

Philips Avent Retail Vision

A young child with dark hair and bangs is sitting at a table, eating from a red bowl with a spoon. The child is looking up and to the right with a curious expression. The background is blurred, showing a person's hand holding a spoon and another person's arm.

MCC Shopper Marketing Team
BG Health & Wellness
April 2015

The World of Mother and Child Care

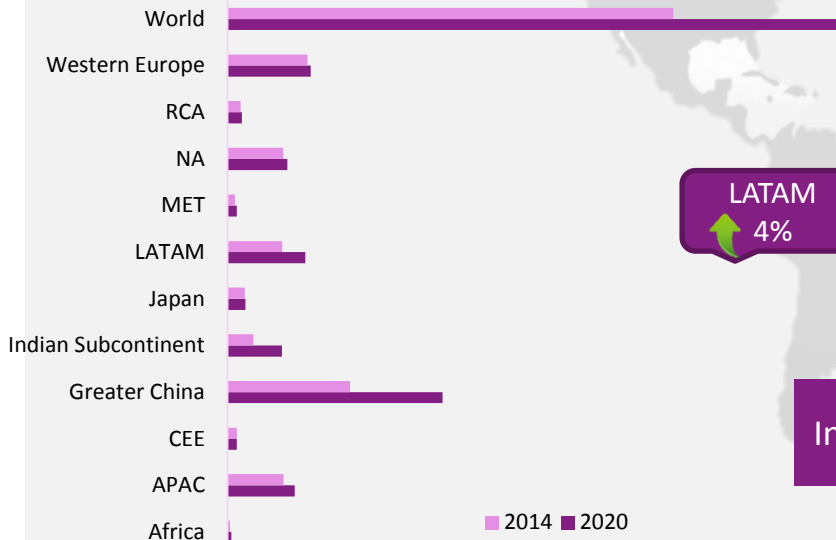
A young child with curly hair, wearing a pink shirt and a purple bow, is celebrating a birthday. The child has their arms raised in excitement. In the foreground, there is a round cake on a white plate, decorated with white frosting and a small grey mouse figurine. To the left of the cake are two wrapped gifts, one in red and one in green. A red sippy cup is on the right. The background is decorated with colorful bunting flags and a yellow balloon. A semi-transparent purple banner is overlaid across the middle of the image, containing the title text.

Global MCC Market is expected to further grow at CAGR of 5,5 % every year.

Global
+5,5%

Compound annual growth rate from 2014-2020 in value % *

MCC Market size (value)
per region
Forecast 2014 – 2020*



NA
1%

DACH
1%

France
2%

Nordic
1%

MET
4%

Indian
Subcontinent
14%

RCA
1%

Greater China
9%

LATAM
4%

Africa
7%

APAC
3%

Indian Subcontinent and Greater China are driving the growth

2014 2020



135 million children are born every year

10 Million children are born in mature markets

85 Million children are born in the emerging markets

Parents' increased health-awareness and refusal to trade down when spending on their children are sustaining growth in mature markets.



Women are having children later in life. More disposable income to spend raising their children, resulting in a huge boom in high end products.

Aging population increases grandparents' spending per child. E.g. giftsets



More involvement of Dad's in baby care and development



Health consciousness raises and creates new market, esp. for children



The combination of large populations, more women in the workforce, improving education, and rising disposable income create major opportunities for global brands in emerging markets.

Convenience.
Increasing need for solutions on safety, sleep and health.

