

EXPERIENCE. YOUR NETWORK'S TRUE POTENTIAL

*The name behind the
automotive sector's
experience design and
architecture success.*
Introducing Meda.

MEDA
EXPERIENCE, DESIGN
AND ARCHITECTURE

HERE'S THE STORY:

1. *Introducing Meda.
Building better
retail experiences.
What we do and who we are.*
2. *Our portfolio.*
3. *Automotive Futures.*

*We believe that a better
automotive retail
experience improves
business performance more
than any other network
measure.*

Why?

*Because the true value of
your business lies in its
capacity to attract and retain
customers.*

*These are the customers who
will judge your brand based on
their experience.*

*This makes experience a
powerful business asset - one
you need to shape before it
shakes you.*



We work at the heart of what shapes the network: your experience.

By defining the experience and the potential it has to deliver on your the promises, you can ensure that it aligns and utilises your places, messages, people, processes and products.

Our focus is on improving business performance, using a combination of strategy, design and architectural design in a distinct practice.

We can show how experience will reveal your network's true potential. This is the story of our 'how'.

YOUR
RETAIL
EXPERIENCE



YOUR
NETWORK
STRATEGY



1. INTRODUCING MEDA

We've been delivering experience design and architecture projects for over two decades, across Europe and beyond.

We've worked with more than 30 top brands in the sector over the last 25 years, making us a leader in the field of automotive retail experiences.



JUST SOME OF THE BRANDS WE'VE WORKED WITH



How can we help?

Across Experience, Places, Messages, People and through strategy, design and architectural design. Our current skills and capabilities include:

EXPERIENCE:

- Research & benchmarking
- Experience strategy
- Experience vision & proposition
- Journey mapping
- Experience narrative
- Experience toolbox
- Standards definition
- Guidelines development
- Management programmes.

PLACES:

- Customer journey mapping
- Facility design
- Retail planning
- Experiential design
- POS/POP design
- Retail identity design
- Signing & wayfinding.

MESSAGES:

- Communication strategy
- Visual language development
- Identity design
- Information design
- Digital media
- Information design
- Signing and wayfinding
- Internal communications
- Brand management.

PEOPLE:

- Research & benchmarking
- Assessment centres
- Competency frameworks
- Trainer & facilitator materials
- Train-the-trainer
- Distance learning
- Coaching & mentoring
- Organisational engagement
- Roadshows & regional events
- Conferences & team workshops.

ARCHITECTURAL SERVICES:

- Benchmarking
- Architectural design
- Retail planning
- Country specific adaptation
- Brand guardianship
- Site audits
- Feasibility planning
- Compliance reporting.

PROJECT MANAGEMENT:

- Resource plans & programmes
- Value management
- Procurement advice
- Contractor selection
- Tender analysis
- Project monitoring
- Control procedures
- Contract administration
- Dispute resolution.

COST MANAGEMENT:

- Cost management
- Budget cost estimates
- Pre-contract costing
- Lifecycle costing.
- Value engineering
- Cost benchmarking
- Payment valuations
- Final Account preparation.

Who are we?

MIKE



RIA



JAMES



RICHARD



1. INTRODUCING MEDA

Mike Taylor Director

UK commercial and network strategy.

Mike has been championing automotive experience development since early 1996, following a broad career path, both agency- and manufacturer-side.

He's passionate about consumer experience and its impact on business profitability and reputation development.

His background includes financial management and strategic planning, with extensive practical experience of aligning creative design with commercial considerations.

Ria Dakin-Potts Director

Experience strategy, design and direction.

Ria has a breadth of international and cross-sector experience that brings a unique perspective to her approach to projects.

She is driven by a passion for looking at experience through the eyes of a consumer yet always relishes the opportunity to prove it can be to the benefit of bottom line results.

A creator of exceptional experiences borne out of a solidly developed strategy and brief, Ria will always challenge preconceptions and current thinking, driving the delivery of experiences fit for the future.

James Baines Director

Architectural team leader and project director.

James' skill lies in aligning the conflicting and demanding needs of planning and delivering architectural projects.

His depth of experience in project management, and 10 years within the Meda architectural team, has added a fundamental project and cost-management approach to the business which ensures projects are on-time, on-budget and on-brand.

James has a strong commercial sense supported by practical, first-hand experience and sets very high standards for his own team and the projects outcome.

Richard Hill Creative Director

Strategic and multi-disciplinary design consultant.

Richard has been driving design's cause and effect for over 20 years, with top-10 agency and in-house experience. Never happier than when finding ways of bringing strategy to life, he's a champion of design's real value - transforming businesses futures into benefits we can all experience.

