



OUR STORY

JANUARY 2019

EYELEVEL

AN INNERWORKINGS COMPANY

ABOUT US

DYNAMICS OF THE RETAIL INDUSTRY ARE CHANGING
CUSTOMER PREFERENCES ARE CHANGING
SUCCESS IS A MOVING TARGET.

WE CRAFT EXPERIENCES,
OBJECTS AND SPACES THAT
ALLOW THE BRANDS WE LOVE
TO TAKE CENTER STAGE.

WE WANT TO BE A LONG TERM PARTNER,
FEELING PROUD TO DELIVER WORLD CLASS SOLUTIONS,
ATTRACTING BEST TALENTS AND CLIENTS.

ONE GLOBALLY CONNECTED TEAM

04

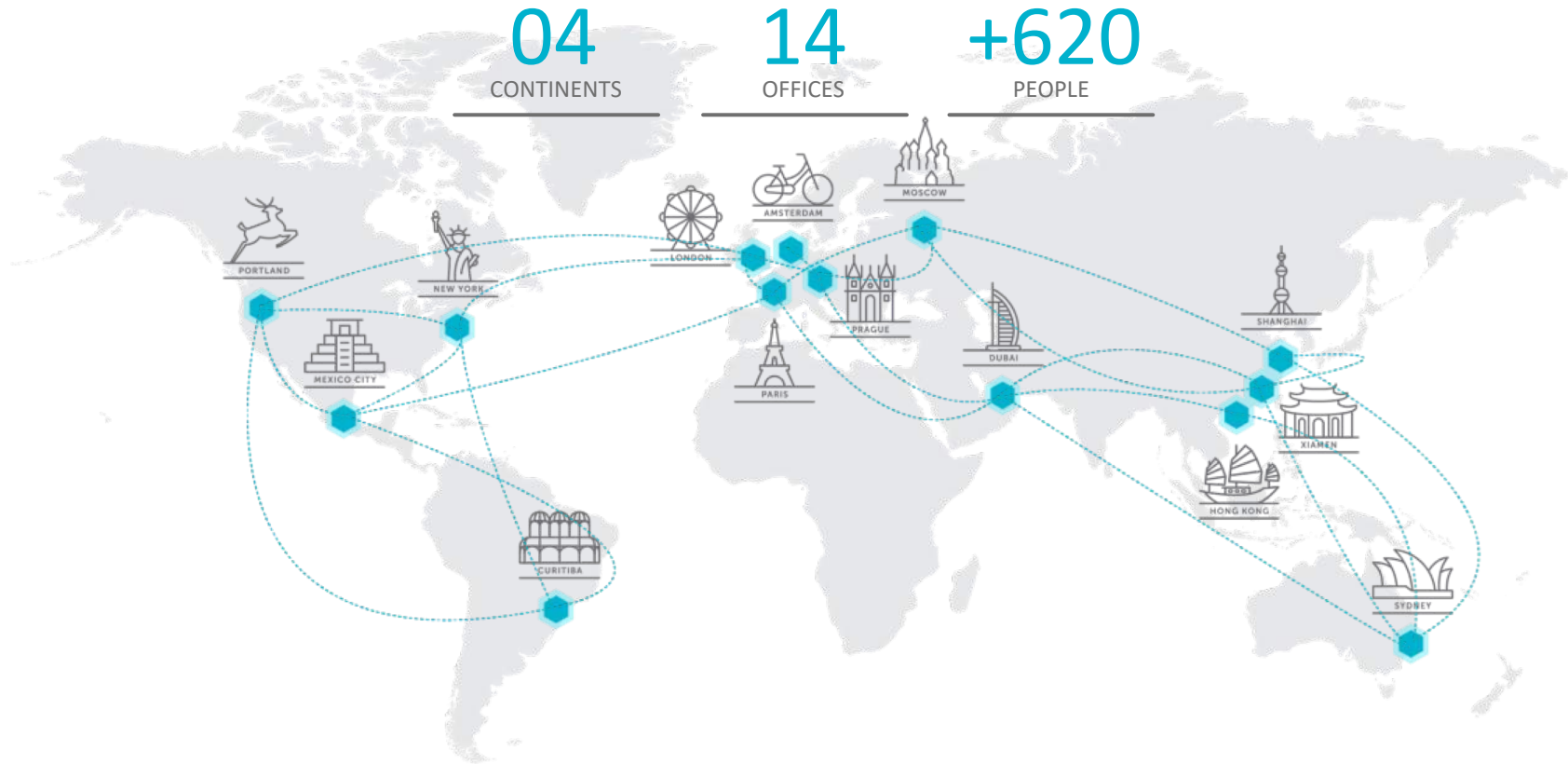
