspector Kurt Enner did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 10,000 Volkswagens are produced daily; there are more inspectors

than cars!

Every shock absorber is tested (spat checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), raise up 189 check points, get ahead to the automatic

brake stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car!

We pluck the lemons; you get the plums.



Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even shrugs at our shape. In fact, some people who drive our little

Beetle don't even think 22 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

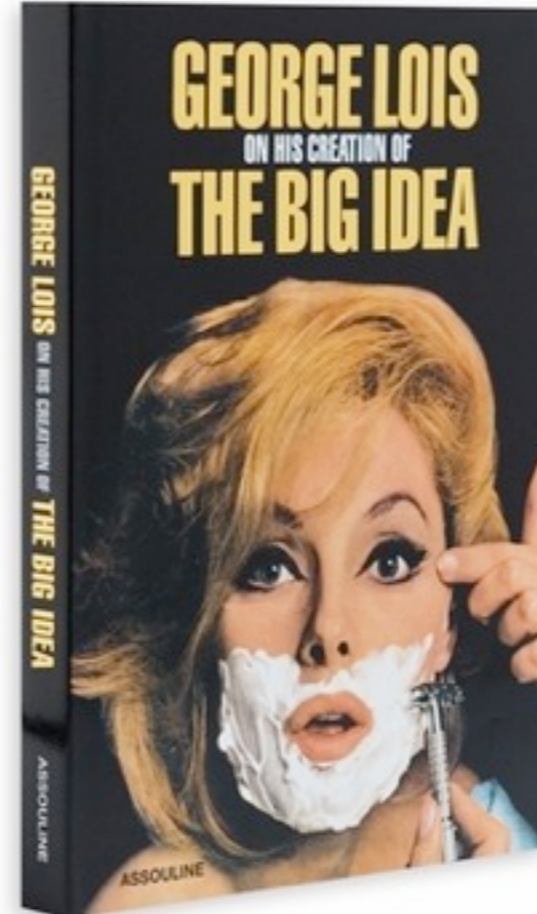
Or racking up 40,000 miles on a set of tires. That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or replace your small insurance. Or pay a small repair bill.

Or trade in your old VW for a new one. Think it over.





George Lois Art Director



1970s Ad Culture



I'D LIKE TO BUY
THE WORLD A COKE

1971



Hai Karate After Shave



Don't dare use Hai Karate

without memorizing this:

Here are step-by-step instructions on how to defend yourself from women in case you apply an overdose of Hai Karate.

1. When your girl (or even your own wife) gets to squinting too hard, force your arms under hers with your palms facing one another.
2. Take a deep breath and push both arms skyward vigorously while springing from the knees.
3. Now her hold is broken. Get her in a good, tight half Nelson and shock her back to reality with a stern warning such as, "Watch it, Sister!"

Use too much Hai Karate® and your girl, or even your own wife, can get a passionate grip on you. That's why we put these instructions on self defense in every package.

Just like we do in new Hai Karate Oriental Lime After-Shave and Cologne. (All Hai Karate products seem to have the same devastating effect on women.)

If you know what's good for you, you'll memorize these instructions right now.



HAI KARATE—be careful how you use it.

© 1967, 1968 LEEVING DIVISION, CHAS. FRYER & CO., INC., NEW YORK, N.Y. 10017

Printed in the U.S.A.



SUPERMISTLETOE

Unfrozen it. Mistletoe might make a nice shrub and all, but a 100 proof lady-killer if it's not. That's why you should ask Santa for Hai Karate® After Shave and Cologne. Hai Karate really works. So does our new gift. That's why we include 100 proof on self-defense in every package. Hai Karate. Available in regular, oriental lime and oriental spice. And in attractive gift sets. They're all like supermistletoe in a bottle. Hai Karate—essential how you use it.