His experience extends through the communications design spectrum including environments, digital, identity and signage and across Europe, the Middle East and India.

2.

Our portfolio

While our work is predominately in the automotive sector, we happily work in retail, leisure and property clients. We specialise in:

2. OUR PORTFOLIO



EXPERIENCE STRATEGY



RETAIL PLANNING



ARCHITECTURAL DESIGN



INFORMATION DESIGN

Explore and define the overall experience you want
Hemmer Heritage to be known for.

Gain a clear understanding of Bicerter Heritage's strategy / product offer aligned to target customer and review the competitive landscape to further understand potential opportunities / challenges.

Exploration of the risks of how we want people to feel about Bluestar Heritage.

Define how your customers will interact and engage with the Pioneer Heritage experience

DIFFERENTIATION PROPOSITION
Capture the differentiating idea for the
Bicester Heritage Experience as an activity
orientated proposition.

Map a visitor and customer experience across all channels aligned to a defined customer journey and the three audience groups defined.

Describe the Leicester Heritage Experience at each point of the journey aligned to the three audience groups identified.

Group the tools and processes to deliver the desired Biceter Heritage Experience into manageable work-streams including top-line briefs where possible.

Present, refine and prioritise the design brief for future development into a rationalised strategic plan for delivering the experience.

- Overall strategy and master plan
- Customer journey / customer planning for individual buildings / product offers

- Visual Language strategy
- Image and Infographic strategy
- Writing communication strategy

PEOPLE

- Roles, activities and behaviours
- Knowledge, skills and attitudes

PROCESSES

*Extract from the Bicester Heritage
'History in the making' Prospectus
and experience programme.*

Ex

Leading businesses have a clear experience strategy that drives comprehensive design briefs, enabling the delivery of clear and integrated solutions, for the benefit of customers and prospects alike.

Our capabilities cover:

- Research & benchmarking
- Experience strategy
- Experience vision & proposition
- Journey mapping
- Experience narratives
- Experience toolboxes
- Standards definition
- Guidelines development
- Management programmes.

Worksheets setting out the experience strategy programme for Volvo Cars UK.

Extract from Volvo Cars UK customer journey mapping as part of the network planning project.



Ex

Detail from the experience idea section of the Edwards Motors Identity Handbook.

