George.

Spring/Summer 2014 Online Proposal By Sophie Paul

NOW THAT'S SMART!

OBJECTS OF DESIRE

The rise of content-led services has particularly highlighted the importance of visual content. For example, social networks such as Pinterest, Tumblr and Instagram are where people share their material aspirations and desires. Social now acts as a portal for "objects of desire", where consumers see something they want and pin it, snap it and upload it before choosing to buy. The amount of visual sharing taking place online is opening new doors for brands.

Multiple research reports show that consumers are more engaged with video and image-led content, with numbers revealing that 44% of people are more likely to engage with brands if they do so.

DRIVE IMPULSE

http://www.neverunderdressed.com/shoots/bespoke/metamorphose

It's not difficult to understand why visual content entices people to purchase; images resonate emotionally with people and drive impulses. And, wherever there is impulse, there can be a shop.

76% of Internet users are estimated to view online videos on a regular basis by 2015.

The online video industry is expected to reach £18.27 billion by 2017, up from the $2.41 billion recorded in 2010 – that's nearly a 9% increase year-on-year.

"Videos are 50 times more likely to rank on the first page of Google results than a standard web page"
Joost de Valk, CEO, Yoast

http://www.slideshare.net/Kiosked/smart-content-trend-report-july-2013

NOW THAT'S SMART!

In today's digital, hyper-visual environment, any image can become a retail showroom by enabling purchases in real-time. This is known as making content "smart", or, enabling "smart content" and it's the storefront of the future.

Smart content enables a storefront within that visual media, creating a world where anything you see can be yours. It allows publishers and brands to turn content into a useful service for consumers.