CONTINENTS

14

OFFICES

+620

PEOPLE

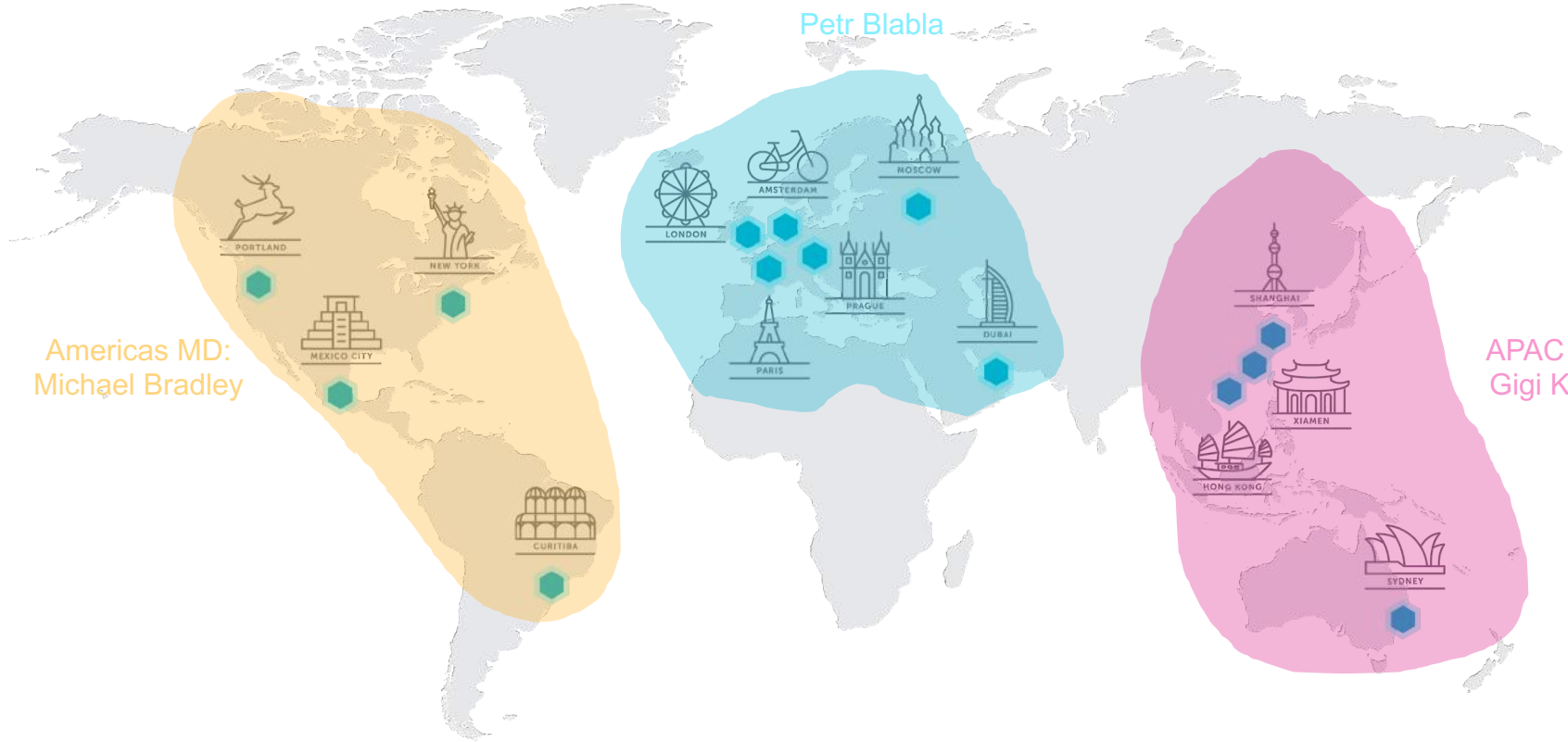


REGIONAL STRUCTURE

EMEA MD:
Petr Blabla

Americas MD:
Michael Bradley

APAC MD:
Gigi Kwan



INTEGRATED BRAND SOLUTIONS



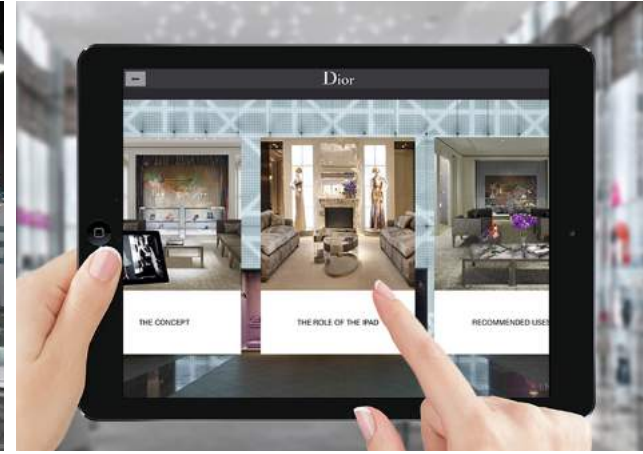
RETAIL ENVIRONMENT

- Brand Stores
- Shop-in-shops
- Product Displays



MARKETING CAMPAIGNS

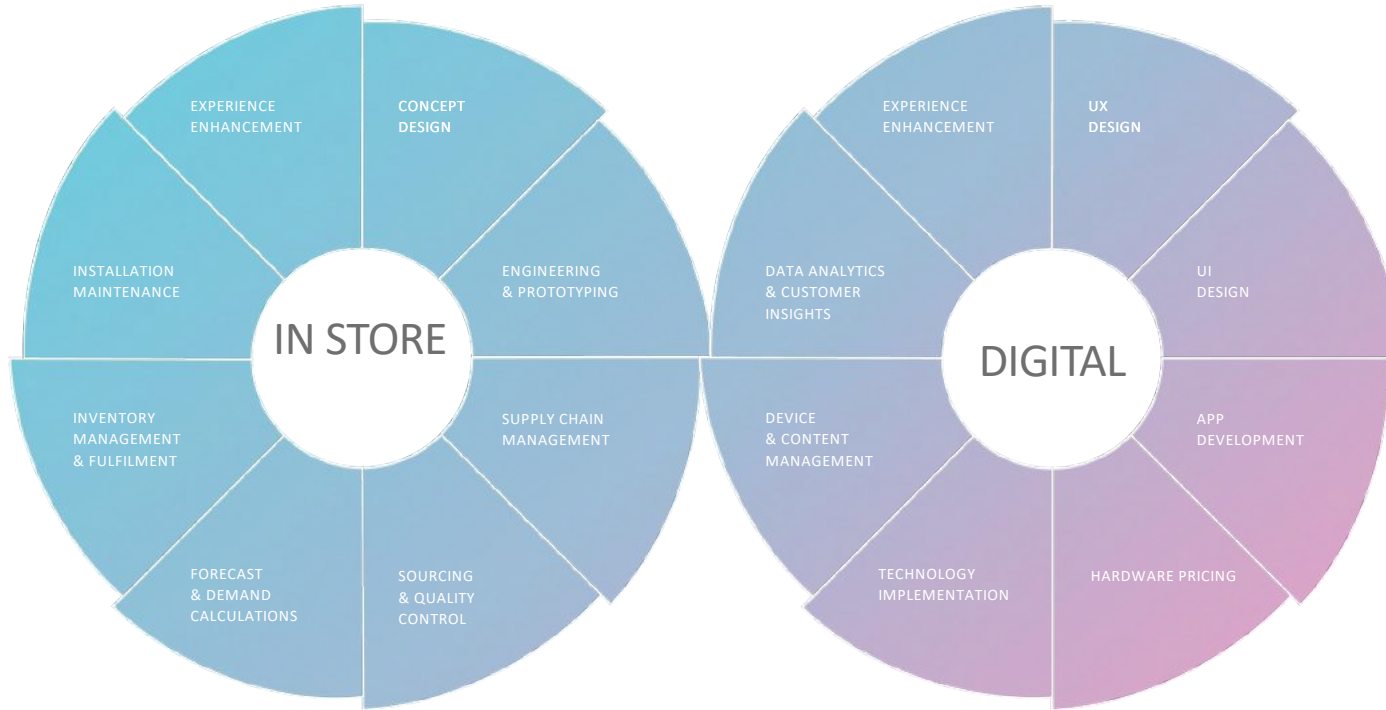
- Product launches
- Seasonal initiatives
- Brand activations



