



GUSTIE CREATIVE ON RETAILWIRE

Karen Herman is an active member of the RetailWire BrainTrust, a select group of industry professionals.

Her latest comments on events shaping the retail industry include:

Target forms council to speed digital transformation

Consumer privacy concerns are overblown

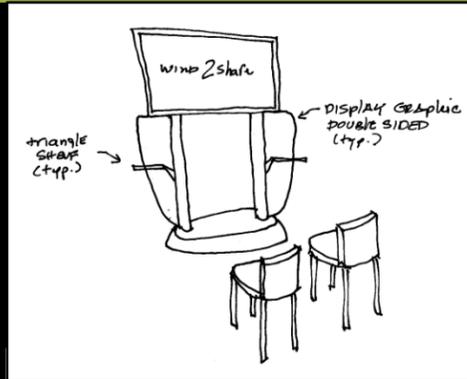
Google becomes king of the global brand hill

Do food courts need an overhaul?

Loehmann's gets new life as e-tailer

CURRENT CASE STUDIES

- wind2share eMerge Americas Digital Banner Stand and Branding
- Bagel Twins Social Media Campaign
- Bagel Twins Community Engagement
- GCVCA Trade Show Booth



Solving a Client's Dilemma

Our client, Wind2Share, came to us with a dilemma.

They had presented at Disrupt SF 2012 and felt outdone by other start-ups that had creative displays and booths for promotion.

In this meeting, Wind2Share was looking for a unique disruptive design to promote their brand, as they had just learned they were selected as an early-stage start-up to pitch at eMerge Americas Techweek in Miami this past May.

Our concern was what type of disruptive design we could successfully produce with less than two weeks to design, fabricate and deliver. We started sketching out ideas and a simple line drawing of an interactive digital display was selected. We developed an overall marketing strategy that included this digital display, custom t-shirts and custom pop up Frisbees.

Wind2Share was very excited about our display design and marketing ideas, and then let us know one other important criterion. They wanted the digital display, custom t-shirts and pop up Frisbees to all be in their signature color, medium orange.

Our mission was set and we expedited design and reached out to trusted vendors who could meet rush deadlines. A week and a half later, this was the result...a unique, disruptive design for a digital banner stand that promoted Wind2Share's brand, looped creative marketing videos and offered a QR code that connected the user directly to the company's sign-up page.

Along with the custom t-shirts and pop up Frisbees, all in a medium orange color, Wind2Share enjoyed an impactful and memorable presence at eMerge Americas Techweek 2014. Our mission was complete.

SIX REASONS TO CHOOSE DISRUPTIVE RETAIL

PROMOTE A CLIENT'S BRAND

ACHIEVE A SPECIFIC MARKETING OBJECTIVE

ALLOW A SHORT TERM COMMITMENT

OFFER MEANINGFUL INTERACTION WITH CUSTOMERS

PROVIDE MEASURABLE RESULTS

STORE FOR FUTURE USE

Our Disruptive Retail Booth is Popping Up



Our booth has been popping up at professional trade shows in South Florida and is quite a conversation starter. It highlights popular types of disruptive retail in the today's marketplace, such as pop up stores, seasonal stores, mobile retail boutiques, food trucks, and interactive kiosks.

Most people have shopped at one of these retail destinations, and usually have a story to share about their experience. Many times, they follow their favorite retail destination through social media.

Read more about disruptive retail at

www.gustiecreative.com.

