

Putting Sara Lee lingerie in the picture

The Client

Sara Lee Corporation is a global consumer-goods company based in Downers Grove, Illinois, USA. It has operations in more than 40 countries and sells its products in over 180 nations worldwide. Its international operations are headquartered in Utrecht, Netherlands.

The Requirement

Sara Lee was looking for a way to leverage interactive screens and improved product information for its sports underwear and lingerie in order to boost profits, and raise brand awareness.

The Solution

Acquire came up with the hardware and software package after visiting a representative store sample and identifying some of the issues that it felt could be affecting sales. Working Solutions' design and programming studio created the interactive journey for the customers.

Whilst the high quality products were presented in luxury boxes, much of the packaging in store was being damaged by curious customers wanting to see what was inside. Working Solutions created a small 7-inch touch-screen, shelf-edge interactive system to enable customers to simply scan the barcode and immediately see the product.



The Result

Cross selling and brand promotion opportunities were provided by the system and it also enabled the store managers to suggest other products the customer may like and offer colour choices. Value was added to further improve the customer's experience, with information such as how to choose the right products when shopping for a gift and how to choose and fit the right size bra.

More Information

Please call +44 (0) 116 231 8921 or 888-578-8999 if you are in the USA. Or fill out our contact form at www.acquiredigital.com/ContactUs

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Working Solutions (Creative IT) Ltd is a software development and design studio with more than 10 years of experience that provides customized software solutions and websites for digital signage and kiosk deployers across the globe.

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