



MACY'S DESIGN TEST - CHOICES AND REASONS

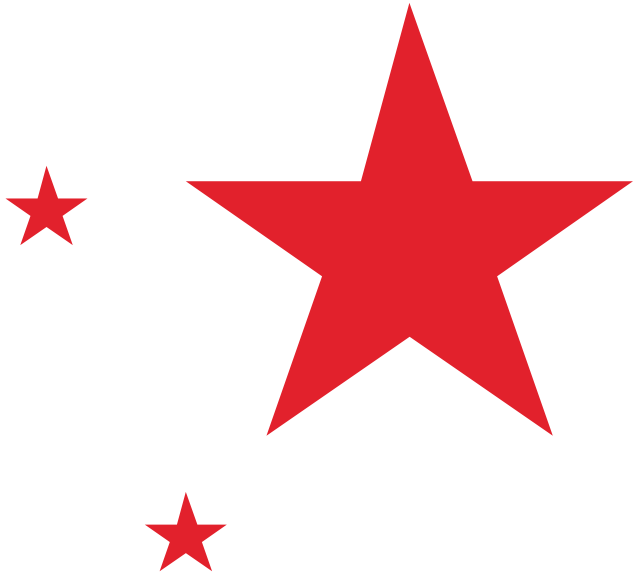




SUMMARY



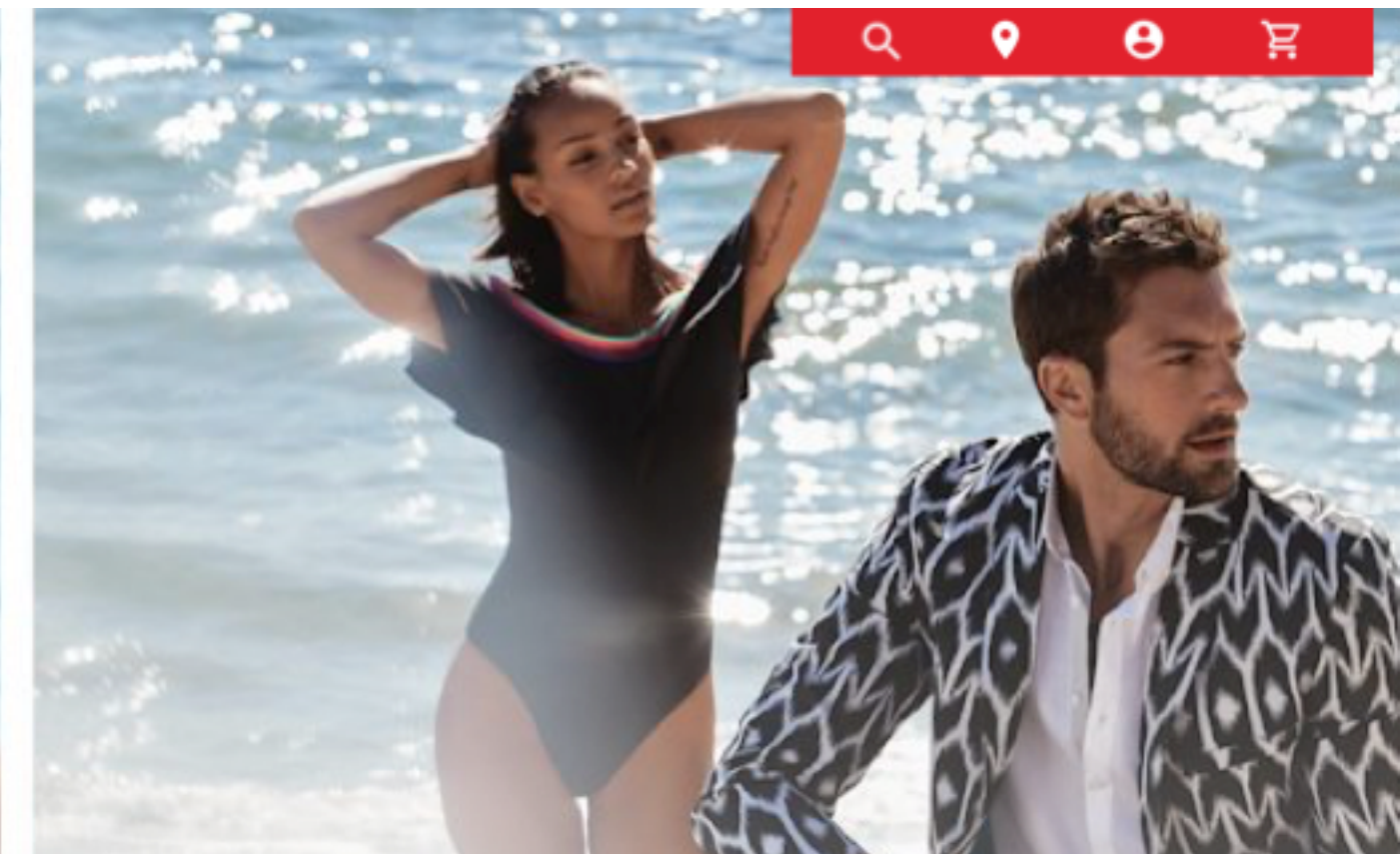
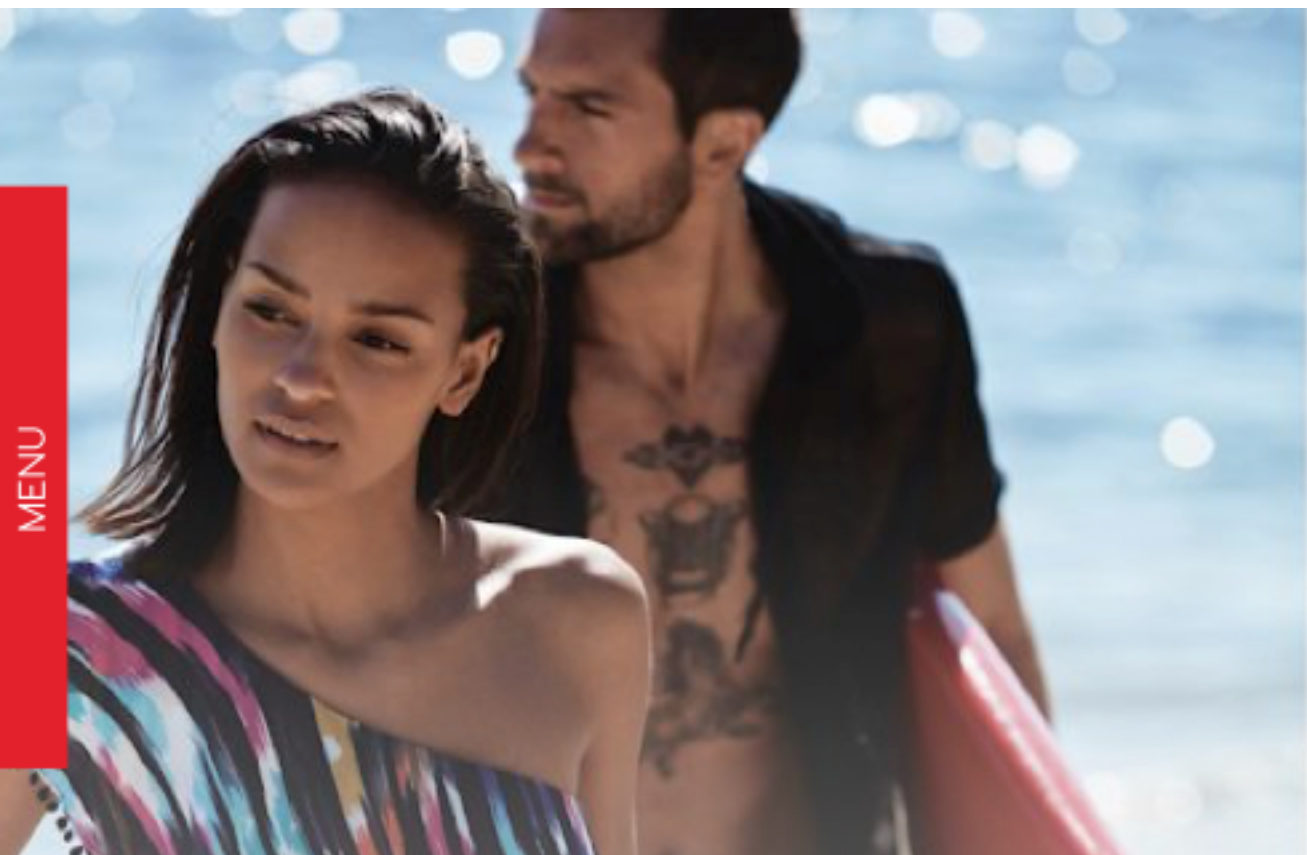
1. UNDERSTANDING MACY'S CUSTOMER
2. MACY'S ON THE GO - MOBILE DRIVEN EXPERIENCE
3. MODERN DAY MACY'S - FOCUS ON PERSONALIZATION AND COMMUNITY
4. MACY'S IDENTITY SUPPORTS DESIGN CHOICES