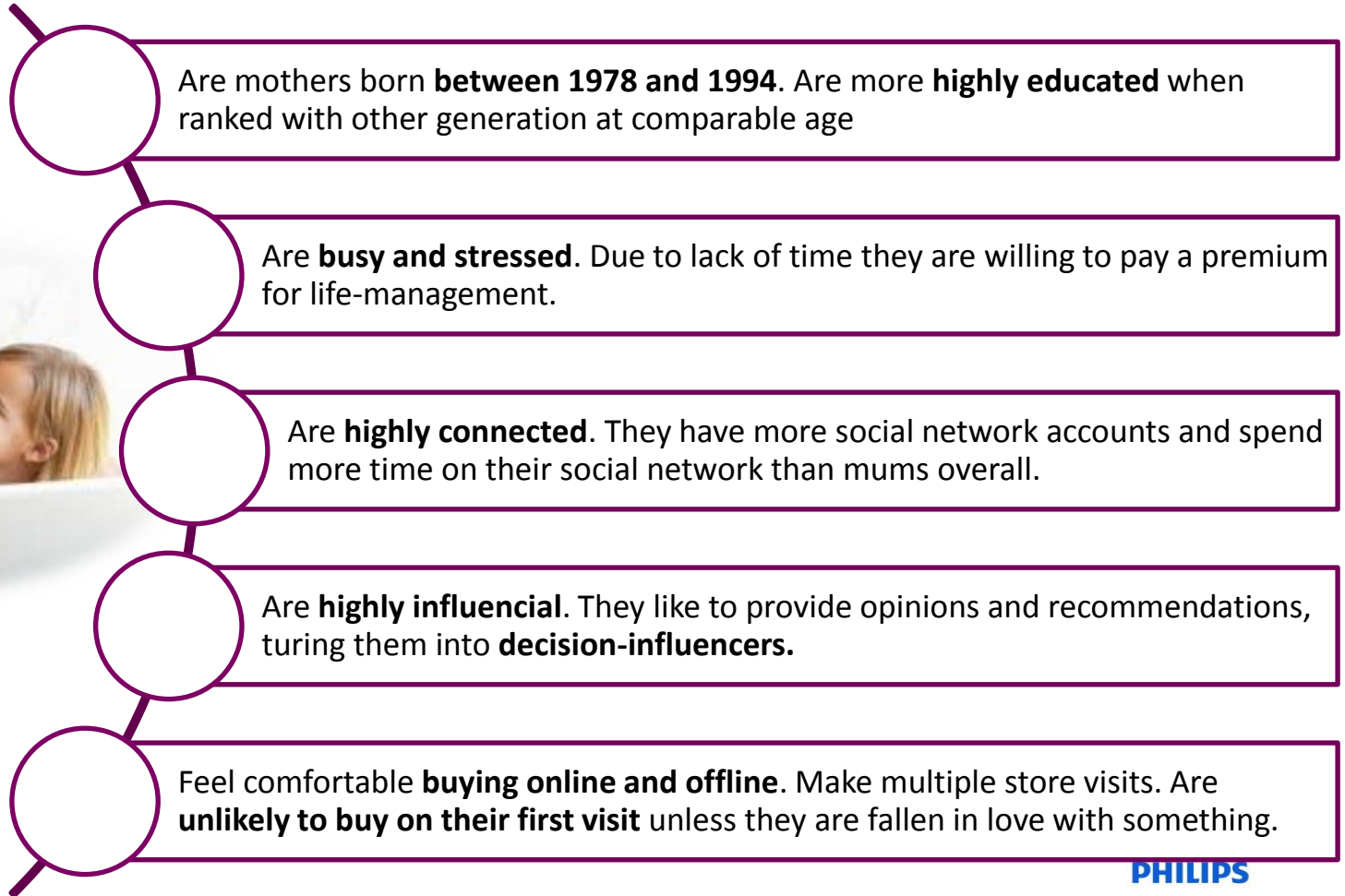
Digitalization.
Pregnant women and mothers highly digital and searching for information on the web via their laptops, smart phones and tablets.

Growing breastfeeding rates
increase market potential for breastfeeding products.



The 'Millennials' are the mums (parents) of today.

