

RSS Preview

Title: Belonging Experiences

Vol. 3, Q2 2008



BlinkFocusConnectDeliver

In the blink of an eye, we focus on unique attributes to emotionally connect consumers to your brand and deliver results.

TOP STORY



In this Issue

TOP STORY  
Designing Engaged Communities

NEWS  
Scores Sizzles the Market

Mike's New Italian Flair

WINS  
Mr. Lacroix is keynote speaker at Globalshop Conference

Shikatani Lacroix invited to participate in Dubai SmartCity

Designing Engaged Communities

The term "Belonging Experiences" was born out of twenty-five years working on some of the world's leading consumer packaged goods, service providers, and retail brands. Through this unique vantage point, it became quite clear to me that the next decade will see a significant shift in how consumers interact with package goods, retail and service brands. The term clearly captures the essence of this change, articulated through the combination of two emotional words.

[Click here for full story](#)

We are also conducting background research to further expand how companies are creating engaging experiences. Please take five minutes to fill out our questionnaire. We will be sharing the results in future new flashes.

[I would like to participate](#)

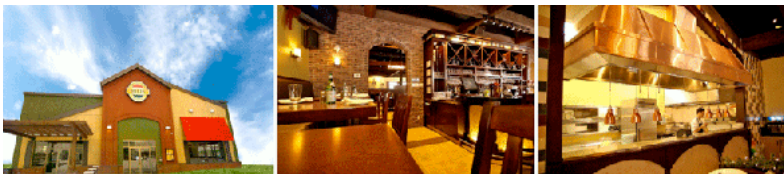
NEWS



**Scores Sizzles Ontario Sales**

The Scores Restaurant concept premiered in 1996 in Quebec. Scores offers a family-friendly, casual setting with a menu featuring their delicious rotisserie chicken, ribs and an all-you-can-eat salad and soup bar. That is why everyday, they strive to give their clients the best quality at the best price possible, which explains their slogan: "Always a Great Deal More at Scores". Imvescor Inc., who owns Scores also operates the Pizza Delight, Mikes, and Bâton Rouge brands. SL was retained to leverage the brand's current equities as part of an expansion program.

[Click here for full story](#)



**Mike's Italian Flair**

Founded in 1967, MIKES is one of the most reputable and innovative restaurant chains in Canada. Since opening its first restaurant, over 100 restaurants have opened in four Canadian markets. Imvescor Inc., who owns Mikes also operates the Pizza Delight, Scores, and Bâton Rouge brands. SL was retained to reposition the Mikes brand as part of a portfolio review which included the redesign and positioning of Scores and Pizza Delight chains.

[Click here for full story](#)

**WINS**

**Global Shop Conference**

Mr. Lacroix has been invited as keynote speaker at the Global Shop conference in Chicago on March 10. His presentation "My Community...Moving the Store Experience to the Next Level" will provide insights on the next big opportunity in retailing.

[Click here for more information](#)

Shikatani Lacroix is invited to participate in the Dubai SmartCity program.

[Click her for more information](#)

387 Richmond Street East, Toronto, M5A 1P6 :: [www.sld.com](http://www.sld.com) :: Copyright © 2007 Shikatani Lacroix