© 1967, 1968 LEEVING DIVISION, CHAS. FRYER & CO., INC., NEW YORK, N.Y. 10017

**But I decided
to follow in
the footsteps
of the great**

PlaceMakers

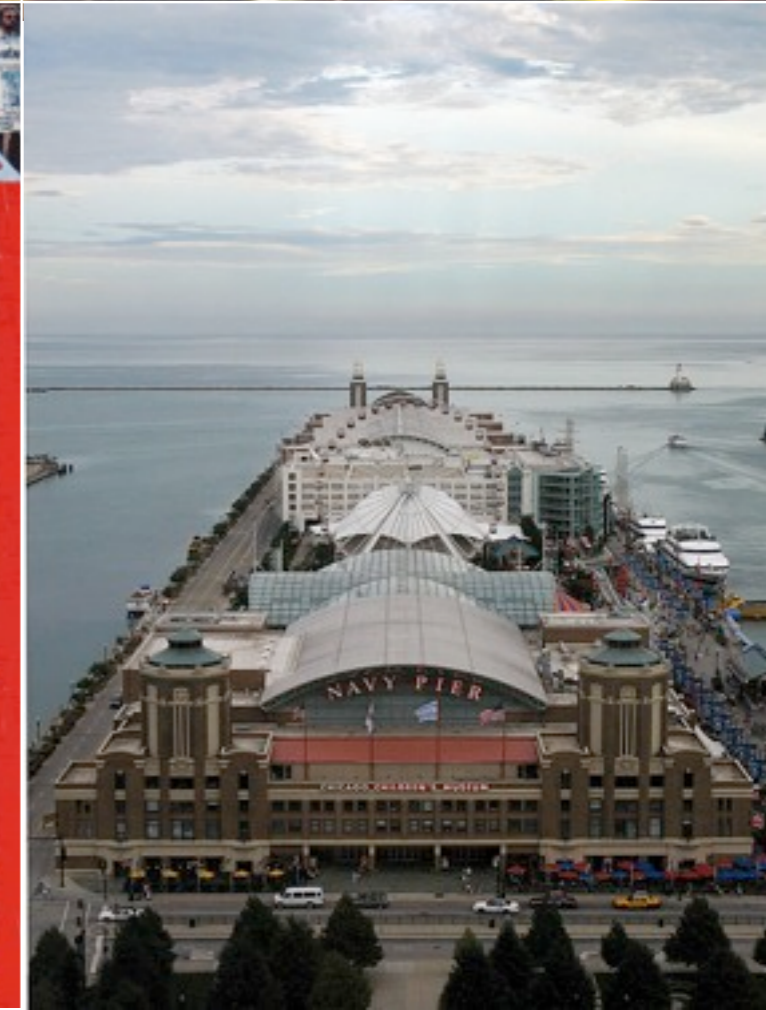