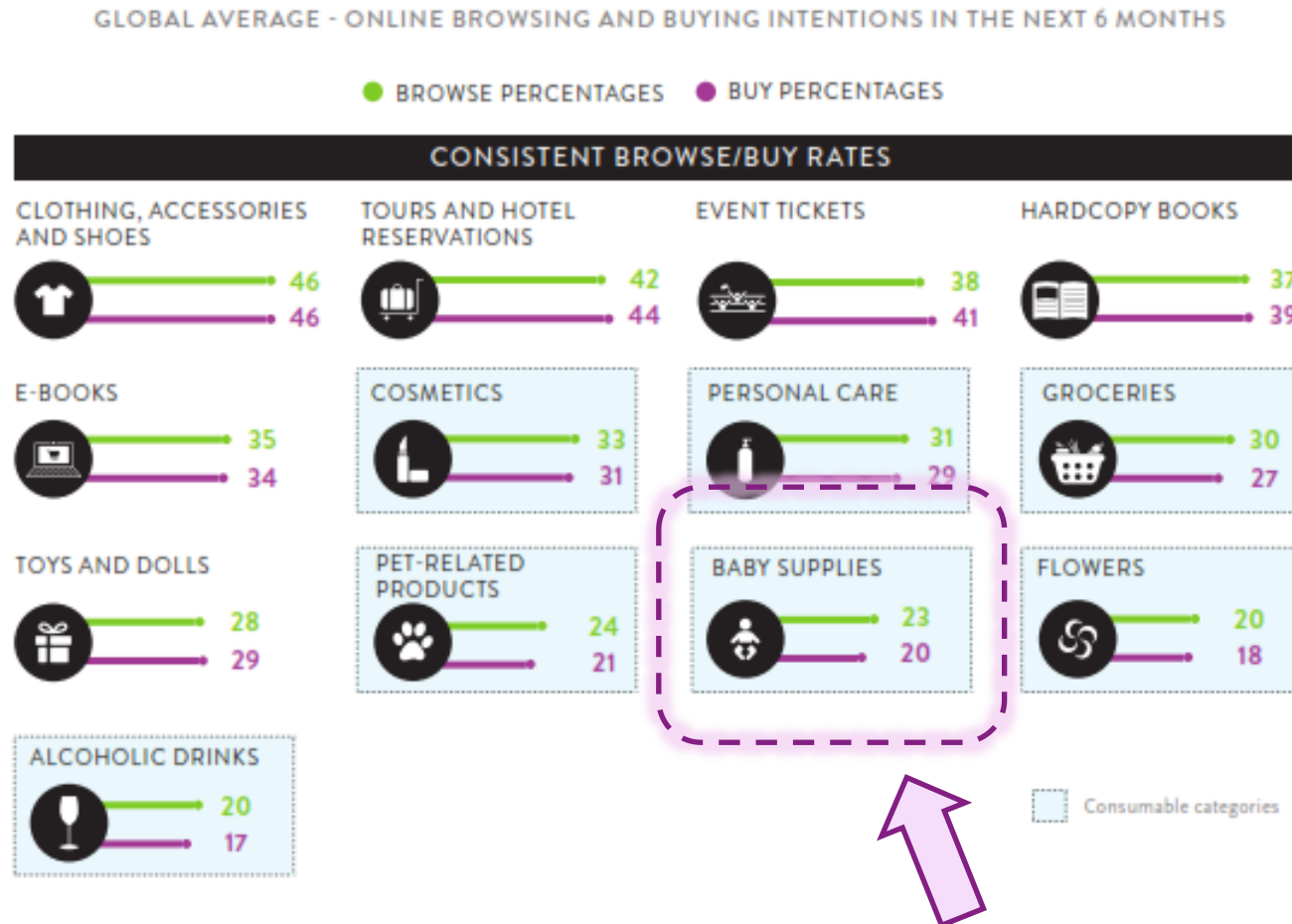
The way they communicate, view retail and shop is fundamentally different from previous generations.





Philips Avnet Retail Vision

Store stays important for the purchase of Baby Supplies



Source: Nielsen Global Survey of E-commerce Q1 2014

State of the Art exploitation of MCC in Retail

Mamas & Papas - London



CIBO café
On the first floor

Home Delivery
50 back and now while we deliver your
purchases direct to your home

Personal Shopping
See one of our Personal Shoppers to
help you select the perfect products
for you, your baby and your lifestyle

mamasandpapas.com

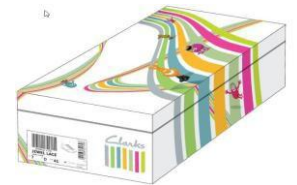
State of the Art exploitation of MCC in Retail