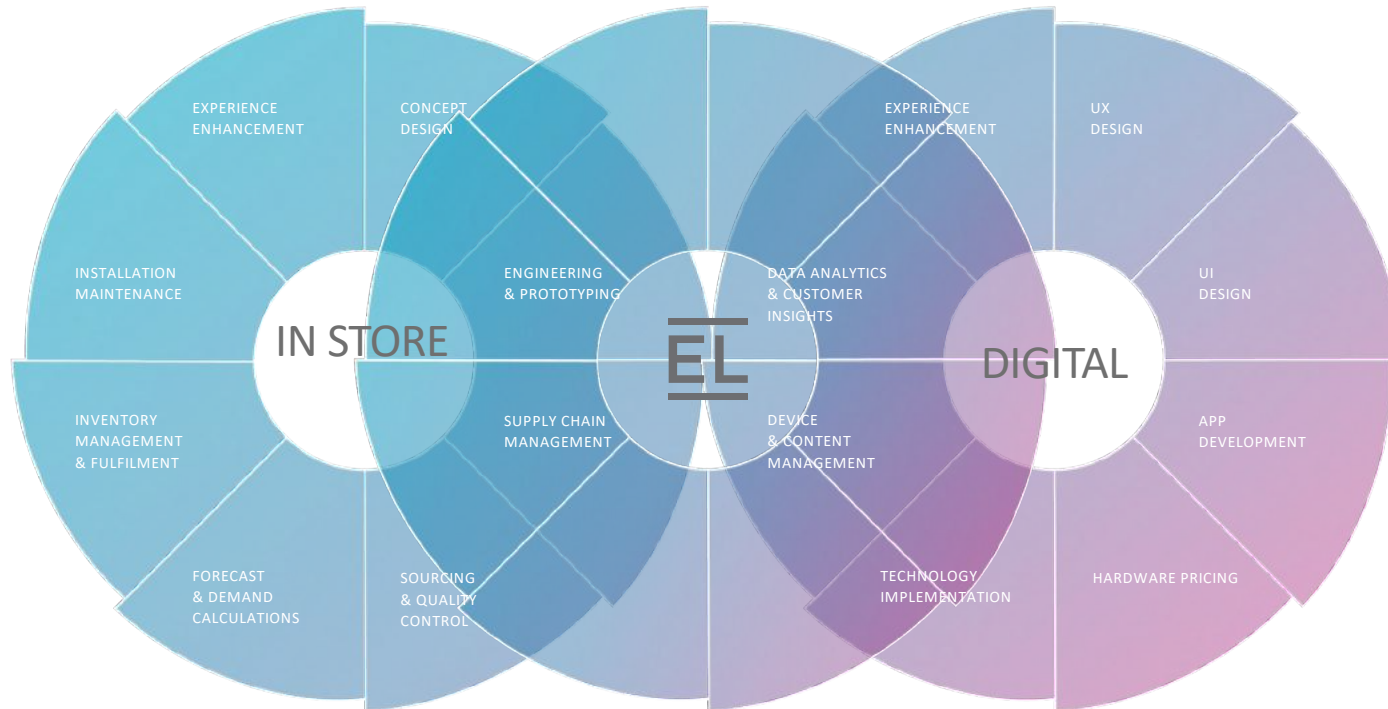
DIGITAL EXPERIENCES

- Digital displays
- Interactive installations
- Store apps

VALUE-ADDED SERVICES



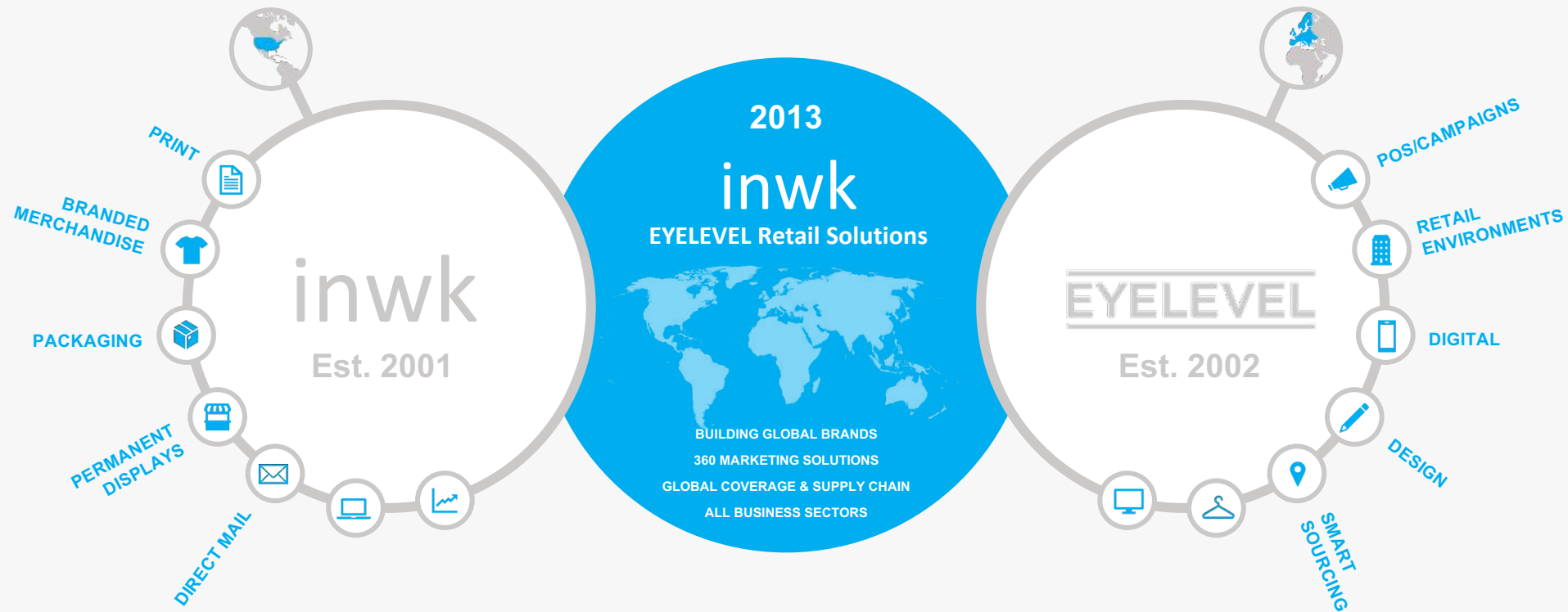
INTEGRATE A BRAND'S SOLUTIONS



BRANDS WE LOVE



INNERWORKINGS ACQUISITION OF EYELEVEL IN 2013



EYELEVEL & INWK - THERE IS NO OTHER COMPANY WITH SUCH A STRONG SERVICE PROPOSITION ON THE MARKET



Creative
Services
(EL)



Retail
Environments
Displays +
Digital POS
(EL)



Product
Packaging



Luxury
Packaging



Direct
Marketing



Print
Production &
Fulfilment



Branded
Merchandise



Events +
Promotions



Installation +
Maintenance
(EL)