Galleria Umberto I., Naples, Italy,





**Eaton Center
Toronto, Canada**

James Rouse The Rouse Company

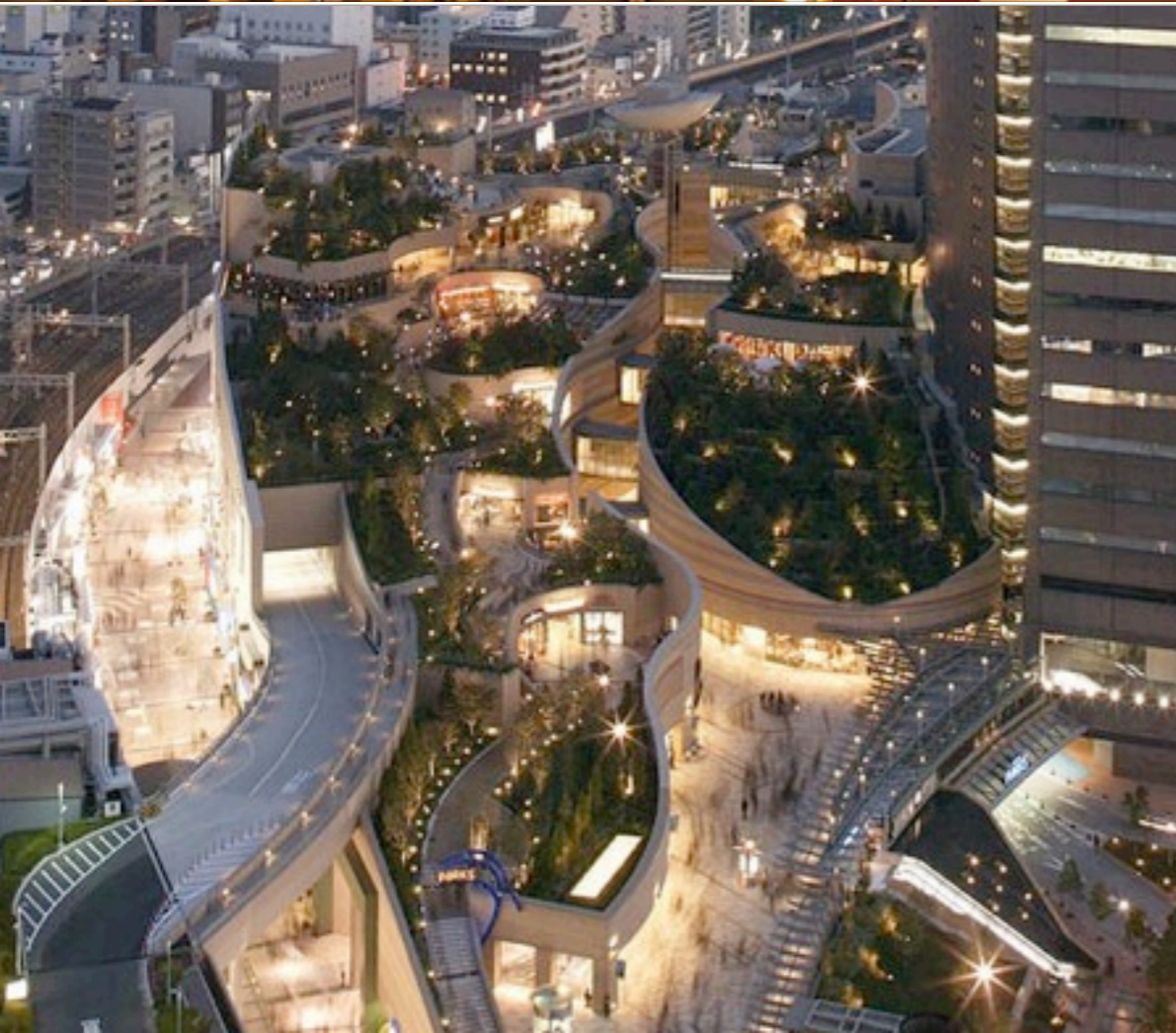




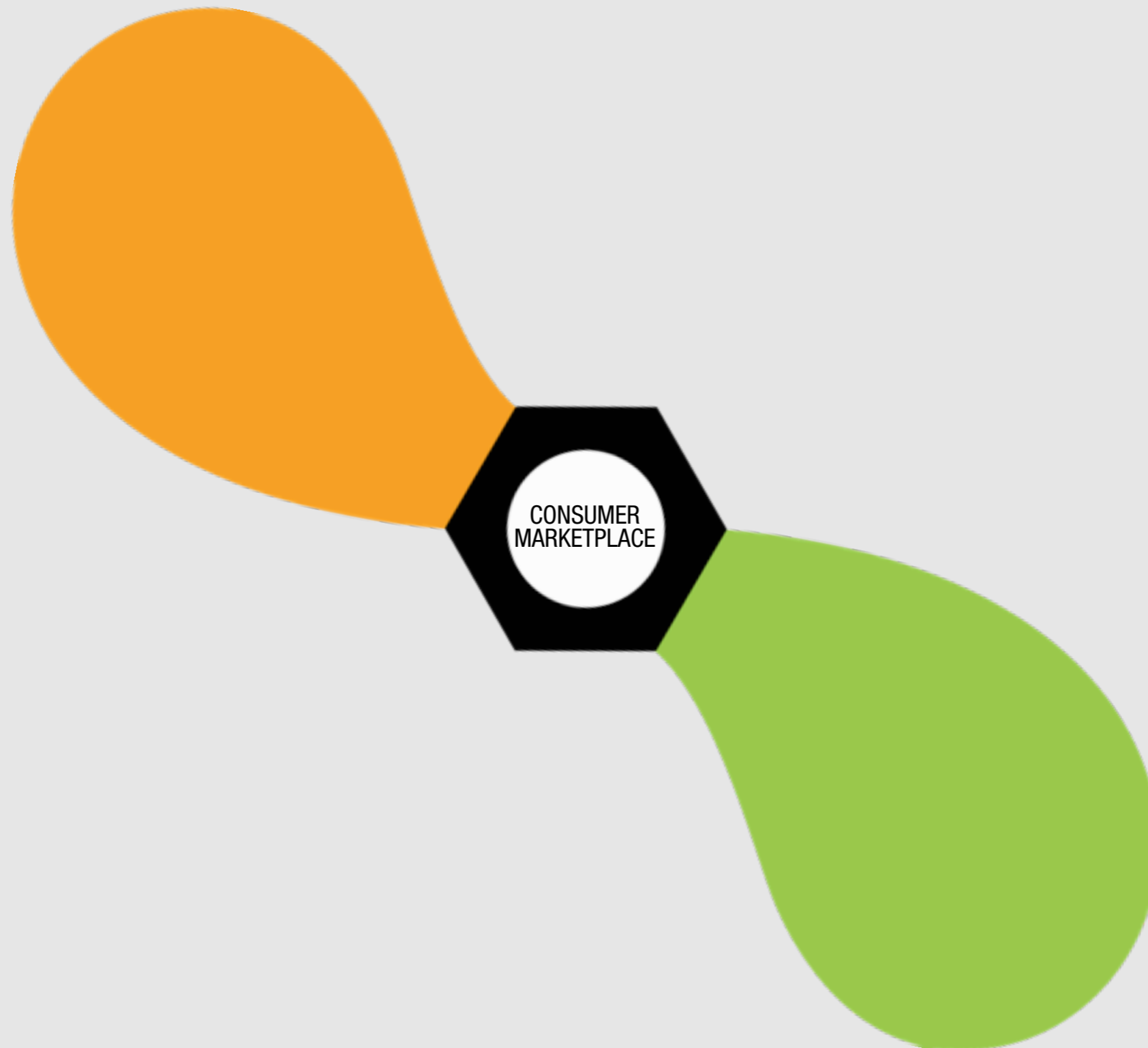