Béaba - Paris



Mainstream brand store

Clarks - Global



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Baby aisle in supermarkets

Danone Big Hug – Istanbul, Dublin & Bologna



Millennial Mum: Online & offline working well together

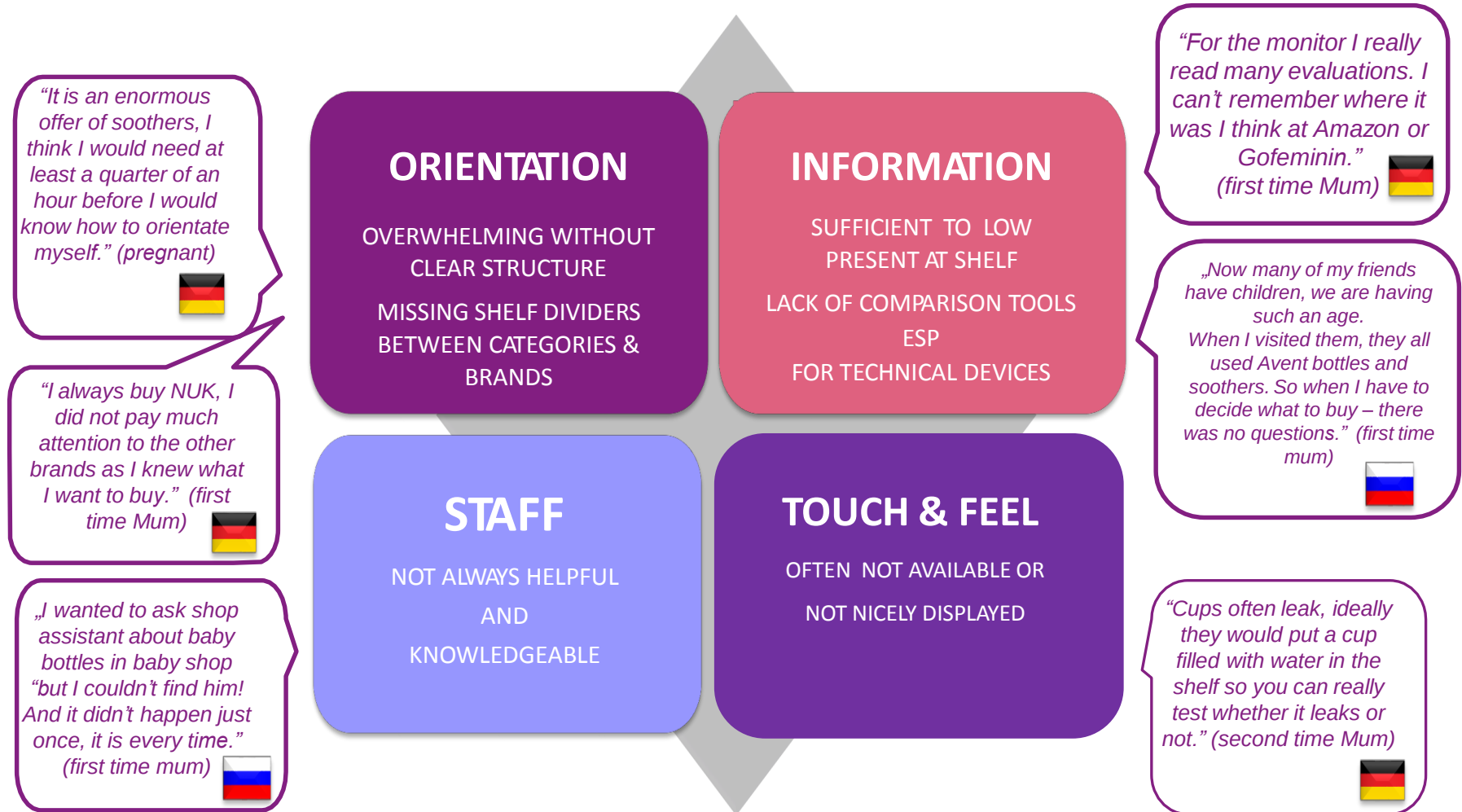


How are we currently present in-store

Baby specialist



Current shopper's frustrations on the in-store experience



Beyond addressing the functional needs Philips Avent wants to make each shopper's experience unique and memorable.