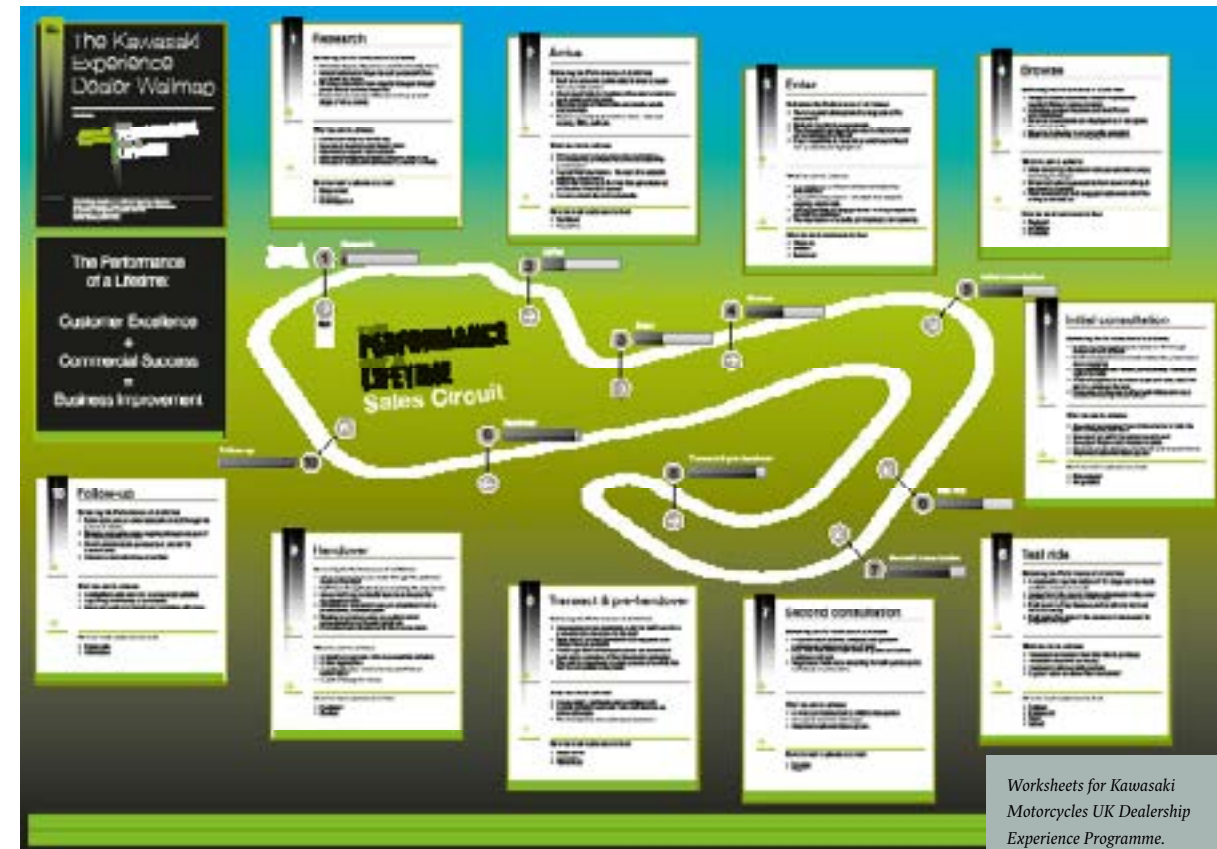


2. OUR PORTFOLIO

JTI 'Dark Market Scenario' strategy planning workshop and guidelines.



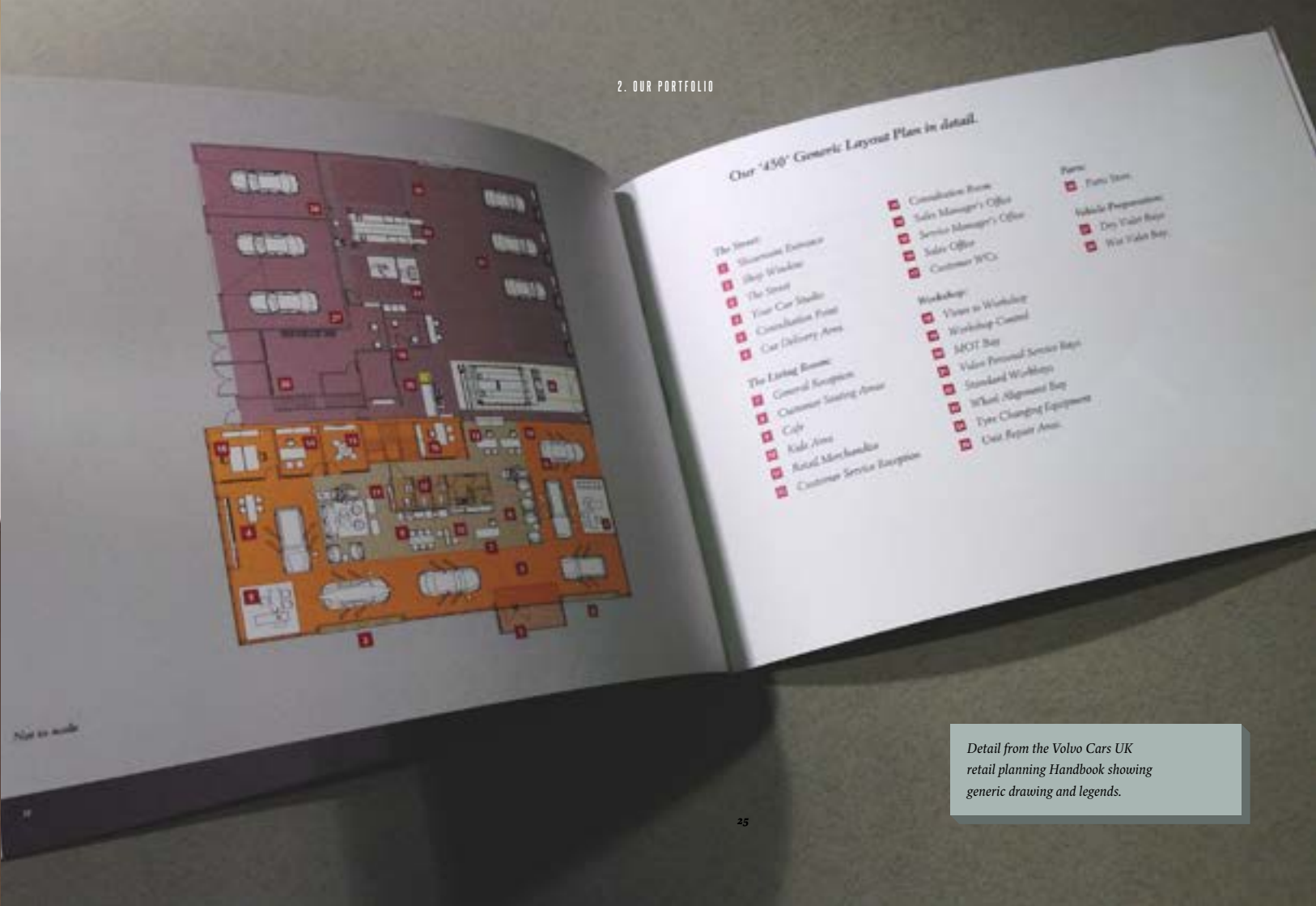
Materials from the Infiniti 'Total Ownership Experience' Programme for Europe.