**John Portman
The Portman Group**



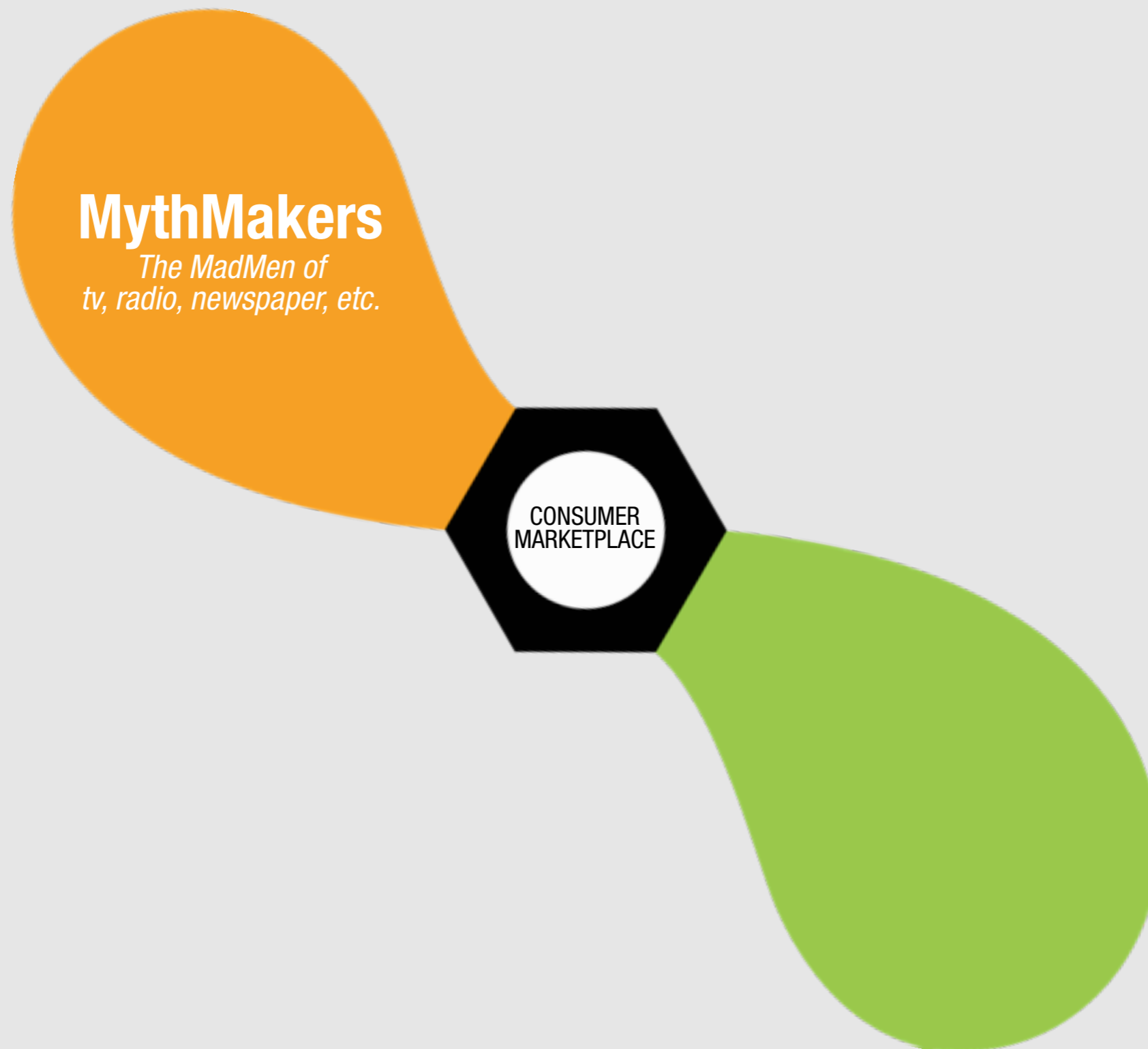
Jon Jerde The Jerde Partnership



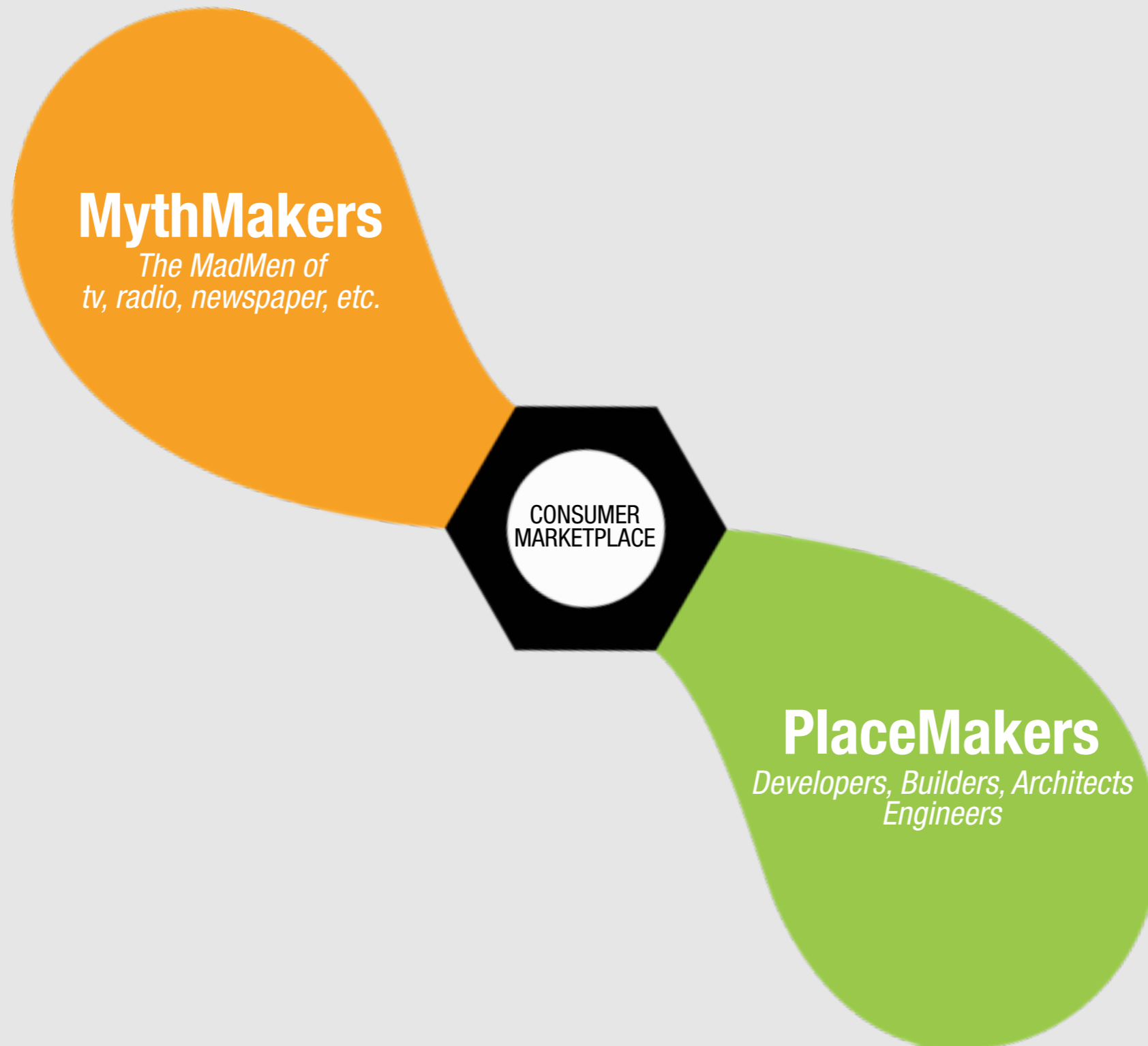
Two Major Propellers Influencing The Consumer Marketplace



