# case study:
# chain of video stores

## client: chain of video stores

Each branch in this chain of video stores had its own personality to match the local employee team and the neighborhood where each store was located. While this personalization was part of the company's value, the owner felt that there should also be a certain degree of cohesion across all of the stores. In addition, the stores all needed an upgrade to their image and to the customer experience they provided.

We brought the entire team together for a series of conversations about the essence of the organization. In addition, we conducted individual interviews and customer surveys.

The outcome was a clear and compelling manifesto, which articulated the common vision and values across the entire chain but which still left room for individual personalities to shine through. The manifesto was then used to guide marketing and store development initiatives. We also brought in an interior designer to develop an in-store look-and-feel in alignment with the vision of the manifesto.

The result was a higher level of engagement among employees and greater clarity and cohesion in marketing efforts.

cambium

BRANDING | CULTURE | COMMUNICATIONS

Who we are:
We're friendly, laid-back, and quick-witted.  We're <u>really</u> into movies and television.  And we love to share that passion with just about anyone.

What we want:

We want to cultivate a diverse, discerning film community in the neighborhoods we serve.

We want to stand up for the endangered values of human connection, in a world that pushes us to be in "the plastics rotation business."

We want to be proud of our stores: their welcoming appearance, their professionalism, their energy and the fact that they stand for something important.

We want to be appreciated, admired and taken seriously for what we do.

What has to happen

3 main scenarios have to be true to reach these goals:

1.  setting the scene

    In our stores, we create a welcoming, neighborhood environment that shows our passion for film and our care for our customers.  The ambiance is a high tech but human and comfortable, where Bogart would be as "at home" as Brad Pitt – and where, most of all, our customers feel welcomed and at home.

2.  assembling the film crew

    Within this backdrop, we are able to share our "passion for pictures."  We know our stuff, without being condescending (we have too much humor for that).  We love the detective work of helping people find just the right thing.  And we love that our unique personalities and interests are showcased as a major part of what makes the company special.

    This makes being part of the crew something of a privilege.  We choose carefully who we'll let in.  We are committed to each other and flexible with our time.  And we are generous with our thanks and recognition.

    The result is that the community we strive to create outside the company is an extension of the community at its core.

cambium

BRANDING | CULTURE | COMMUNICATIONS

3. Engaging the audience

With these elements in place, we can focus on helping our customers find the right videos, every time.  We do this through good organization and logical systems.  We do it by understanding our customers' interests and having the right items available.  And we also make sure that pricing and policies are in line with people's expectations.  These are the basics.

But more than that, we do it by connecting with people beyond the core transaction of renting or selling them something.  We offer helpful advice, either in person or in clever details throughout the store (and beyond). When it goes well, people leave with the feeling that this is our personal video collection and we're eager to help them enjoy it (almost) as much as we do. And when it goes really well, we're able to find a point of shared passion. Then they're not just customers – they're in the club.

On this foundation, we're able to build community – to be the hub where people can connect with their neighbors (including us!) in the shared enjoyment of film.  This helps our customers feel that their avenue is the place where they belong.  And the world feels like a better place.

If we can make each of these three scenarios match with reality, then we will achieve our goals.  These scenarios can help us look at our current reality and identify things that should be done differently.  And they can help us take pride in what already matches with the vision we want to create.

cambium
BRANDING | CULTURE | COMMUNICATIONS