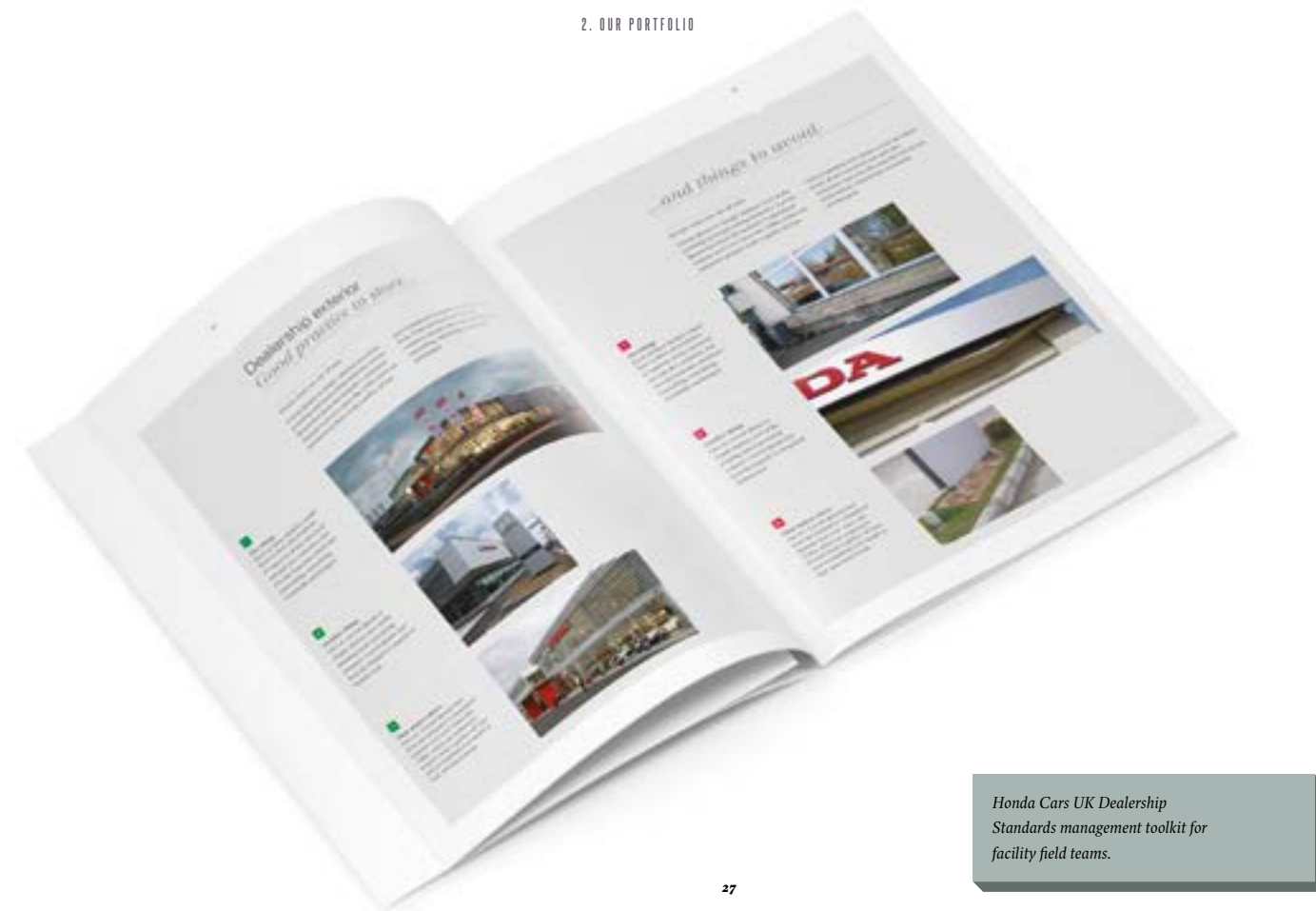
Worksheets for Kawasaki Motorcycles UK Dealership Experience Programme.