Two Major Propellers Influencing The Consumer Marketplace



Two Major Propellers Influencing The Consumer Marketplace



Hanging out my own shingle



Buehler's Family Markets



Harris Teeter



Kroger/Fry's Marketplace



Genuardi's



Balducci's



Whole Foods Markets



Basha's



Zaggara's



Kraft Cheese



Oscar Mayer



Nabisco



Cadbury



Rock Bottom Brewery



Golden Corral



Brixx Pizza



Salsarita's



Spot's



Town



Fuel Pizza



South End Brewery



Mert's Heart & Soul



Providence Cafe



Shark Restaurant



Props



Birkdale Village



Charlotte Trolley



Baltimore Park



Ayala Land



Harley Davidson



SM Supermalls



USAA Financial Centers



SeaWorld Village



Buell Motorcycles



Smucker Innovation Center



Santa Monica 3rd St Promenade



South End District

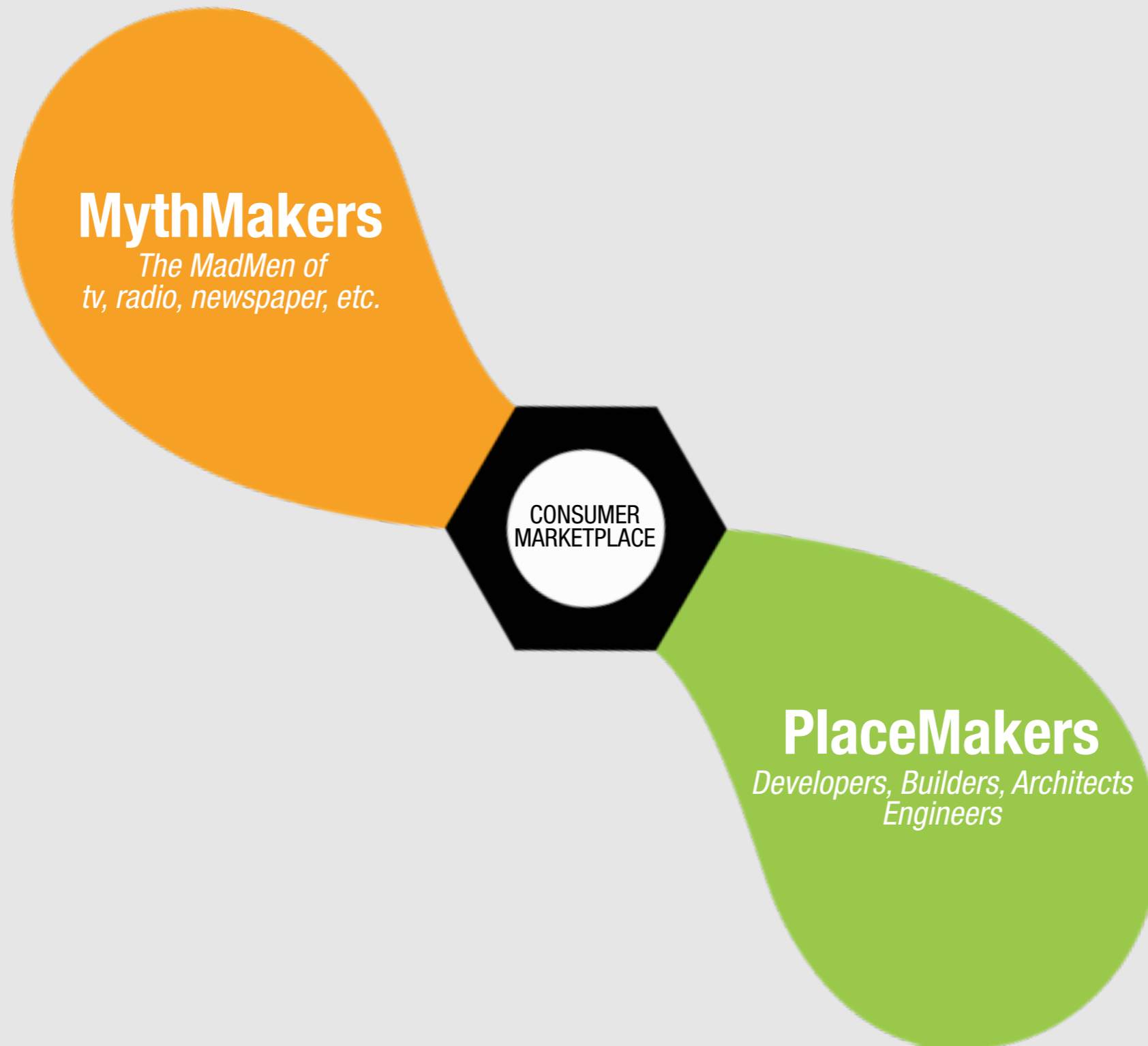
But then the world
started tilting

on its axis

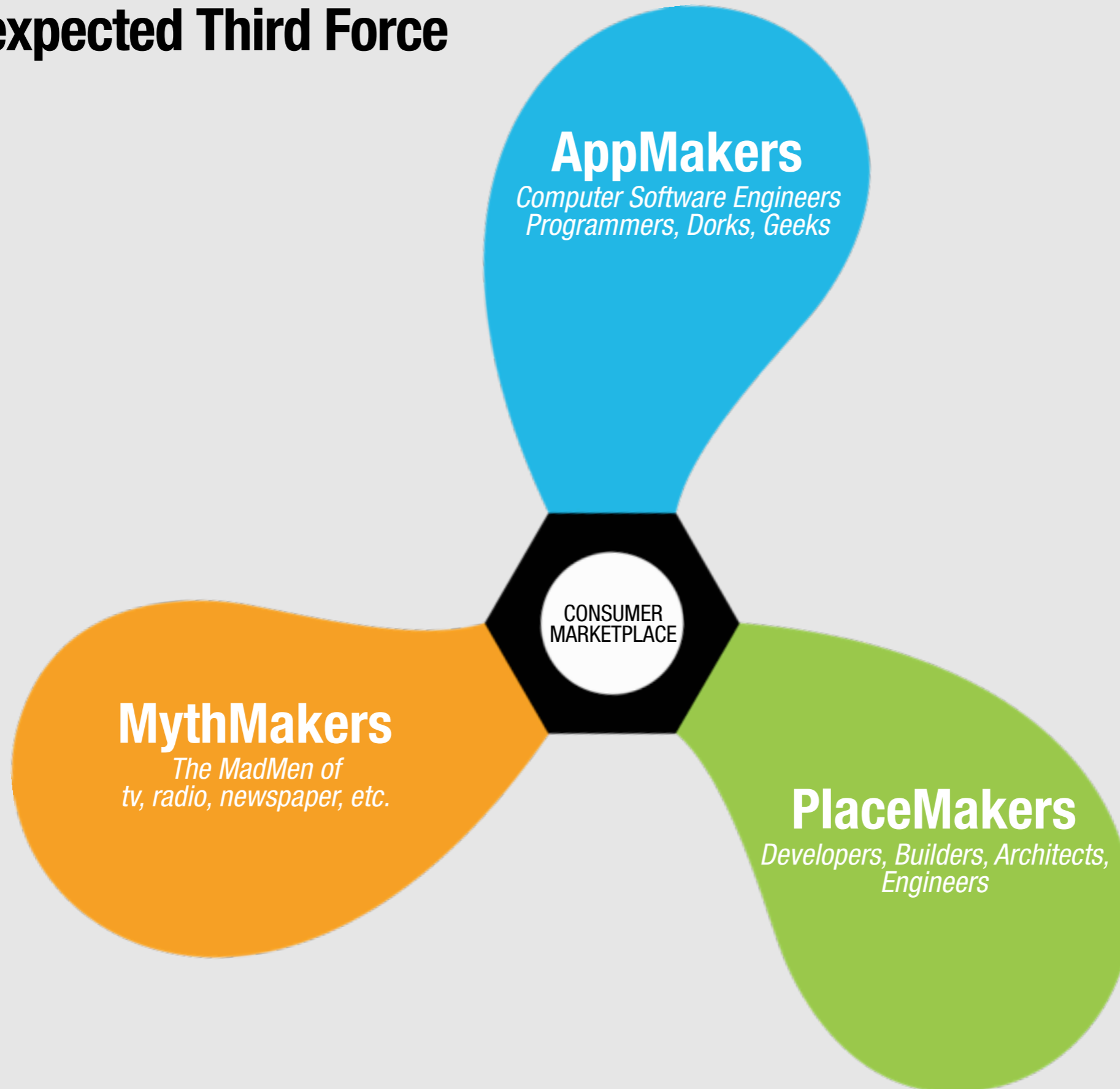
But then the world
started tilting

On its axis

The Unexpected Third Force



The Unexpected Third Force



Larry Page & Sergey Brin Google (\$18.7 Billion Each)





**Mark Zuckerberg
Facebook**

(\$19.1 Billion)



Kevin Systrom & Mike Krieger Instagram

(\$500 Million)



instagram



Andrew Mason Groupon (\$1 Billion)



GROUPON

San Francisco ▼

\$20 for a 90-Minute Sailing Tour with San Francisco Sailing Co. (\$40 Value)

10 hours 59 minutes left to buy!




