

ABOUT THE CLIENT

Clarks, or C. & J. Clark International Ltd, is a world recognized international shoe manufacturer and retailer headquartered in Street, Somerset, England. With over 50 million pairs of shoes designed and sold by Clarks every year, it ranks #1 in everyday footwear. The Clarks brand goes back nearly two centuries and claims actual global presence with over 1,000 branded stores and franchises around the world.

ABOUT HYPERVSN

HYPERVSN is a young technology company responsible for developing the innovative and disruptive 3D holographic system that provides an immersive experience for viewers. From our global HQ in London, HYPERVSN services our partners and customers across the globe.

CLIENT STORY: *Clarks*

CHALLENGE

Clarks, always at the forefront of innovation, set a target to increase footfall at one of its flagship stores in London in January-February, possibly the slowest time of the year.

SOLUTION

The Clarks marketing team chose the state-of-the-art HYPERVSN technology to boost footfall in the Regent Street store. The holographic WOW-effect created by HYPERVSN in the store window was supposed to catch passers'-by attention and lure them inside.

A new window display composed of 6 HYPERVSN units synchronized via the HYPERVSN proprietary Software Management System was introduced in February 2017. Special visuals featuring 3D models of Clarks footwear were created to enhance the effect of the HYPERVSN technology. The campaign lasted for a month and was a major success.

RESULT

While the Regent Street store had a year over year footfall before the HYPERVSN window campaign, it had a positive swing of 14% during the campaign versus a comparable group observed. The Regent Street store had a positive swing of 14% during the campaign versus a comparable group observed and managed to attract significantly more customers with HYPERVSN window display. The data collected did not consider other variables, including strong impact on visitors and dwell time increase.

+7%

footfall increase
compared to the
previous month

+14%

footfall rise
above all Clarks
stores total