http://www.unit9.com/project/johnlewisbanner
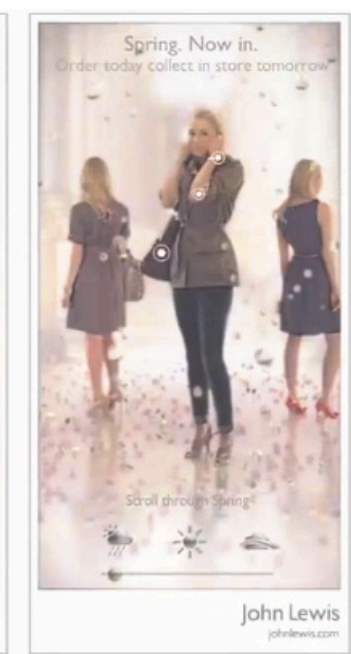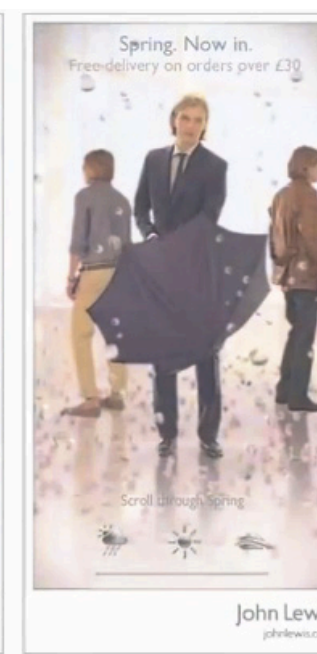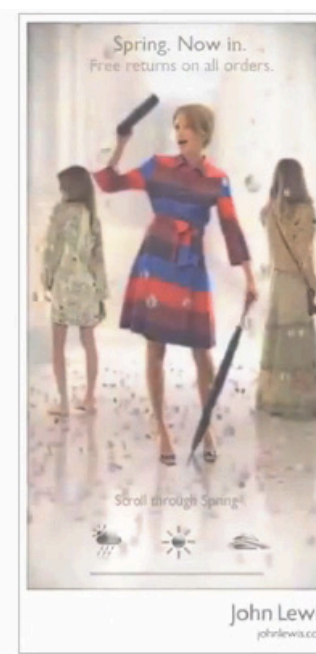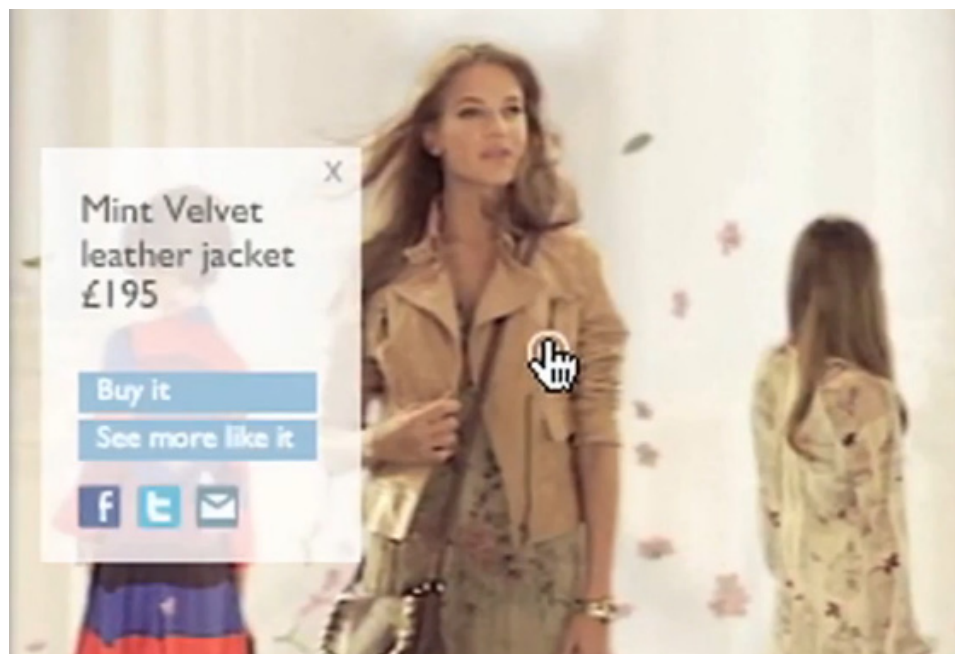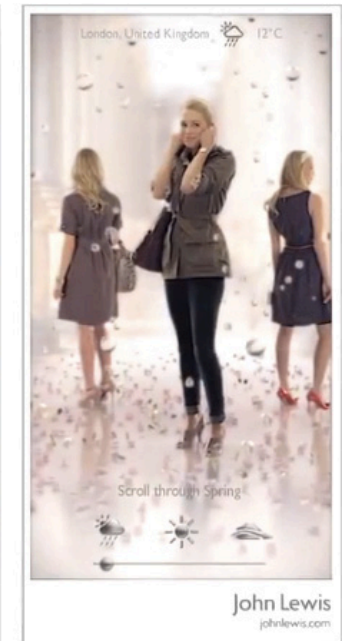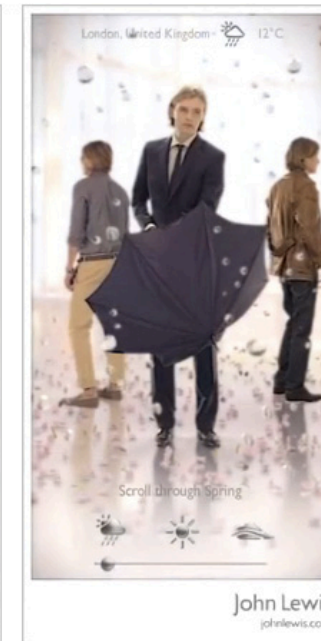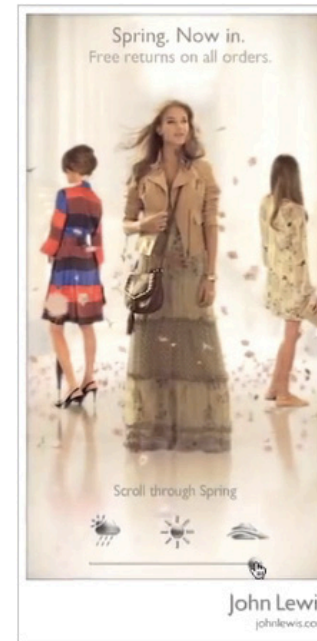
NOW THAT'S SMART!

Consumers respond to smart content because it is non-intrusive; it enhances the online experience without interrupting it, and can be easily shared via social channels. An added plus for brand marketers is that it allows engagement levels to be measured in real-time.

Rollovers are also a good tool to use to add purchase and social sharing functionality without disrupting the customers experience.