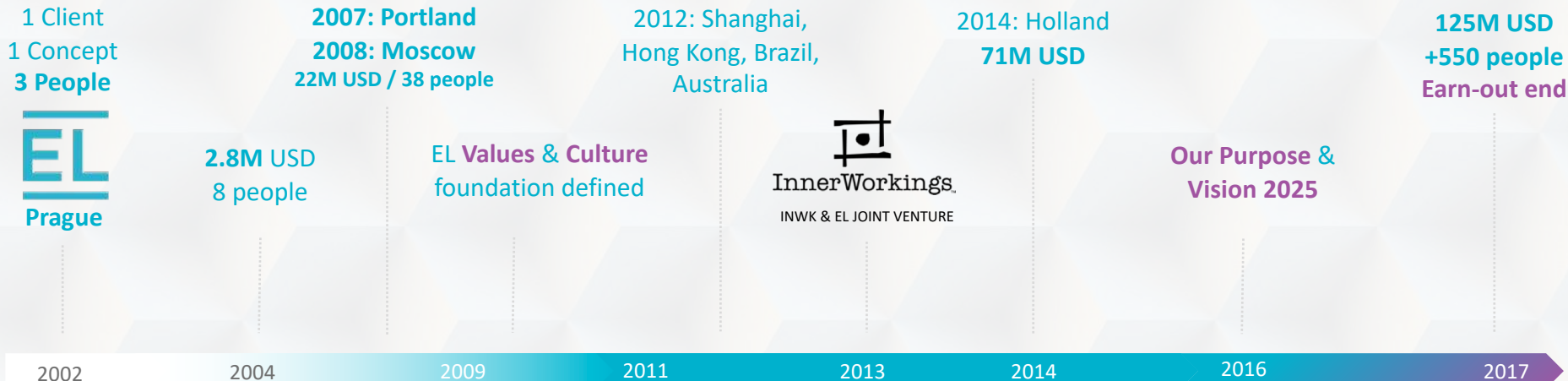
Software as a
Service
(EL)





