

WD Partners and Prophet develop three E-Mart stores: E-Mart Traders, Molly's Pet Shop, and Matrix

Largest discount retailer in S. Korea enters the warehouse-style market

WD Partners, a customer experience expert for global food and retail brands, has designed three new stores for E-Mart based on marketing strategy and brand positioning completed by Prophet, a strategic brand and marketing consultancy. E-Mart is the oldest and largest South Korean discount retailer. Shoppers have reacted very positively to the new stores, all located in the same multi-story building. Initial sales have been significantly higher than expected.

The WD/Prophet team focused on creating the brands and addressing the entire customer experience. This included the strategy, positioning, store design, graphics and signage, fixture design and merchandising. The team also advised E-Mart on product assortment, remaining engaged through final artwork, fabrication and installation. All three store concepts opened in only three months.

E-Mart Traders is a warehouse-style store that provides exceptional value and convenience, offering basics in bulk, in a clean, “no frills” environment. This retail format is relatively new to Korean shoppers, but unlike many of its competitors, E-Mart Traders is open to the general public with no membership fee. The store is clean, bright and organized. Bold, green graphics help shoppers navigate the store. Large-scale “Traders’ Deal” merchandising displays to showcase the best products and prices in the store each day.

Molly's Pet Shop caters to indulgent “pet parents” with products and services for our feathered, furred or finned friends. Pets can snack at a table at the gourmet treat bar, or they can socialize in the playroom complete with dog agility equipment. The shop also offers a full-service grooming studio, pet hospital, and comfortable accommodations for overnight stays.

Matrix is a consumer electronics store for urban Millennials and shoppers interested in the latest technology at great prices. It offers everything from the newest phones, gaming systems, computers, tablets, and GPS, along with home entertainment systems and small kitchen appliances. The concrete and graffiti used in the store design contrasts with the shiny high-tech products.

About WD: WD Partners helps food and retail brands innovate through strategy, design, architecture & engineering, and implementation services. WD Partners works for the leading regional and global brands. For more information, please visit www.wdpartners.com.

About Prophet: Prophet is a strategic brand and marketing consultancy that helps its clients win by delivering inspired and actionable ideas. Its vice chairman is noted author and branding expert David Aaker.

About E-Mart: E-Mart is the oldest and largest discount chain in South Korea, and operates 127 stores across the country. E-Mart acquired Wal-Mart Korea in 2006, and was the first Korean retailer to open stores in China.

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