http://www.neverunderdressed.com/shoots/bespoke/metamorphose
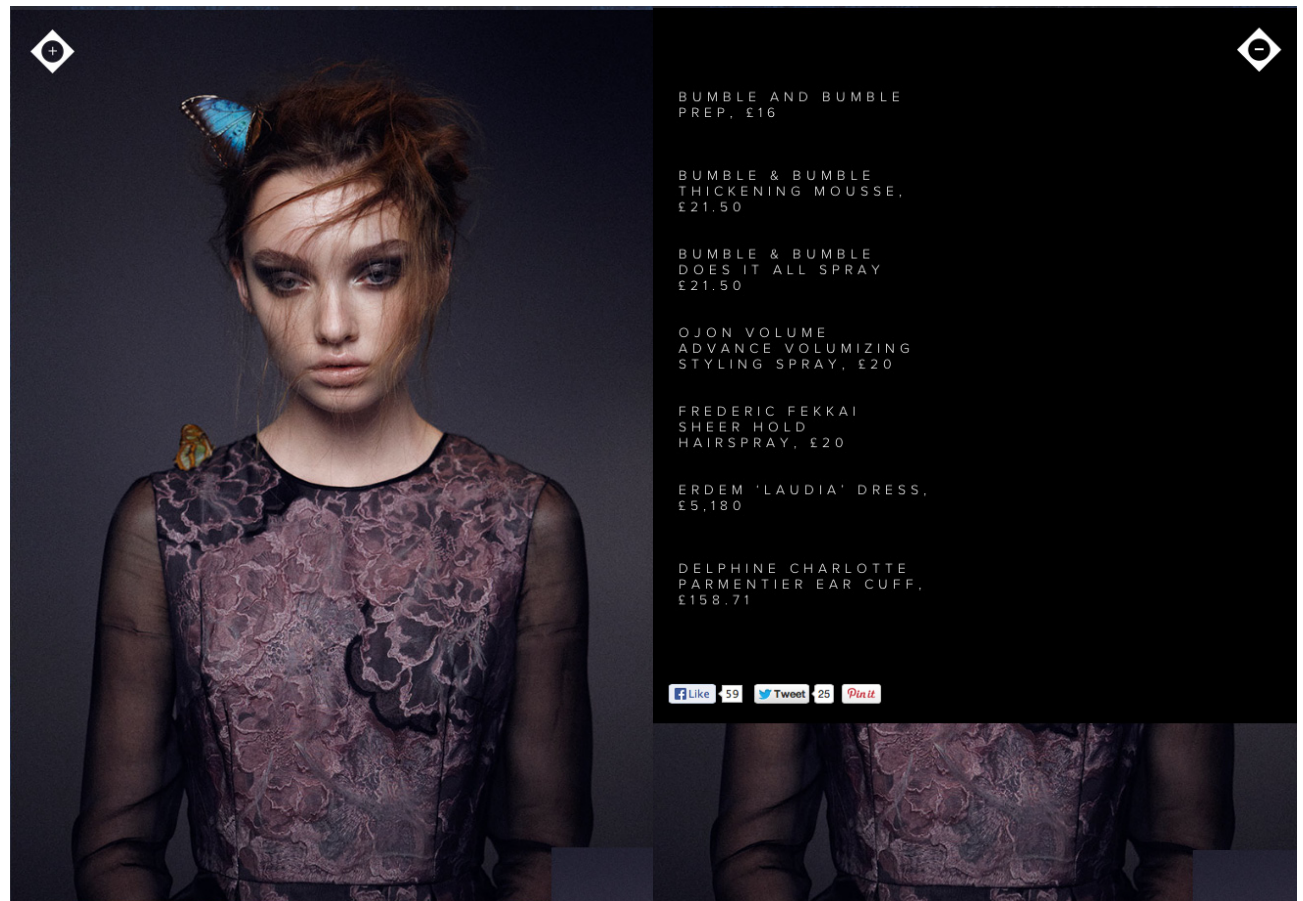
MENS AND WOMENS CONCEPT OVERVIEW

A series of short, beautiful, evocative cinematic films to feature on the George website that resonate emotionally with people and drive impulses.

The focus of the short films can be anything from the way you feel when you put on your softest, cosy jumper, the twirl of your favourite dress, an interaction between father and son or the way you feel in your coolest shades.

This combined with smart content functionality creates a world where anything you see can be yours.

CHILDRENS CONCEPT OVERVIEW

I think the concept for the childrens departments needs to be much more free, natural and less staged. I think the video should capture the interactoin and fun had between the children. I like the idea of Illustrated props to add a sense of fun on set. Again smart functionality would be added making the whole scene instantly shoppable and shareable.

NOW THAT'S SMART!

The online videos can also be utilised through the use of in-store augmented reality. This will allow people to hold their mobile phones up to promotional material ie a clothing tag or an in-store poster in order to play appropriate aspirational video content. This will ultimately add to the brand experience, evoke and reinforce the urge to purchase. This can be achieved through the use of QR codes.

Apple's impending iOS7 (currently in beta) includes a new Bluetooth feature that identifies a user's location within retail environments, triggering relevant alerts as they move around stores.

iOS7 unlocks a crucial opportunity to connect branded digital initiatives to real world physical environments.

Thank you for reading over my proposal. I think the use of smart content alongside engaging, relevant and useful rich content has the ability to make a huge difference to the online customer experience and omni-channel offering.

I would love to get your feedback and discuss the project further with you..