Pages from the Volvo Global Retail Standards workbook, extending to over 250 pages.



Detail from the Volvo Cars UK retail planning Handbook showing generic drawing and legends.





Detail of the new Volvo Retail Experience, currently under development in the UK.

Ad

2. OUR PORTFOLIO

We believe buildings are a conduit for delivering better experiences.

Their value lies in their potential to reinforce positive perceptions of your business, build confidence in your brand and create advocacy among your customers.

Architectural Services;

- Benchmarking
- Architectural design
- Retail planning
- Country specific adaptation
- Brand guardianship
- Site audits
- Feasibility planning
- Compliance reporting.

Project Management:

- Resource plans/programmes
- Value management
- Procurement advice
- Contractor selection
- Tender analysis
- Project monitoring
- Control procedures
- Contract administration
- Dispute resolution.

Cost Management:

- Cost management
- Budget cost estimates
- Pre-contract costing
- Lifecycle costing.
- Value engineering
- Cost benchmarking
- Payment valuations
- Final Account preparation.



Volvo Birmingham / Paul Rigby.



Development visual for city-centre formats for the market entrant, preceding the European roll-out.



Porsche UK, 30 sites developed and delivered.



Lexus Retail Concept, designed and delivered across 32 European Countries and the Middle East.

Ad



Mercedes Benz Leicester.

2. OUR PORTFOLIO



Toyota / Inchcape Estates - A site specific solution for private and corporate Toyota customers.



Kia Motors / Bolton.



2. OUR PORTFOLIO

Nissan / Motorline Group - Creating style and standout for Nissan with state-of-the-art design.



Honda Cars UK Dealership
Standards management toolkit for
facility field teams.



So why do organisations overlook the fact that a. they often already know the answer and b. repeat their mistakes?

We're convinced it's because they rarely take the time to capture, control and curate the information they have about:

- what they know*
- how they do what they do (and how they do it better)*
- how they can help everyone else (now and in future) learn from and build on success.*



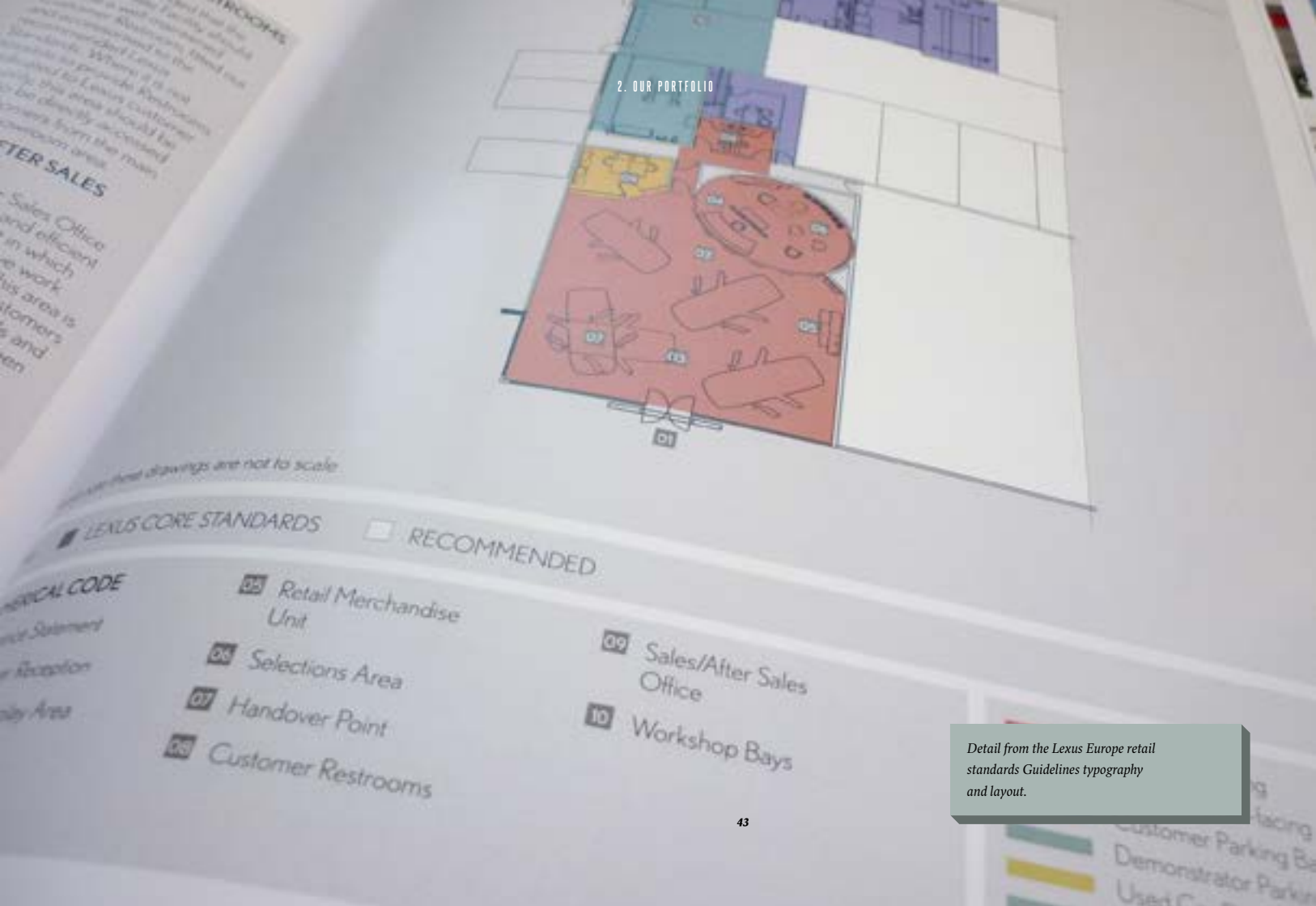
Volvo Cars UK retail standards Handbook, detail of the customer journey planning.