Emotional
Warm
Rich and engaging
Spontaneous
Digital

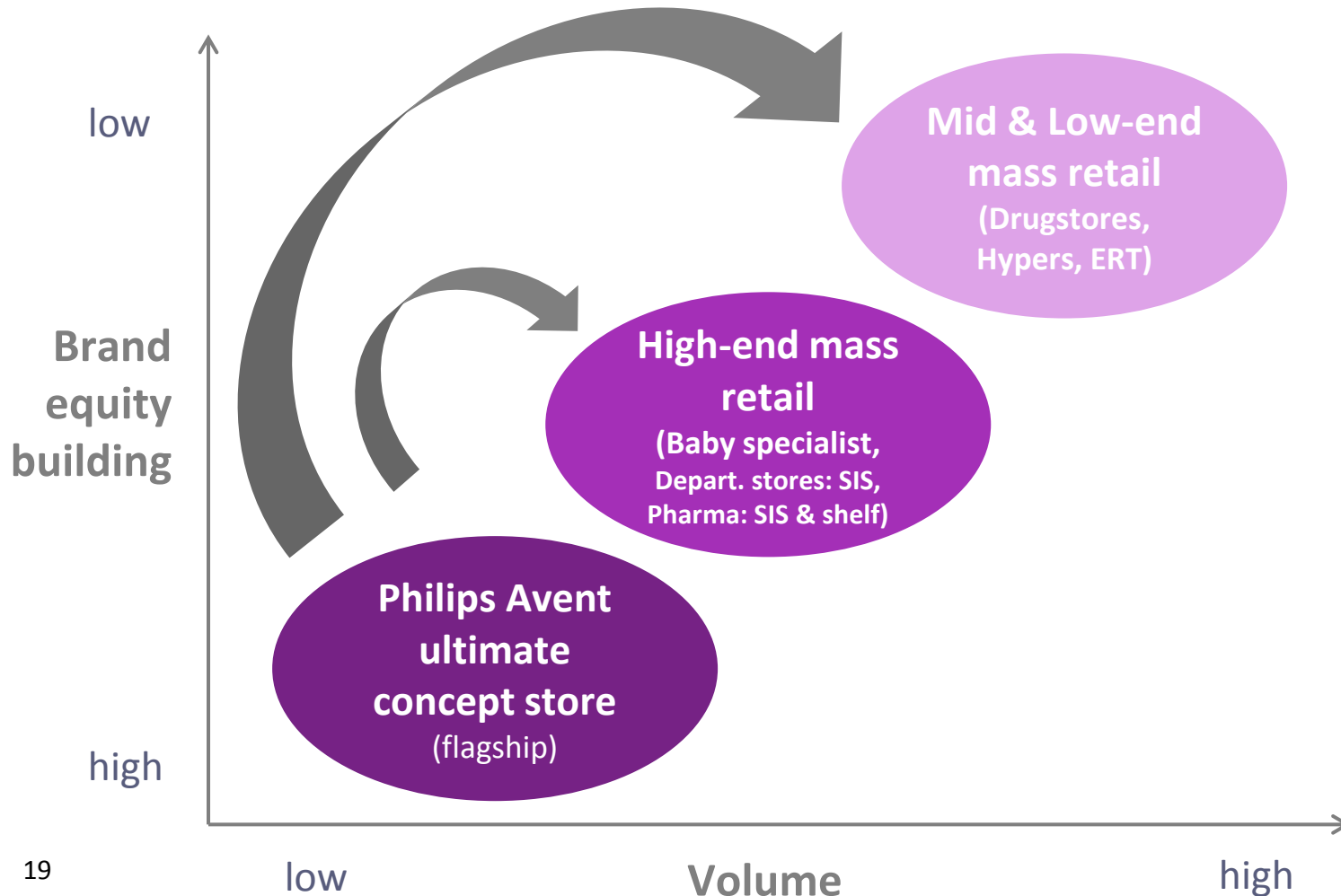




Philips Avent Retail Concept

Channel strategy

Creating MCC Retail Vision 2016 through designing ultimate Philips Avent concept store as a blueprint for retail channels, using a modular approach to experience design for consistency across all channels.



Our retail objective is Empowered Parenting

To support the Philips Avent brand values:

- Our retail environments need to be caring, innovative and impactful
- Our retail environments empower parents to make their own choices in-line with our purpose
- Our retail environments provide inspiration, information and demonstration, reinforcing confident parenting

We call this

Empowered Parenting

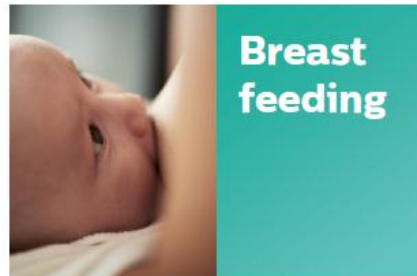
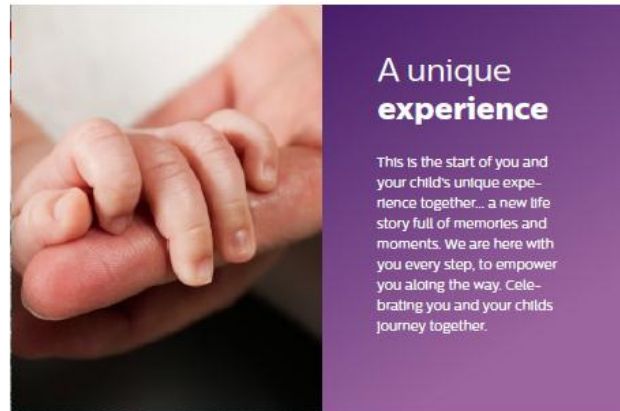
We translated our retail objective empower parenting to a retail concept that we call a unique experience

A unique experience

This is the start of you and your child's unique experience together... a new life story full of memories and moments. We are here with you every step, to empower you along the way. Celebrating you and your child's journey together.