WHAT WE HAVE
BUILT

WHAT WE HAVE BUILT



ADIDAS | ORIGINALS, FOOTBALL, SPORT PERFORMANCE



adidas



NIKE | FLAGSHIP STORES



THE NORTH FACE | STORES



**THE
NORTH
FACE** 

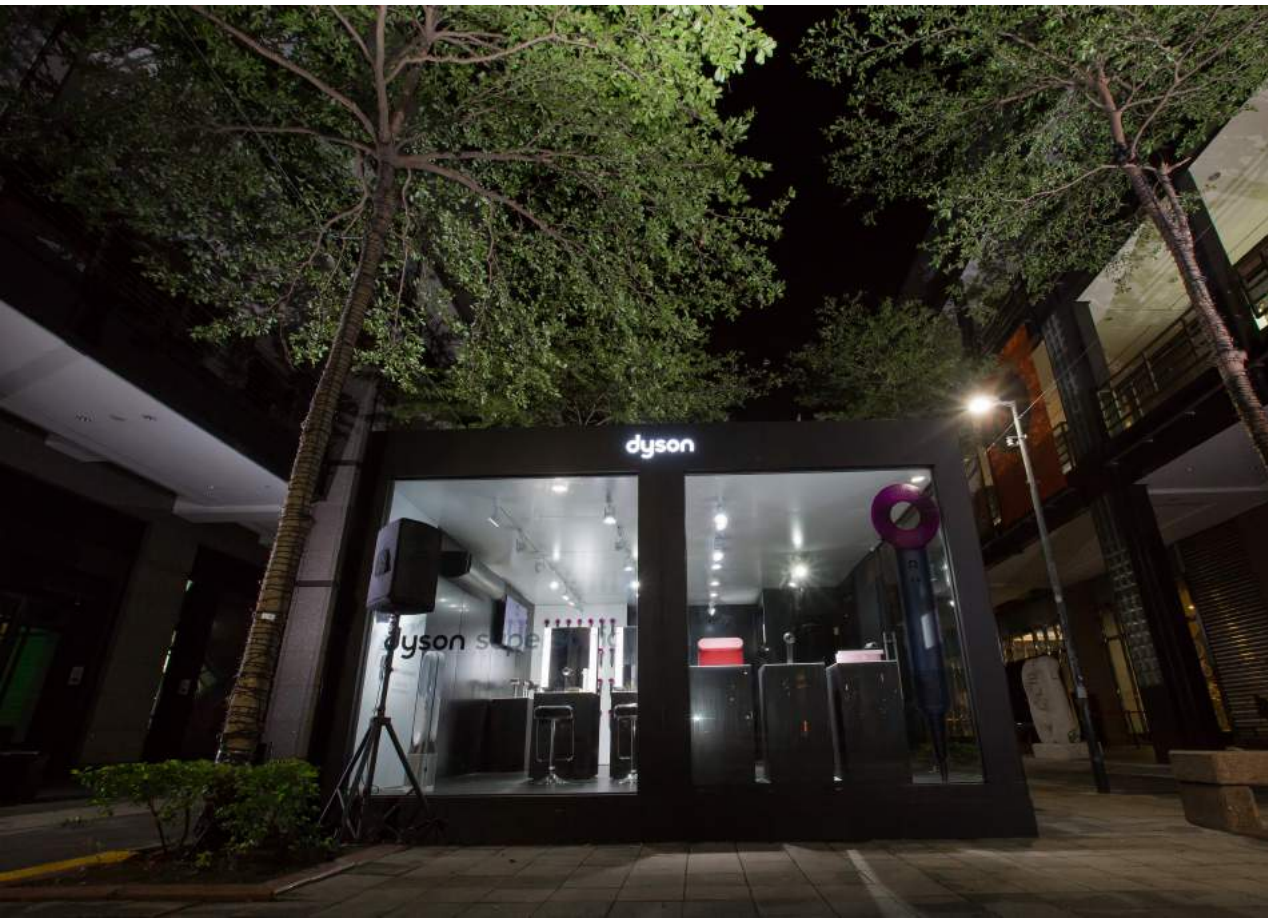


VANS®

VANS | 2018 CAMPAIGNS



DYSON | FLAGSHIP, SIS, POP-UPS



CALVIN KLEIN | FLAGSHIP STORES & SIS



STARBUCKS | ON THE GO



STARBUCKS | COFFEE SHOPS

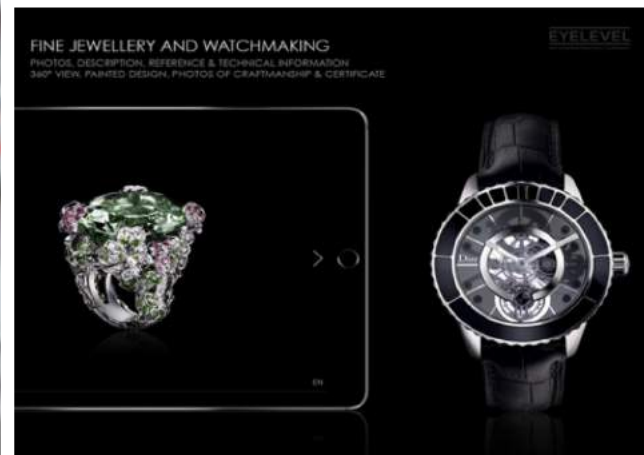
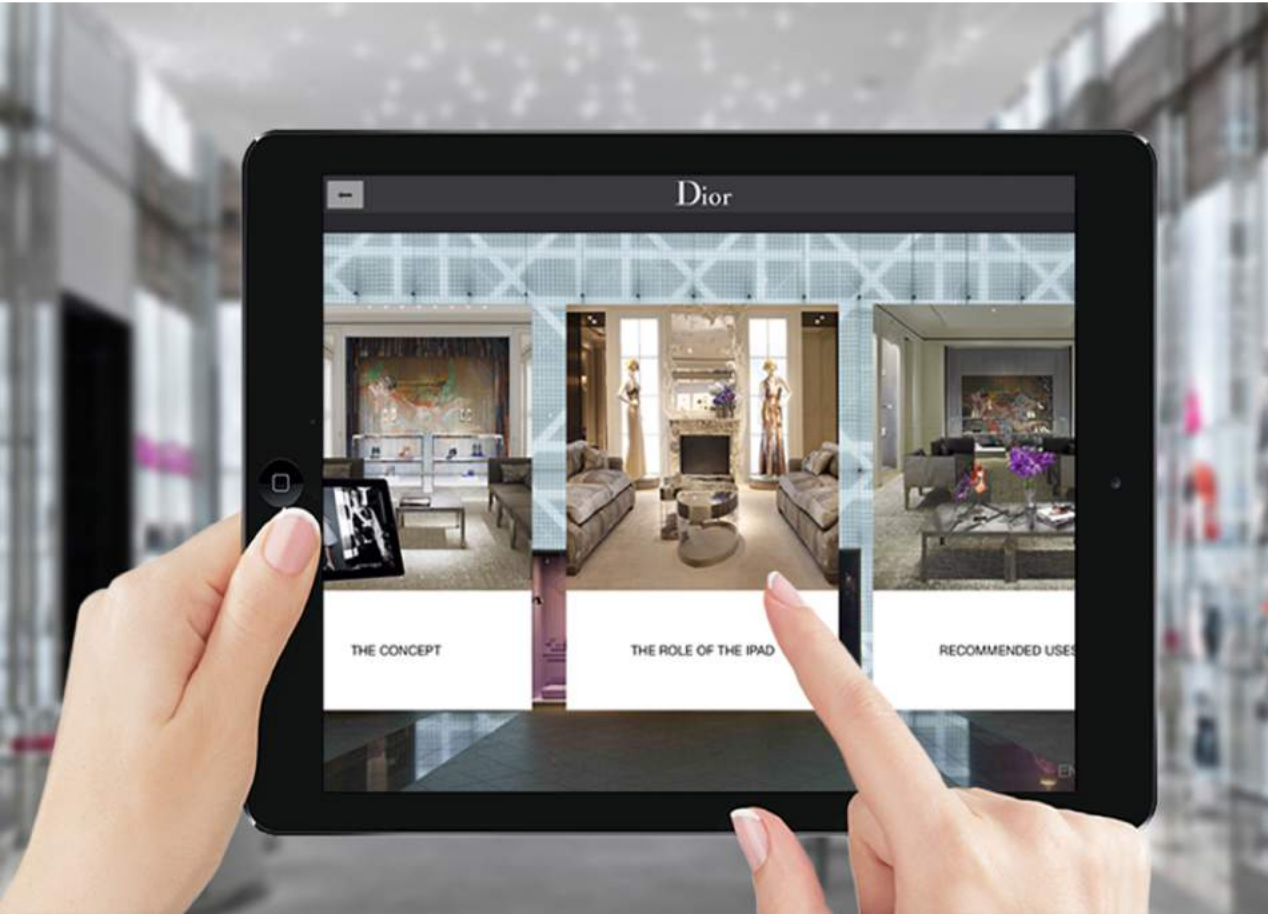


PATAGONIA | STORES, SIS & OUTDOOR SHOWS



patagonia®

DIOR | VIP APP



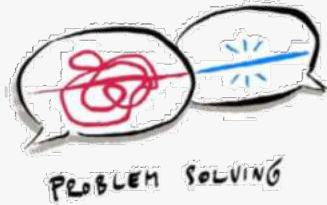
COLUMBIA SPORTSWEAR | STORES & SHOP-IN-SHOPS





BUILDING ON
PEOPLE, PURPOSE
AND LONG TERM
VISION

BUILD ON OUR STRENGTHS & CULTURE



A collage of various people, mostly young adults, wearing baseball caps with the 'EYELEVEL' logo. The image has a warm, slightly desaturated color palette. A large, semi-transparent teal circle is centered over the image, containing the text 'OUR PURPOSE' in white, bold, sans-serif capital letters. The people in the background are smiling and looking in different directions, some making hand gestures. The overall mood is positive and community-oriented.

OUR PURPOSE

A top-down view of approximately 15-20 hands of various skin tones stacked in a circular pattern, palms facing down. The hands are arranged in a way that they overlap, creating a sense of depth and unity. The background is a soft, out-of-focus light blue. The text is centered over the hands in a white, sans-serif font.

HELP BRANDS AND OUR PEOPLE
BRING THEIR VISION TO LIFE

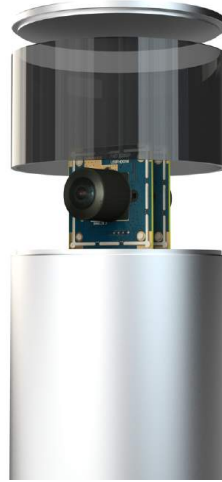
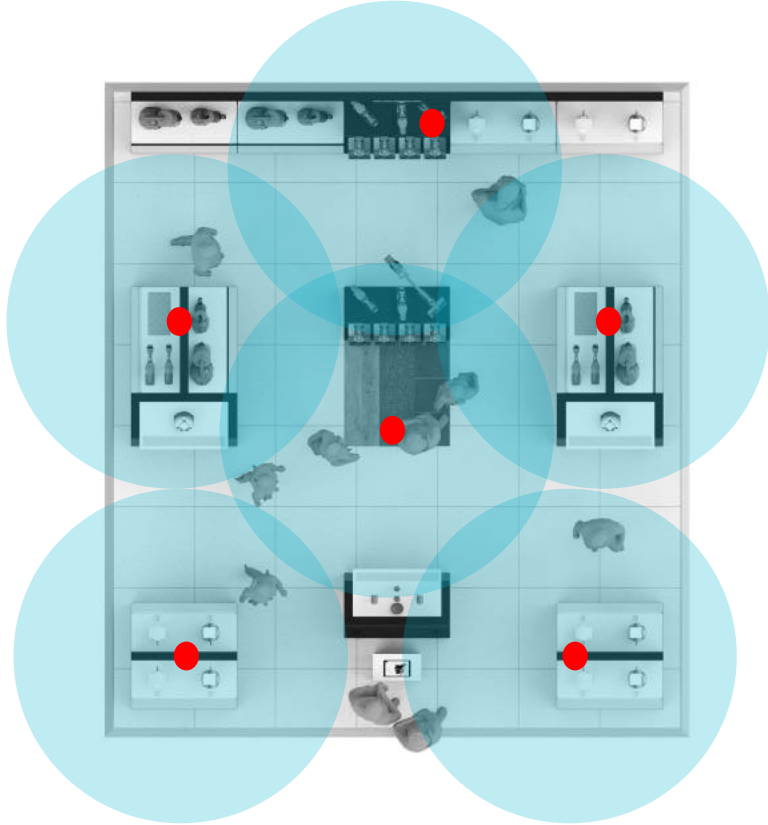