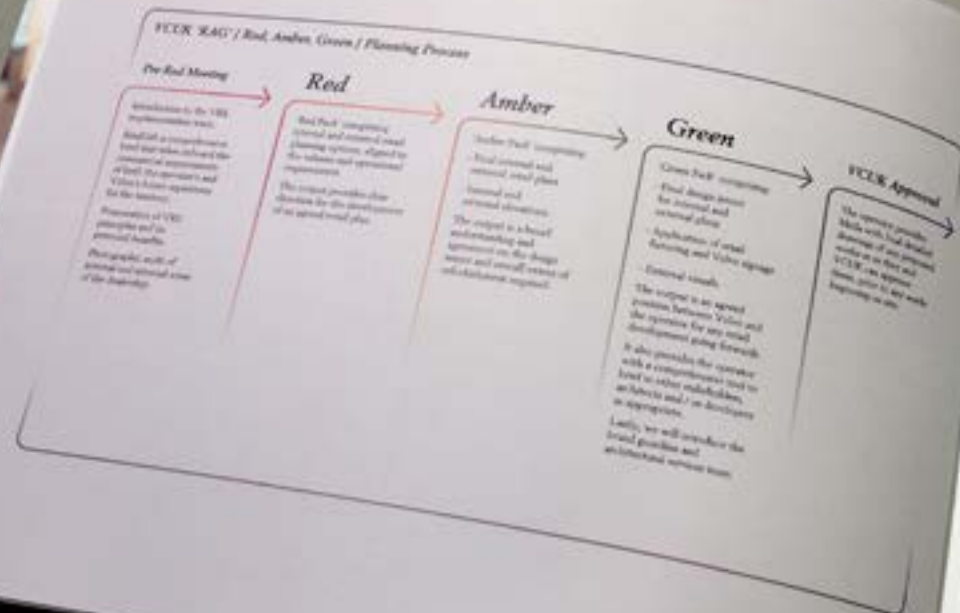
Volvo Car Group global training support for the Japanese markets.



Infiniti Europe experience delivery guidelines and illustrated user guide in twelve languages.



Detail from the Lexus Europe retail standards Guidelines typography and layout.



Illustrating the 'Red, Amber, Green' planning process for Volvo Cars UK.

Achieving our aim

Whilst this Prospectus inevitably focuses on the future, the confidence we have in helping you to deliver it is firmly rooted in our previous success with the RAG (Red, Amber, Green) planning process.

The RAG planning process is critical in delivering a cost-effective implementation, from the initial planning sketches, right through to appointing and briefing the Architect and contractors.



Detail from the global Volvo Retail Standards documentation.



Detail from the JTI 'Dark Market Scenario' strategy planning workshop and guidelines.