✓ 3055 bought. The deal is on!

ABOUT THIS DEAL

THE FINE PRINT

Buy Now!

\$195 for a Helicopter Ride for Two from Sonoma Helicopter and Wine and Cheese Tasting from Hop Kiln Winery (\$400 Value)

Sonoma Helicopter and Hop Kiln Winery Sonoma Helicopter

\$195 No Longer Available

Value	Discount	You Save
\$400	51%	\$205



Buy it for a friend!


This deal ended at: 11:59PM 03/20/2011

55 bought

The deal is on!

Tipped at 5:59PM with 25 bought

Share:  



The Fine Print

Expires Sep 9, 2011
Limit 1 per visit. May buy mult. as gifts. Reservation required. Valid Fri and Sat, other days subj. to availability. Must be 21 or older for wine tasting. Weather permitting, subject to cancellation/rescheduling. 270lb. per person max. Tax included. [See the rules](#) that apply to all deals.

Highlights

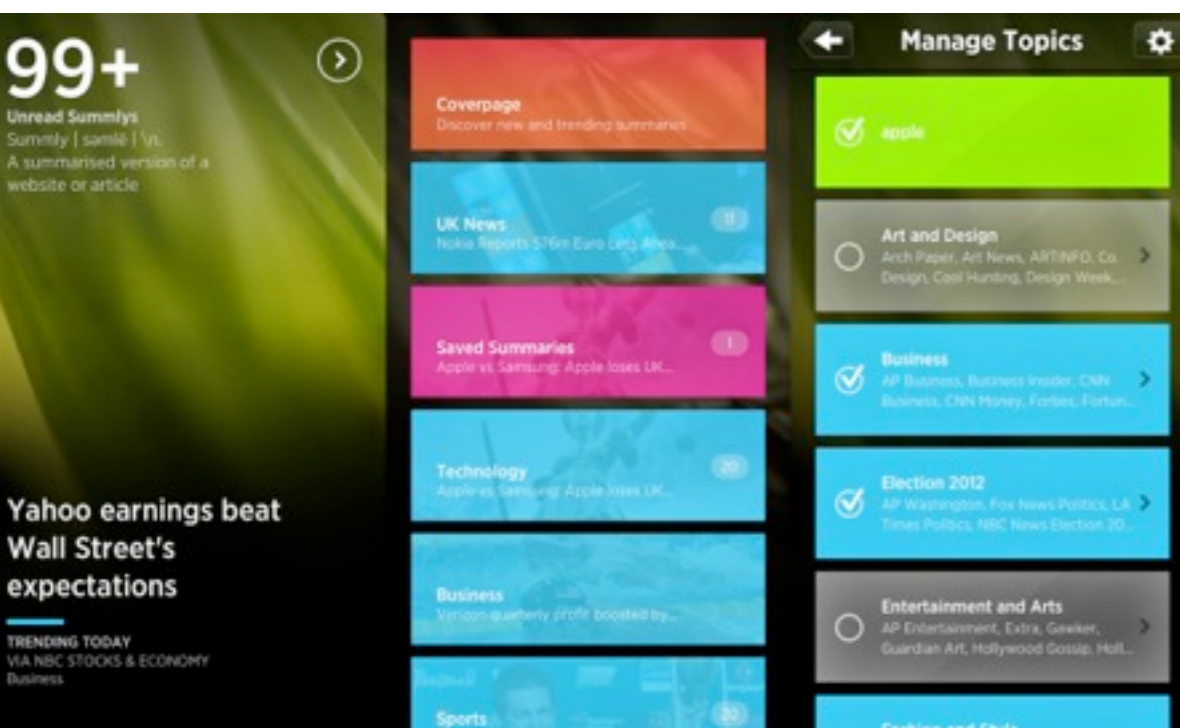
- Wine & cheese tasting
- Private helicopter tour
- Adventurous date



Summly

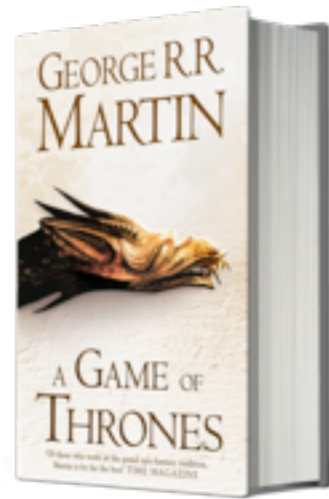


Pocket sized news for iPhone.
News you want. Now.



Nick D'Aloisio
Summly
(\$30 Billion)