OUR VISION FOR 2025



Be the first choice partner
in **innovation and sustainability**
for leading brands that strive to
reinvent the customer experience.

VISION: CUSTOMER JOURNEY ANALYTICS



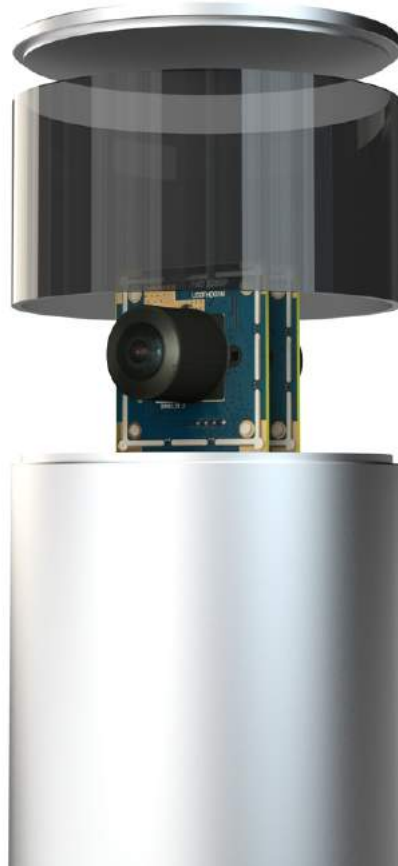
VISION FURNITURE INTEGRATIONS



SAY HELLO TO VISION

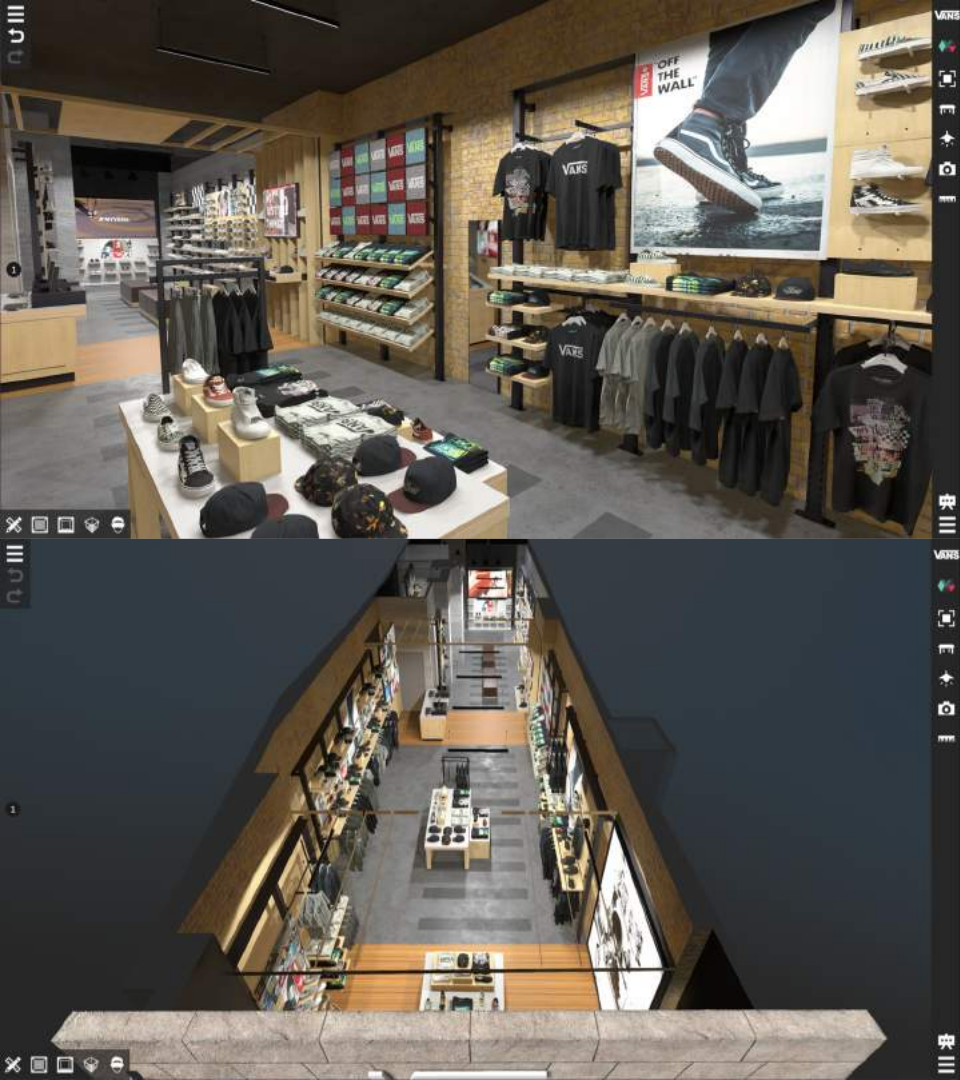
KPIs tracked in ecommerce

- Total traffic
- Real time traffic
- Avg. time spent on site
- Time spent on a page
- Pageviews per visit
- User profile
- User flow



KPIs tracked by VISION

- Total footfall
- Real-time in-store footfall
- Avg. time spent at a location
- Dwell time in a certain zone
- Avg. no. of zones visited per visit
- Visitors age group, gender
- Heat map analysis