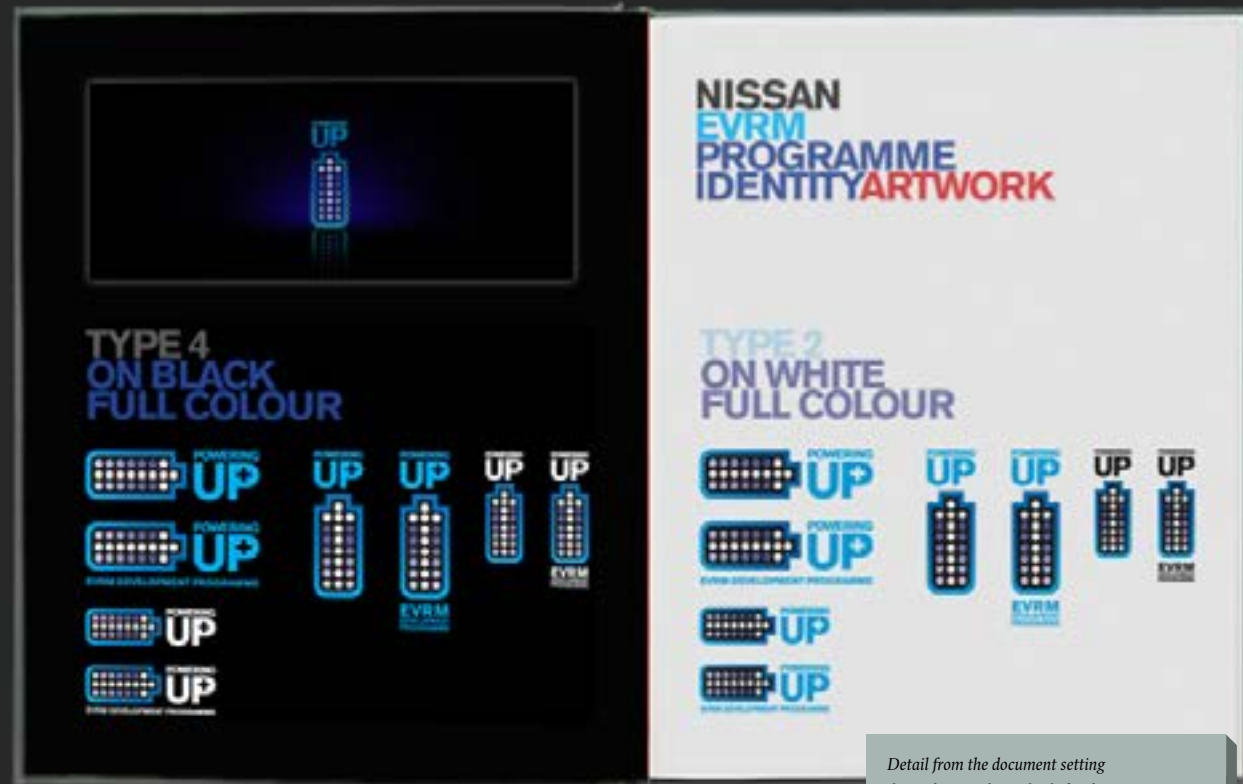
Detail from the identity design section of the Edwards Motors Identity Handbook.