UNDERSTANDING MACY'S CUSTOMER



1. THEY ARE VIBRANT WOMEN AND MEN 25 TO 60
2. THEY ARE POLISHED AND CARE OF THEIR IMAGE
3. THEY PREFER QUALITY AND ARE READY TO PAY FOR IT - NOT BARGAIN SHOPPERS
4. THEY WANT THE BEST EXPERIENCE
5. THEY APPRECIATE PERSONALIZED TREATMENT AND FOCUS ON THEM





MACY'S ON THE GO - MOBILE DRIVEN EXPERIENCE



1. MACY'S CUSTOMER IS BUSY AND ACTIVE
2. THEY RARELY OR NEVER USE DESKTOP
3. THEY RECOGNIZE NEW TECHNOLOGY TRENDS AS WELL AS THE DATED ONES



Charter Club Damask Designs Watercolor Medallion Bedding Collection

Created for Macy's

Transform any bedroom into a tranquil retreat with the beautiful medallion motif and bracing hues of this Damask Designs bedding collection for Charter Club.

MENU



MODERN DAY MACY'S - FOCUS ON PERSONALIZATION AND COMMUNITY



1. MODERN TECHNOLOGIES ALLOW MASSIVE DATA COLLECTION AND THE PERSONALIZATION OF THE EXPERIENCE
2. THE FUTURE OF MARKETING IS IN THE HANDS OF INFLUENCERS
3. CONNECTING PEOPLE AND CONNECTING TO CUSTOMERS ON INTIMATE LEVEL

BECOME A
★ macy's
INFLUENCER

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MACY'S IDENTITY SUPPORTS DESIGN CHOICES



1. THE RED - HAPPY AND ENTICING COLOR
2. THE STAR - STRONG, POSITIVE AND PATRIOTIC IMAGE
3. IMAGERY THAT CONNECTS

