



Join JGA at the 2010 National Retail Convention and Expo - January 10-13

Retail starts at the NRF 99th Annual Convention & EXPO. You'll find it all - education, networking and technology - at Retail's BIG Show in New York City. The Convention is open January 10-14 and the EXPO Hall Floor and DESIGN STUDIO January 11-12.

THINK SYNC

When the inclination is to retrench, react, and do less: Resist the urge! Today's environment challenges us to do more, achieve more, and to hold or even claim market share from your more timid competitors. Through synergy, Think Sync. Harness all of your brand's touchpoints to create the power of "one" - from marketing, visual and environment to customer service and even product. Create one vision, one view, one message.

Leveraging Synchronization

To do this, the walls that often separate synchronization - internal politics, tradition, and even the fear of hard work - must be set aside. Ultimately, a well-synchronized retailer coupled with an experience that is in sync will leverage the organization's often challenged resources. Whether based on human factors, financial or even creative; can you recover the energy and effort that is not contributing to the brand's goals?

Rethink Fundamentals

Within the environment, synchronize fundamentals to result in a consumer-centric experience. Are you iconic? Does the brand strengthen your position as the authority in your category? Rethinking the brand can offer an important lift to both your most challenging and loyal customers.

Reinvent Yourself

From building Discovery Trails that provide a clear path to iconic sets of moments and events, to using Amplification tools that introduce your brand's "Wows;" clear communication between all of these touchpoints ensures that your investment in time and resources is constantly returned. Color, scale and unity of message sync to stimulate customer impact. Be provocative; add a touch of the unexpected to impress core consumers through the depth and authority of your category while establishing a bold rhythm to your space.

Find Commonalities

Think Sync is about finding the commonalities. It is easy to think about the differences among customer segments, trends and brands, and even the frequent battleground of promotion vs. brand equity. Discovering the commonalities and putting them in sync will provide ultimate brand building as well as near-term commercial reward.

Make Think Sync your new normal.



THINK SYNC NOW IS THE TIME TO GET STRATEGIC AND RETHINK THE POSSIBILITIES



Don't Miss JGA at the DESIGN STUDIO - Booth #30 / 31

The NRF DESIGN STUDIO is a one-of-a-kind environment that brings together top creative design firms with retail company executives from around the world. It is a truly unique environment where retail executives can attend design-focused seminars, network with others in the industry and preview many of the world's most highly acclaimed retail stores and transactional environments. Explore Think Sync with our team, including JGA Chairman, **Ken Nisch** and VP Client Strategy, **David Nelson** in Booth #30 / 31. Open Monday 9:00am - 6:30 pm and Tuesday 9:00 am - 5:00 pm. Located on the fourth floor at Javits.

FREE! Get your STUDIO Pass online at www.nrf.com/annual10



Sunday, January 10th: Spotlight Session '09 - featuring Ken Nisch Time: 10:15-11:45 am Location: Room Hall E, 1E 07/08/09

Retail writer Jayne O'Donnell of USA Today emcees a visual montage of the most exciting stores designed in 2009. Jayne will interview design firm executives on some of their biggest successes of the year, most exciting design trends and their insight into what goes into the making of well designed retail space. **Ken Nisch** will join the panel, introducing the latest projects for LittleMissMatched, The North Face and Purina. Also check out the new book **Gen BuY**, by Jayne O'Donnell and co-writer Kit Yarrow, Ph.D., where they reveal how Gen Y serves as a powerful group of consumers and offers actionable tactics on how to capture their buying power. The book includes Ken Nisch's views on teen retail in his essay, "Be True to Your Cool."



Tuesday, January 12th: Global Desires Session - featuring Ken Nisch Time: 11:00-11:45 am Location: DESIGN STUDIO, 4th Level

Speakers: Ken Nisch (JGA), Alexandre Tadeu da Costa (Cacau Show) and Beth Furtado (ALIA)

As transience and the desire for originality drive contemporary consumerism, this session provides a global perspective on retail's evolving consumers and the stores they love to shop. As the desires for inclusion, inspiration and connections motivate customers globally; this session explores how universal desires can be transformed into product, communication and experience. The panel brings together a consumer theorist, retailer and designer for a look at what's now and what's next.



GET IN SYNC FOR RETAIL TREND STORIES

From USA Today to specialty magazines, journalists seek the latest industry news from JGA. For provocative feedback on retail, fashion and design trends, visit our website Press page for news and publications including Retail Focus. Or have Retail Focus Online delivered right to your computer monthly. To sign up, visit www.jga.com.

Topics of interest to national and specialty publication readers include:
USA Today: Tween/teen retail, counterfeit goods, modesty in fashions
DDI: International work blossoming for leading design firms; Orchard Supply Hardware
VMSD: Emerging designs for the BRIC countries; Fantasy World
Gifts & Dec: Reinventing the Consumer Experience; The Store at MAD