



MARCH/APRIL 2009

# Think Retail

**J**ill Lajdziak thinks this recession is her best-ever moment to innovate. Not coincidentally she also thinks retail is a critical point-of-difference for her born-again brand, Saturn (*see page 22*).

For Saturn, retail is the outlandish idea that buying a car should actually be a pleasant experience—before, during and after the sale. Jill is not the only one who is thinking “different” about retail.

## So what about shopper marketing?

Microsoft is creating stores that may not sell anything, but will help customers experience its software. Shiseido is training 5,000 “beauty counselors” to pamper its customers with personal service, and sell more products as a result.

Nespresso is Nestlé’s fastest growing brand in part because it controls its own retail experience through 175 of its own boutique stores, including its flagship on the Champs Elysees in Paris.

P.C. Richard, an east coast electronics retailer, is setting up shop in a rundown neighborhood along the New Jersey turnpike as part of a strategic plan to improve customer service and drive its next round of growth.

GameStop, a purveyor of used videogames, is growing not only because it offers great value, but also because it employs enthusiasts who speak its customers’ language.

So, while most of the retail world responds to economic crisis by laying off workers and slashing prices, a few enterprising souls see something quite different indeed.

They see retail as the future of marketing itself, a future in which it’s the experience that matters most, and faith that the cash register rings when we treat our customers right.

Now, if only the rest of us could figure out where shopper marketing fits in. This issue of the *Hub* will help us do just that!

Tim Manners, Editor-in-Chief

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COVER STORY

## Circle of Saturn

**Jill Lajdziak** says it’s the retail experience that makes the Saturn difference. An exclusive Q&A interview by **Tim Manners**.

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ROUNDTABLE

## Talking With Shoppers

What are shoppers saying and what is the best reply? A discussion featuring **Sonja Mathews** of **PepsiCo**, **Mark Scott** of **Kimberly-Clark**, **John Glace** of **Johnson & Johnson** and **Jason Sorley** of **Marketing Drive**.

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WHITE PAPER

## Johnny the Bagger

An emotional connection is more important than ever at retail. By **Al Wittemen**.