

SCHLAGE SPINNER MOUNT



A collaborative process resulted in the evolution of existing fixtures. Starting with sketches was essential to arriving at a fully informed product that made our entire team feel involved in the final product! Thank you, SMS!!!

Visual Communications Manager, Schlage

OBJECTIVE

In the fall of 2006, Schlage introduced a new product poised to revolutionize the residential security marketplace. They needed a way to help educate consumers on product features at the mount level, in an already-noisy retail environment. The challenge was simple, but complicated:

- Maintain an existing and prevalent display structure in the traditional lock aisle across over 5000 retail outlets.
- Manage a 5000 store roll-out across multiple retail environments with consistent messaging.
- Engage consumers to interact with the product, because market research indicated that interaction with the product resulted in a 50 percent better chance of sales.
- Educate the consumer about a paradigm shift in security credentials for the home.
- Create an easy understanding of the product's lifestyle benefits.

STRATEGY

SMS responded with a concept that preserved the current structure of the existing mounts and introduced an acrylic window approach to presenting messaging on these mounts. The modular structure of the mount allows for easy signage update and set in motion a mount platform that allowed the entire category across all retail environments to evolve.

The development process was quick, because SMS involved the entire team, from sales through logistics in defining the project scope and built consensus for a quick decision by starting with simple hand sketches and moving to renderings, so that when the first prototype was complete, it was approved.

RESULTS

The result created a whole new category of merchandising within the lock aisle that allowed manufacturers the benefit of messaging at the point of interaction, leading to improved visibility, better brand recognition and improved sell-through at advantageous price-points.

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.