We engage with shoppers with story telling through the first four chapters of their parenting journey to guide, inspire and convert



*From baby's first bedtime story
to the family photo
album, books are a part of
every life story.*

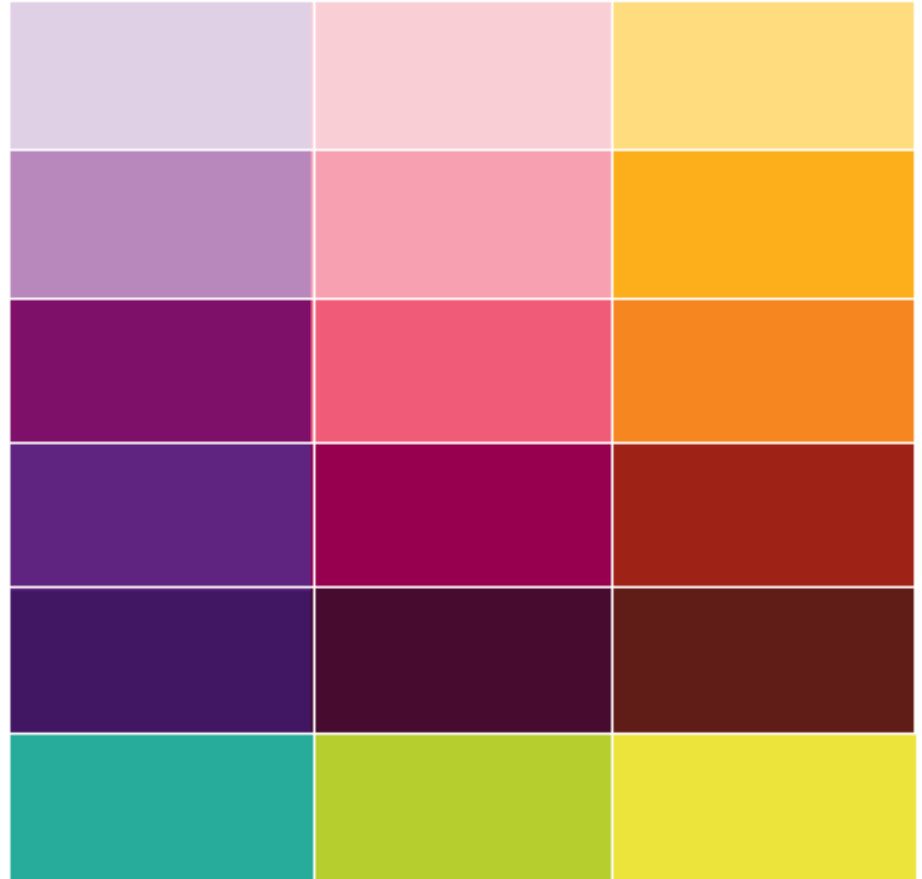


Each of our retail
environments is an
open book...

We use the format of an open
book to support all our
communications touchpoints
instore to inspire, inform,
demonstrate, empower and
ultimately celebrate every new
life story.

Color Palette is Joyful

In addition to the Philips lead color, purple a joyful palette of warm colors ranging from orange hues to vibrant greens are used in the retail environment to capture the chapters and provide warm and fresh material colors on furniture and fittings.



Material Palette direction

Light purple felt is the backdrop on all display backpanels. Representing softness and domesticity, this finish provides a soft yet neutral background to the display walls

White laquered and polished corian is used across the retail environment. Representing expertise, safety and trust

White plastered panels are used in the exterior and interiors of the space. The ribbed faces represent the pages of a book



Purple tufted carpet defining the consultation and service flooring areas. Using the brand core colour, it provides a softer feel to the area, encouraging exploring the products and interacting with the staff

Light rubber floor is a contemporary alternative where the concrete tile is not possible

Light neutral Oak finish is used across the retail space to soften the palette and create a welcoming and warm environment

Light unpolished concrete finish is used on the flooring. A neutral, warm and hardwearing finish which creates a contemporary and fresh look

Overall Visuals

Exterior View



Interior view



Key retail identity elements

Acknowledging different shopper mindstates enables us to tailor shopping experiences to maximize shopper experience and drive revenue.

Dreaming

Unfocussed, open to experiences and story telling.