Chapter 2: **A Whole New World Order**



Books



CDs



Alarm Clocks



Telephones



Newspapers



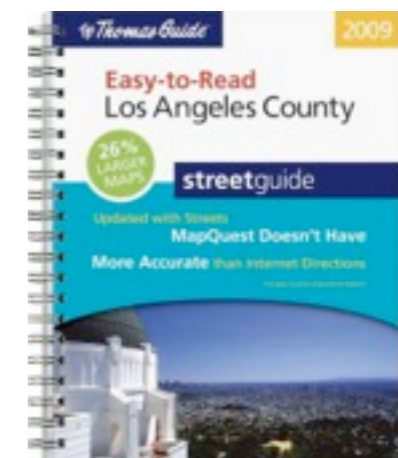
Letters



Checkbooks



Yellow Pages



Maps



Books



CDs



Alarm Clocks



Telephones



Newspapers



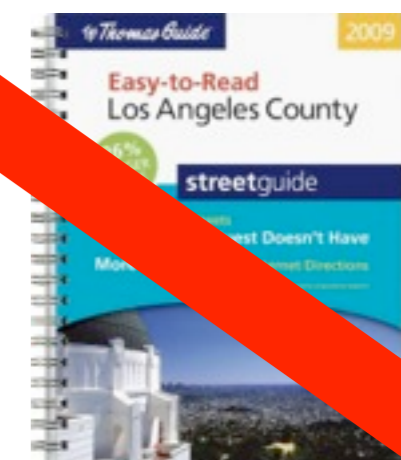
Letters



Checkbooks



Yellow Pages



Maps



Books



CDs



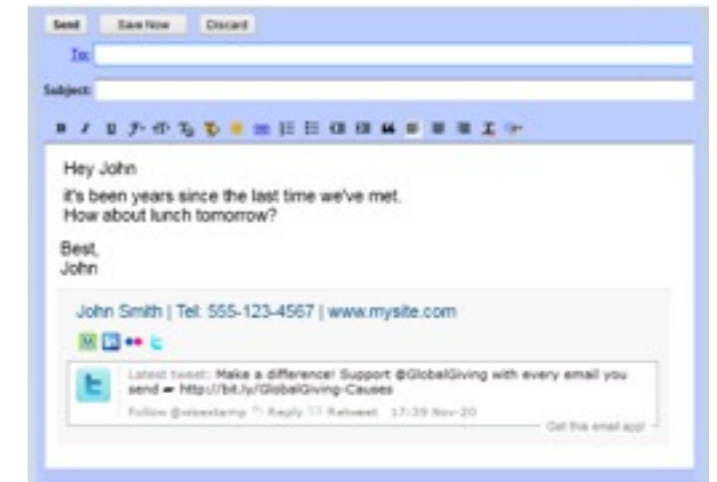
Alarm Clocks



Telephones



Newspapers



Letters



Checkbooks



Yellow Pages



Maps



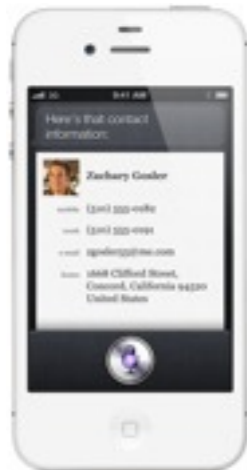
Books



CDs



Alarm Clocks



Telephones



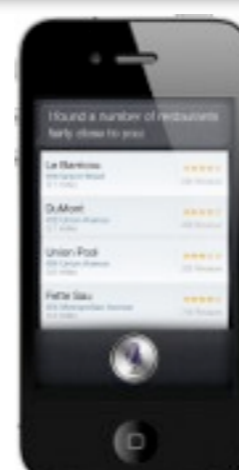
Newspapers



Letters



Checkbooks



Yellow Pages



Maps

Dazed & Confused



Jeff Immelt, GE CEO

Speaking at the MIT Emerging Technology Symposium 2003

“We are all just a moment of complacency away from an abyss called **commodity hell**, where you compete only on price, where share goes to the least common denominator, and where you’re working for your customers instead of your investors and you cannot build a business for the future.”



Jeff Immelt, GE CEO
Speaking at the MIT Emerging Technology Symposium 2003

“The internet has had a profound impact on how the world works. The ability to get value for your product is fleeting and the tendency is to go to the **lowest price** everywhere in the world.”

In a highly
commoditized
world, the only
source of profit is

■ **innovation and**
differentiation.

Innovate or die!

**Management
was not
designed for**

■ innovation. ■

**It was designed
for efficiency.**

efficiency ≠ **innovation**

**While it is important for business success,
efficiency on its own cannot sustain growth
over decades.**

ALBERT EINSTEIN ONCE SAID THAT:

