

PRESS RELEASE

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Quince develops first offline webshop:

MyCom 2.0

Consumers are becoming increasingly price and service conscious. This requires a new retail approach that integrates e-commerce and stone and mortar shops. Advertising agency Quince developed and executed the offline webshop, a new strategy to attract and serve customers for computer retailer MyCom in the Netherlands.

The offline webshop is a new formula that integrates traditional retail with successful e-tail. Consumers can order products online and pick up the order in store. Once in a MyCom store accessories are offered to provide for extra margins for shop keepers.

The formula is based on customer service, both in store, online and at home via delivery. The formula also focuses on a new target group, young urban professional women.

To support and carry out the new formula, Quince also developed a corporate id, print media and shop interiors. Stores feature for instance a fashion area and products such as notebooks come with a wide variety of trendy accessories such as notebook bags.

Since the kick off late last year, the offline webshop is very successful. 41% of all consumers make use of the online ordering and offline pick up facility. And since the introduction an increase of 30% of female customers has been actualized.

Dutch computer retailer has 23 stores with national coverage on A locations. For the past 12 years, MyCom has proven bend shifting markets to opportunities and show a steady grow in turnover.

Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.

For additional information please contact Quince.

Contact : Ben Steenstra
Phone : +31(0)20 34 71 000
E-mail : ben@quince.nl
Website : <http://www.quince.nl>