



# ACCENTURE BY REVEAL SCANLAN THEODORE RETAIL INNOVATION POP-UP VIDEO TRANSCRIPT

To grow their business, Australian clothing designer, Scanlan Theodore, entered the US market with their upscale brand – but wanted to better understand the desires of the US consumer. Accenture recommended partnering with retail innovation experts, by Reveal, to create an innovative and immersive pop-up experience. Pop-ups can help stores pilot how effective changes such as new product lines, locations or technologies might be before scaling them. The timing and location of the pop up was done during New York fashion week to attract a clientele of fashionistas, media, industry insiders and curious passers-by.

Shoppers were tracked using Accenture Retail's one-for-one platform, which brought together next-generation technologies in an integrated fashion to collect and analyze data. The experience included new technologies such as video analytics, facial recognition, beacons to track RFID clothing tags, and heat mapping to track shopper engagement with a product. An analytics platform provided information to help Scanlan Theodore understand which products and lines resonated with the customers.

The event was a resounding success, attracting more than 500 visitors – including 43% of the people who were in the vicinity of the pop-up. Customers benefitted from an immersive, fun and innovative experience that allowed them to explore and evaluate a new brand.

“The pop experience was a perfect way for us to test out new technologies without committing to a significant up-front investment. The insights gleaned really helped us understand the market and our customer.”

- Sarah Blank, Owner and CEO,  
Scanlan Theodore Americas.

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