Imagination

**is more important
than knowledge.**

Every company's ability
to innovate depends on
its ability to ■

experiment

**All organizations
need a system to**

experiment

But where can
grocery stores

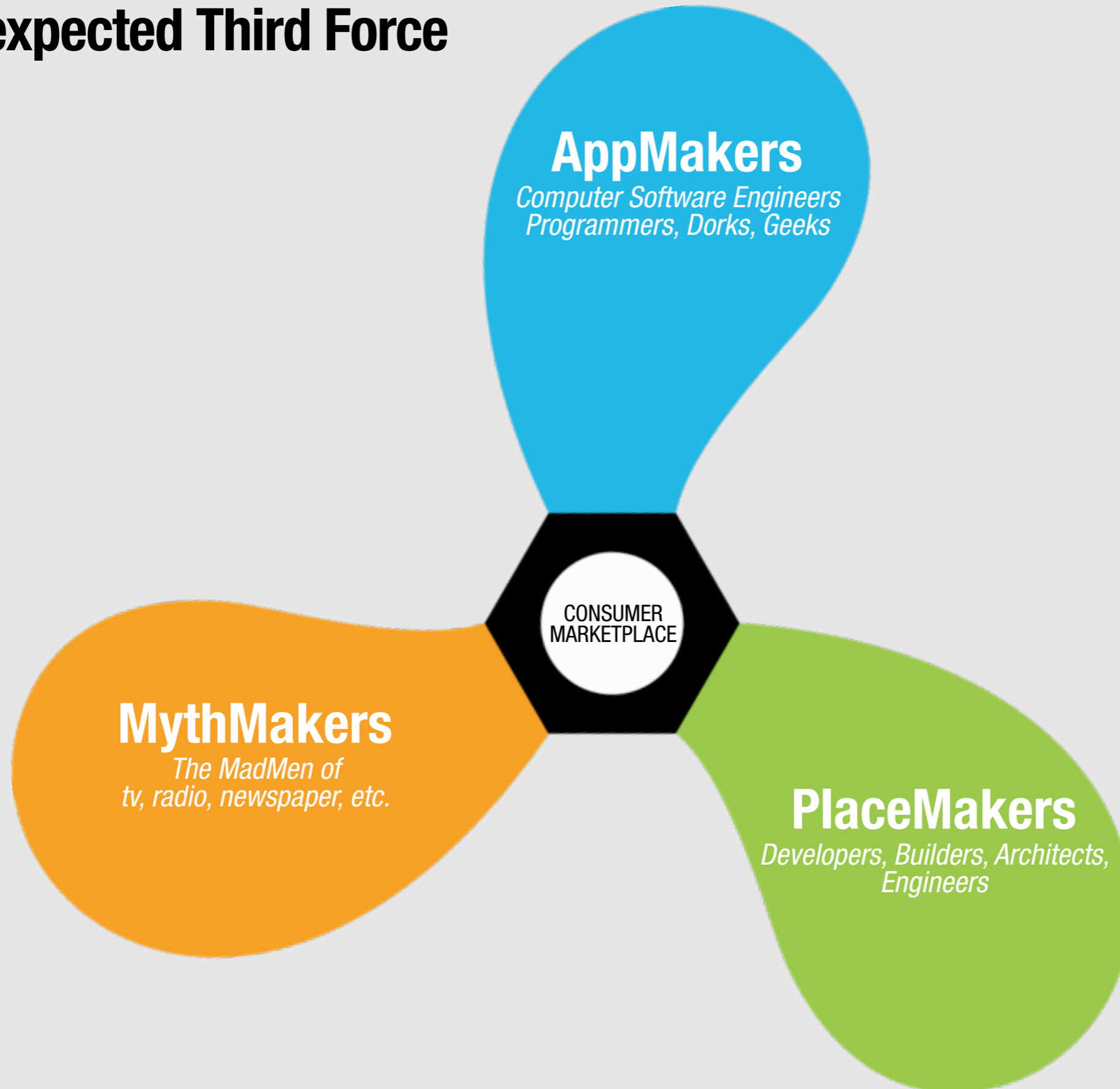
experiment

Chapter 3:
The Business Of Place

For better or worse,
you are all in the

business of place

The Unexpected Third Force



And you are heavily dependent on
your place, building and experience to
communicate the value
you bring to the world.

Your building needs to

clearly convey

your strategy of value.



World's Leading Natural and Organic Foods Supermarket



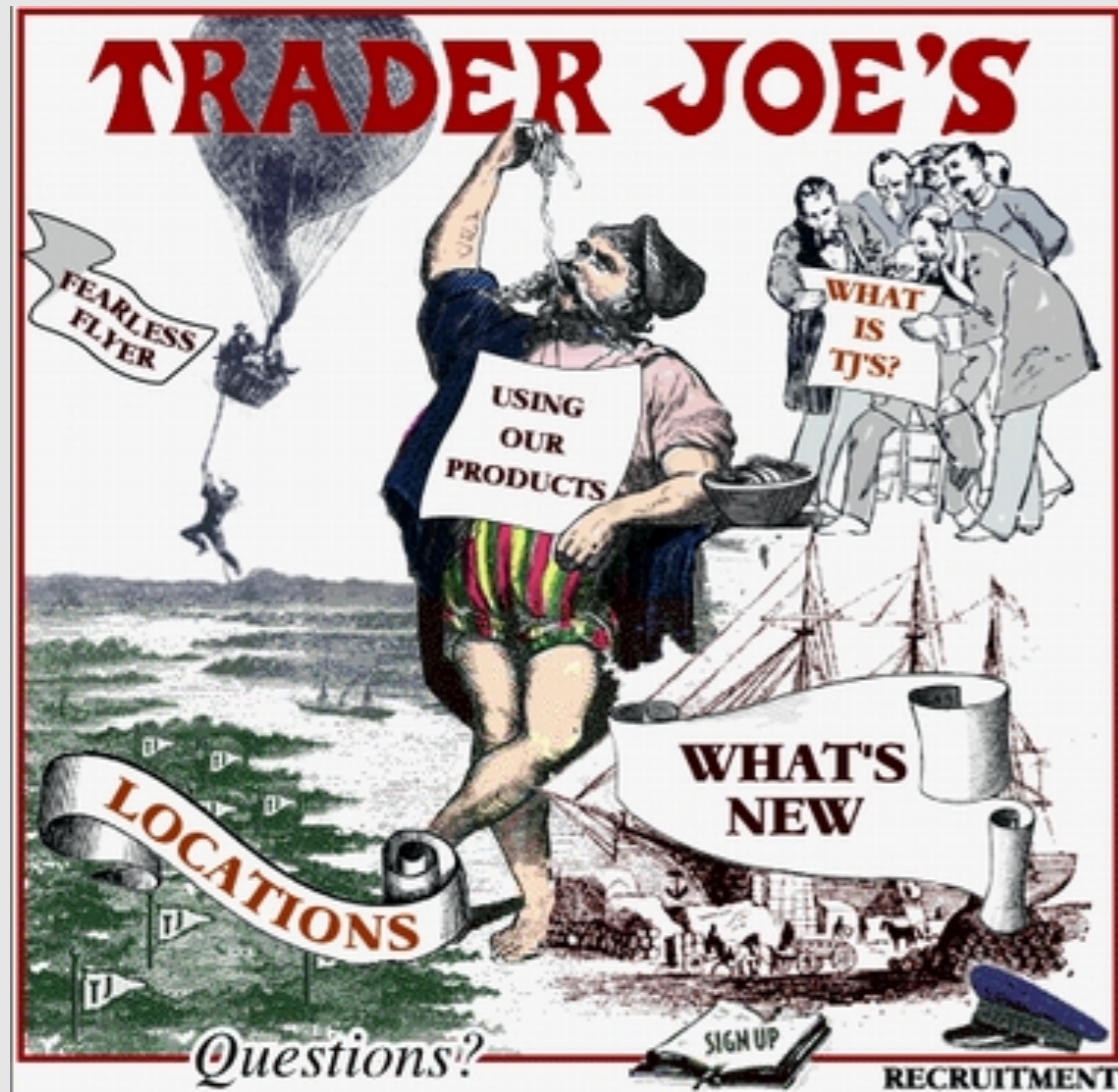












Chapter 4: **How to dial in place**

The Signal and The Receiver



Meaning

Solutions

Experience



Meaning



Solutions



Experience

Chapter 5: **Case Studies**



United[™]
Supermarkets

MARKET
STREET[™]
United

Amigos[™]
United

Bashas'



Closing Thoughts

Thank
you

shook kelly

Perception Design™

