



CASE STUDY

Helping your clients carve out a niche in an overloaded retail environment
SUZUKI ACCESSORY DISPLAY SYSTEM



Working with SMS made me feel like I had harnessed a results-oriented creative powerhouse, focused on providing unique and relevant retail solutions for the Suzuki brand. We feel like we have our own brand steward in Chicago helping us fulfill our brand's promise all over the country. Scott Yoast, Suzuki Motorsports

OBJECTIVE

Imagine being asked to take one of today's most recognizable motorsports brands and create a space where it can be recognized on something other than a motorcycle...as a genuine part...in about 1800 stores, each with a different size, shape and intent.

That was the challenge SMS accepted when Suzuki invited them to create a branded fixture to display Suzuki genuine accessories in Suzuki's expansive 1800-dealer network. The goal was to position Suzuki as a prominent brand presented by the dealership in the sea of after-market accessories brands to help dealers capitalize on high-margin accessory sales.

STRATEGY

SMS Vice President of Sales, Mark Zastrow, an avid biker, glows when he reports, "One of the most important facets of this project was visiting some dealers around the country to assess their needs, and chatting with Suzuki's management to understand their business objectives. We were able to translate all of that into a scope of work that outlined the performance expectations of the fixture which gave us the key performance indicators to work towards in engineering. That in and of itself, allowed our designers to focus on embodying the spirit of the Suzuki brand and creating a proprietary shopping experience for accessories products—instead of just developing a fixture solution.

RESULTS

The result is a modular and scalable metal display system consisting of two different sized frames that attach to slotted posts. This backwall easily slides into a base on either side which can be outfitted with feet or heavy duty castors for mobility. Being able to move the accessories closer to the bikes spurs more impulse purchases and creates an emotive motivation to "be" the Suzuki rider with more than just the bike he or she rides.

Different display racks and shelves, each with laser-cut Suzuki logos, support helmets, apparel, oil and chemicals as well as other accessories. The addition of a unique bike mat allows the entire Suzuki portfolio presentation that is customized for the consumer as well as the dealer. Every part of the lightweight, screw-less fixture is powder coated for maximum durability and life cycle management. The open metal design ensures an easy-to-assemble and update fixture that can be utilized to merchandise accessories and literature to promote all Suzuki's bike categories: off-road, ATV, street and cruisers, like the stunning Suzuki Boulevard. The fixture can be configured, by design, to accommodate retail spaces that range from as small as 3' freestanding up to 16' inline and/or store-within-a-store designations—or any combination in between.

And what's really amazing, this fixture has a lower total cost of ownership. It was designed to break down completely into a small, flat case size that can be safely shipped using standard rates and quickly unpacked for simple installation, despite the fact that it is metal. Combine that with a turnkey fulfillment program that allows Suzuki to manage each dealer's expectations and in-stock inventory 24/7 using a proprietary online application and you've created a total brand experience—from ordering the fixture, to installing and selling from it.

ABOUT SMS

For the last decade, SMS has been providing custom retail solutions to some of the most-recognized consumer brands in the world. Their commitment to holding a vision for their clients and providing top-notch service while finding unique solutions quickly and within incredible budget constraints has positioned them to serve some of retail's most progressive suppliers. SMS. Strategy. Solutions. Service.

Success. **Experience it.** Call us for your next custom display solution.

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