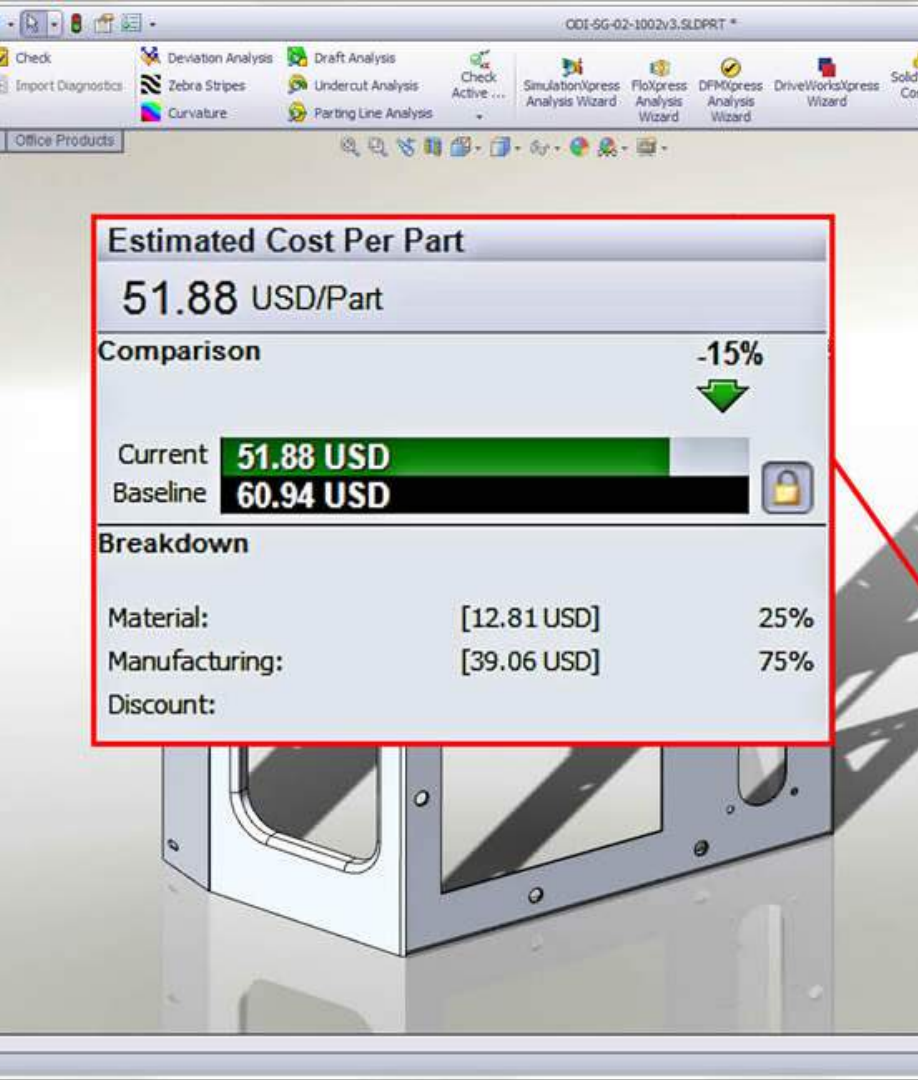
VANS VIRTUAL RETAIL

THE CHALLENGE

VANS marketing team wants full control over the design of the store and access to all creative assets in one solution that would allow for global collaboration. Developing and changing the look and feel of the story on the fly including inserting custom elements was key ask.

OUR APPROACH

We utilized our expertise and deep understanding of the concept and design intents of the brand and partnered with development partner to create a solution that combines heavy duty engineering information with simple and easy to use interface allowing team to focus on the creative aspects of designing the store and visual merchandising.



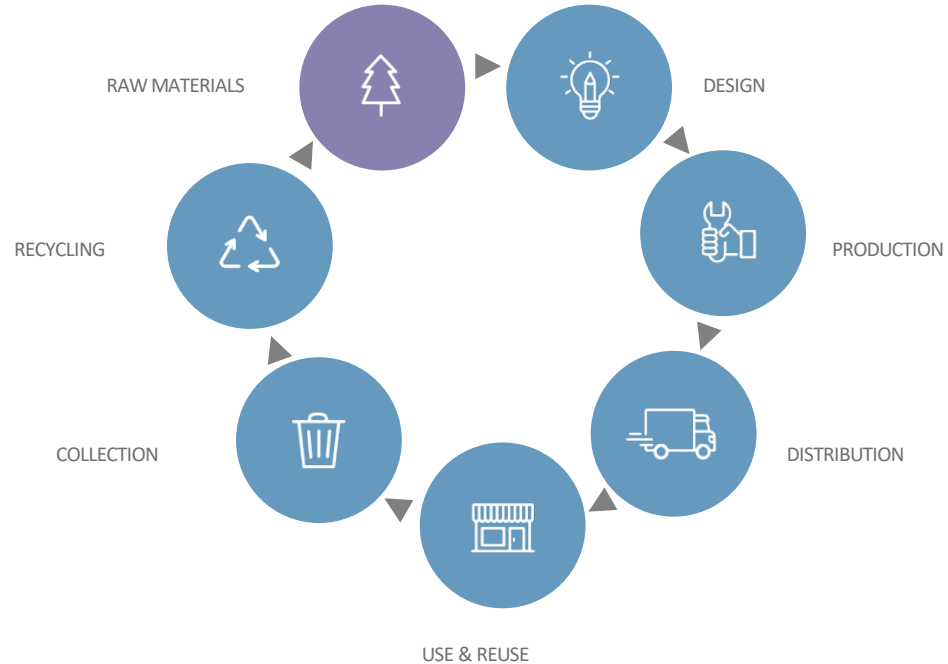
TARGET PRICING/COSTING

Advantage

- Connected with PDM
- Provide reference prices for buyers and production managers
- Guide for negotiation with suppliers
- Control mechanism to prevent overpriced buying
- Target accuracy under 10%
- Share initiative with SCH/Purchasing

CLOSING THE LOOP

HOLISTIC DESIGN AND MANAGEMENT OF A CIRCULAR ECONOMY





EYELEVEL is an
FSC Certified Manufacturer

WE ARE CONSTANTLY
SOURCING NEW &
SUSTAINABLE MATERIALS
FOR USE IN THE PRODUCTS
AND SERVICES WE
PROVIDE.

SMART PACKAGING – COST AND SUSTAINABILITY



BEFORE

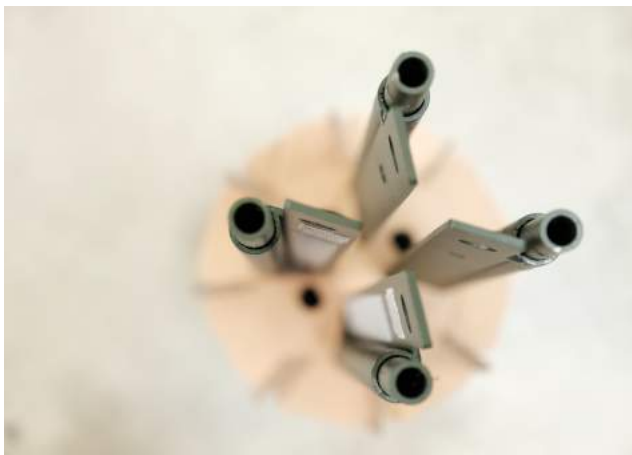
- Limited guidance, packaging process driven by individual worker / best practice
- Plastics used: Stretch foil + mirelon + tapes
- Not sustainable – higher carbon footprint



AFTER

- Engineering manual, less mistakes
- **37% Cost savings & waste reduction**
- Only paper cardboard, eco-friendly
- Now 40% products are packed this way

SBX WPS SUSTAINABLE PACKAGING





EYELEVEL+ECOR

CIRCULAR RETAIL ENABLERS

EYELEVEL and ECOR have formed a strategic partnership built around our shared vision to realise a circular economy in retail.