Inspire me
Challenge me
Entertain me

Exploring

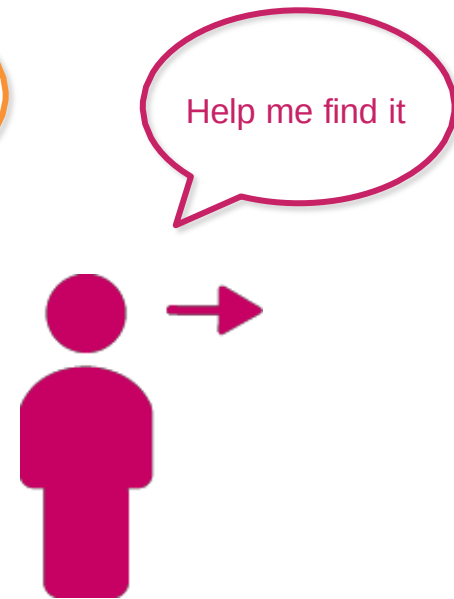
Open minded but category focused.



Play with me
Reassure me
Show me

Locating

Looking for a specific product, brand or service.



Help me find it

Planning principles



Dreaming

Unfocussed, open to experiences and story telling.

Exploring

Open minded but category focused.

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Looking for a specific product, brand or service.

Window book display

These are designed to attract and excite the shoppers about the possibility of using the Philips Avent products.



Breastfeeding



Baby feeding



Toddler feeding

Celebration wall, Celebrating new life stories...



Play with me
Reassure me
Show me



Inspire me
Challenge me
Entertain me

The celebration wall is a collage of open books and individual pages celebrating the journey of a new life, empowering the local community to share their new life stories and showcasing the brand ethos with images and communication.



Celebration wall, how to use...



Play with me
Reassure me
Show me



Inspire me
Challenge me
Entertain me

Inspiration

Aspirational images
& messaging

Expertise

History & product
innovation

Community

Connect & share
with other parents
via uGrow app

Share stories &
experiences instore



Wooden paged /
board books and
kids games

Wooden
abacus

Etch-a-
sketch

Kids post
their
drawings

Interaction

Instore Inspiration
& play for kids along
base of wall

Interactive iPad
shows kids
drawings, etc

A scalable system of Celebration wall



Play with me
Reassure me
Show me



Inspire me
Challenge me
Entertain me



10 books wide
4 x 3m



6 books wide
2.4 x 3m



5 books wide
2 x 3m



3 books wide
1 x 3m



Totem



Product table
or cabinet
sits below
Celebration wall

No Technology



Product table
or cabinet
sits below
Celebration wall

With Technology



Innovation table and pendant

The innovation table showcase the hero products



Play with me
Reassure me
Show me



Version with characters



Version with feeding bottles

Demonstration table

providing a relaxed place for consultants and parents to share information and give support.



Play with me
Reassure me
Show me



Breastfeeding area

provides a safe and private space for mum to breastfeed or just have a short respite