Our combined expertise in sustainable innovation, strategy, and execution provide a unique value proposition to global brands with the ambition to become market leaders in sustainability.

ECOR PANELS

FABRICATION PROCESS



FIBER



WATER



PRESSURE

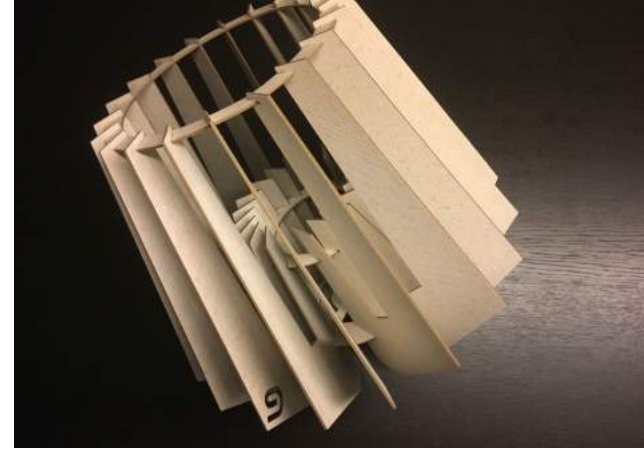


HEAT

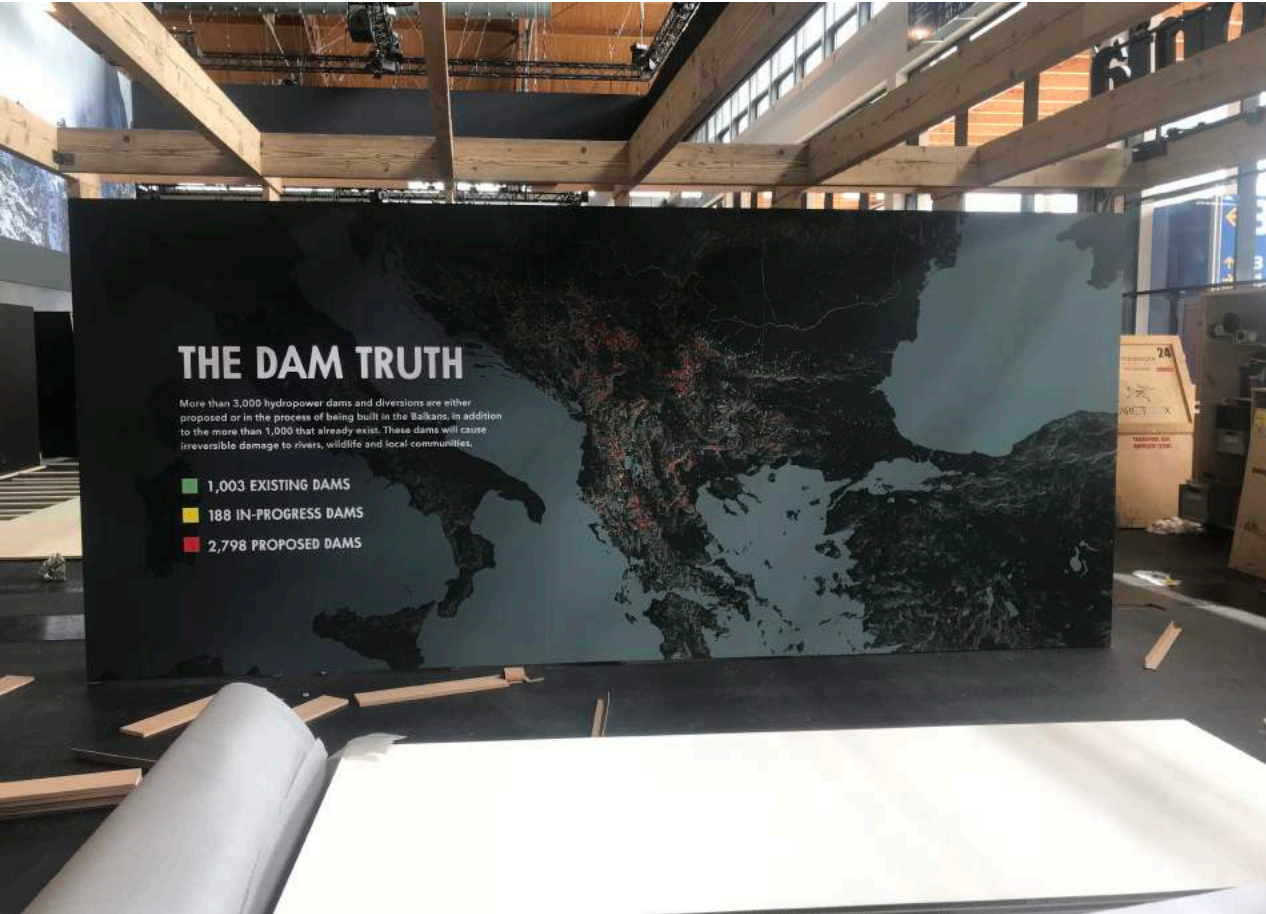
ECOR transforms fiber waste into composite panel materials that are significantly denser (higher MOE & MOR) than Medium-density fiberboard (MDF) and used for buildings, furniture, print, and packaging.



ECOR COMPANY AND PRODUCTS



ECOR AT PATAGONIA BOOTH 2018



PATAGONIA OUTDOOR SHOW 2018



ESSENCE OF SUSTAINABLE GROWTH AND SUCCESS



BEST
TALENTS



UNIQUE SERVICE
PROPOSITION



SUSTAINABILITY &
INNOVATION



GLOBAL
PRESENCE



CULTURE &
VALUES

A man and a woman are hiking up a grassy hill. The man is in the foreground, wearing a blue jacket and a backpack, looking back over his shoulder. The woman is slightly behind him, wearing a light blue shirt and shorts, also looking back. They are walking up a set of wooden steps. The hill is covered in tall, dry grass. In the background, there is a rocky cliff under a clear blue sky.

THANK YOU!

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EYELEVEL
AN INNERWORKINGS COMPANY