Play with me
Reassure me
Show me



Perimeter cabinet – Parent products

Help the shoppers to navigate to the right solution



Perimeter cabinet – Child products

Help the shoppers to navigate to the right solution



Help me find it



Shelf book display

Touch and feel to discover the product, using the book theme



Help me find it



Safety & Feeding Support

Baby Feeding



Toddler Feeding

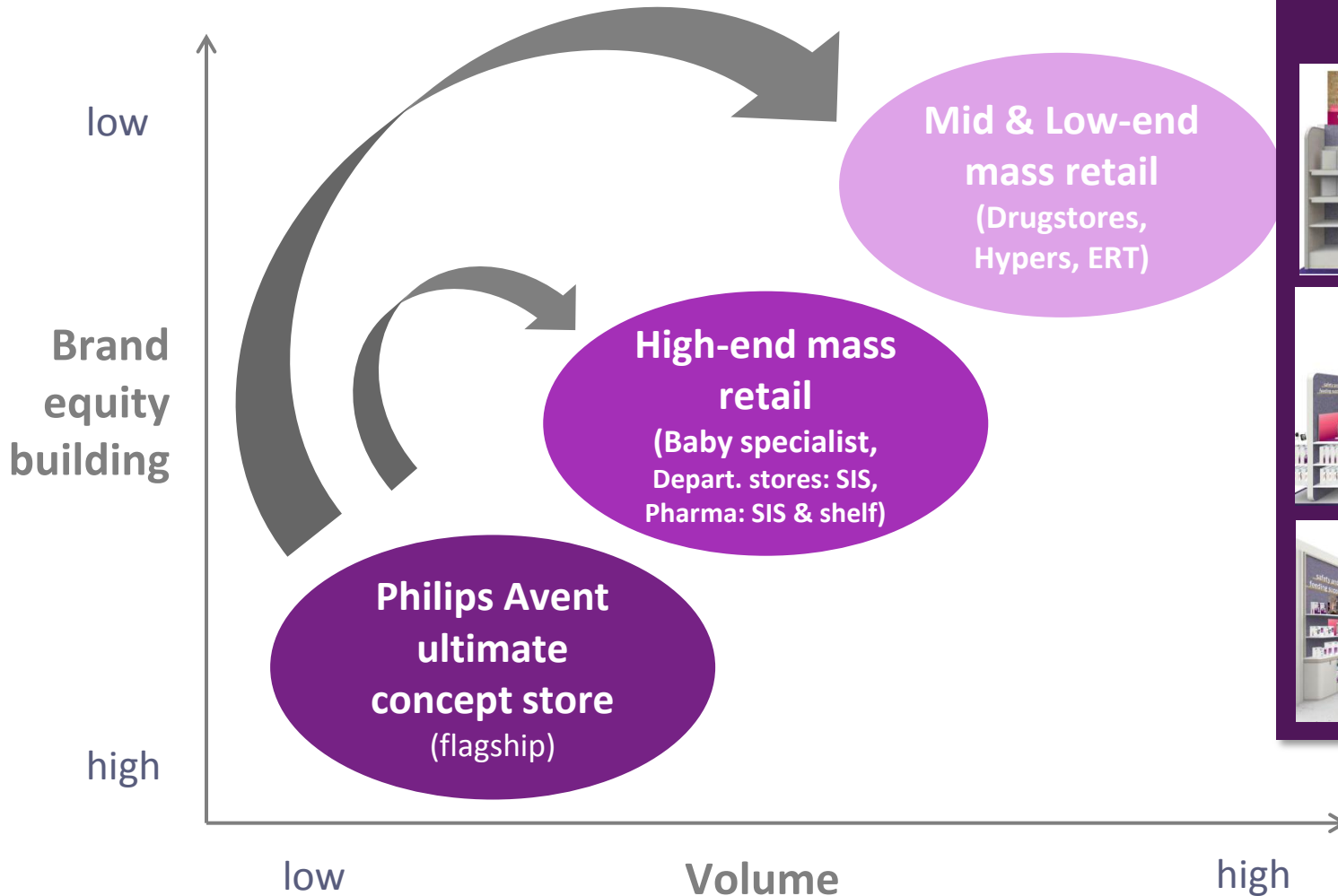


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A close-up photograph of a young child with dark hair, wearing a blue and white plaid shirt, drinking from a bright green sippy cup. The child is looking slightly to the side. A semi-transparent purple horizontal band is overlaid across the middle of the image, containing the text 'Channel Guidelines' in white. The background is softly blurred, showing what appears to be an indoor setting with light coming from a window.

Channel Guidelines

Consistent multi-channel strategy with derivatives of ultimate store concept



Shop in shop



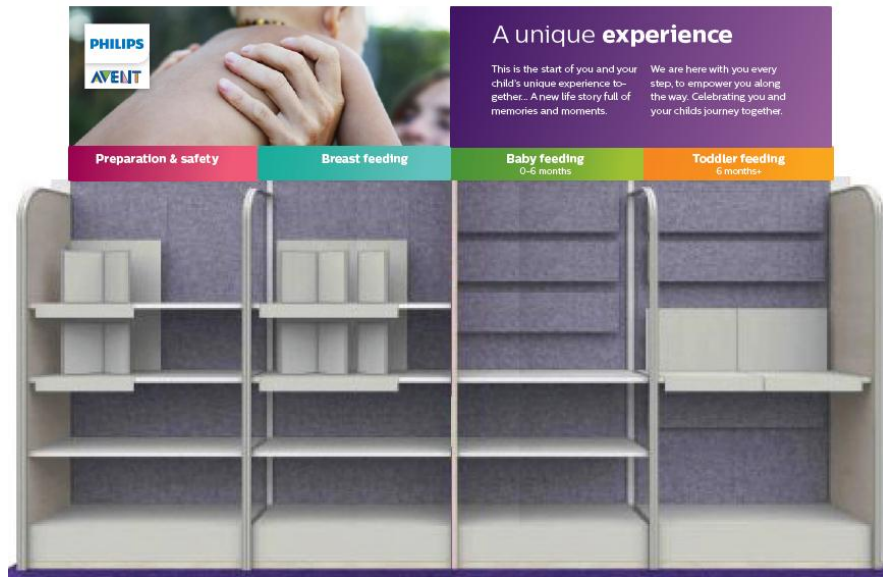
FSDU or gondola



Perimeter shelf wall



A scalable system – Perimeter shelf wall



4meter



2meter



2meter



1meter

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