DIFC
Business
Centre

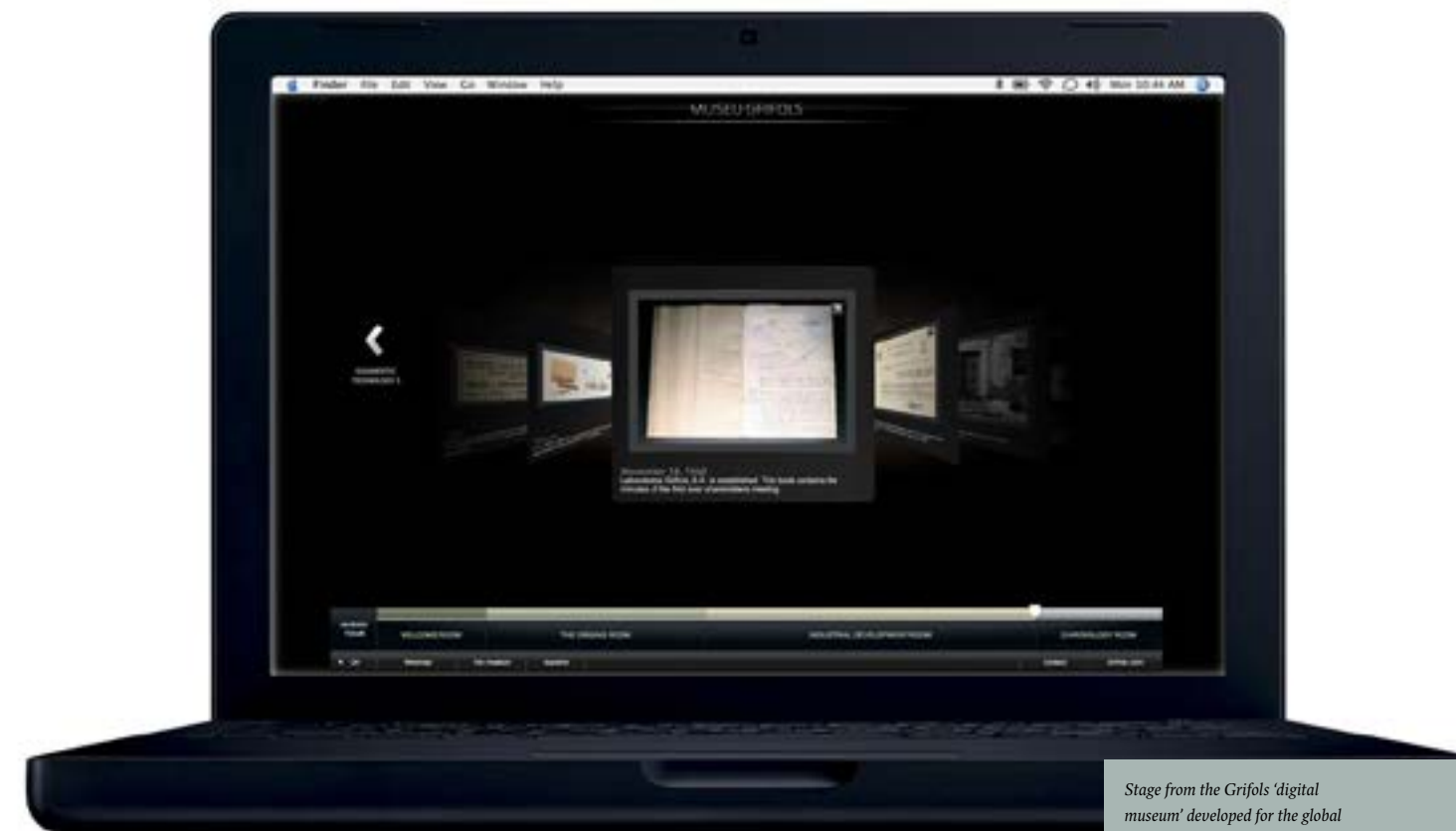
Detail from Dubai International Finance Centre's external and internal wayfinding system.



Lexus Europe 'C.I.' primary and secondary signage for the entire European / Russian network.



Detail from the document setting down the visual standards for the 'Leaf' training programme.



Stage from the Grifols 'digital museum' developed for the global pharmaceutical company.

3.

Automotive Futures.



*Thinking ahead.
What's the future for
automotive retailing?*

*The conflicting quest for
infrastructure cost reduction
and enhanced customer brand
experience has been the subject
of contentious debate in our
industry for many years.*



Automotive manufacturers have experimented with different representation models and retail strategies but progress has been very slow in comparison with the rest of the retail world.

The rate of change has largely been held back by high investment levels and returns available for network investors and owners - not by a lack of ideas or innovation.

Conversely, the accelerating pace of digital communication platforms and retailing channels are leading us to question the role, even the existence, of the traditional dealership.

This widening gap, and the evolution of how customers interact with brands and access services after purchase, is causing significant upheaval in automotive retailing. It's crucial to avoid a potentially serious disconnect, especially with other sectors setting increasingly high standards.

Today's consumer expects aligned, relevant and valuable communications and interactions, delivered at the right time and place, and in the right way so that they enhance people's lives.

The car buying experience must meet these expectations, as it is an emotional and financially significant purchase driven largely by desire - desire that has been heightened through a broadening range of communication and marketing channels.

Yet it is the ownership experience that can create strong bonds and the advocacy that brands and customers seek.

This is the common ground that must be exploited to mutual advantage.

The complete fusion of online and physical retail experiences formulated and aligned around a clear and brand-relevant ownership experience is the key to this.

The seamless anticipation of customer needs, demonstrated through timely and appropriate communication and carefully considered face-to-face interactions, can lead to trusting and mutually rewarding relationships.

This is when the experience becomes a defining reason to join and remain with a brand.



There are five key pillars for the delivery of this integrated experience. All are important; all are interdependent.

Manufacturers invest hugely in their products and messages. They may also focus intently on processes in an effort to control, sometimes constrict, operators and network staff.

Yet investment in places and people is essential in order to deliver the memorable and rewarding long-term relationships with customers that can make brands and businesses sustainable.

The key is the development of an evolutionary experience which is delivered by people that understand why they act as they do, working in the right place with the correct tools and messages.

At Meda we understand what's needed to build brands with a bright future.

Talk to us today about how we can help build yours.

Thanks for reading, we're always ready to talk about your challenges and opportunities. Here's how and where to get the conversation started:



experiencemeda.com



medadaily.wordpress.com



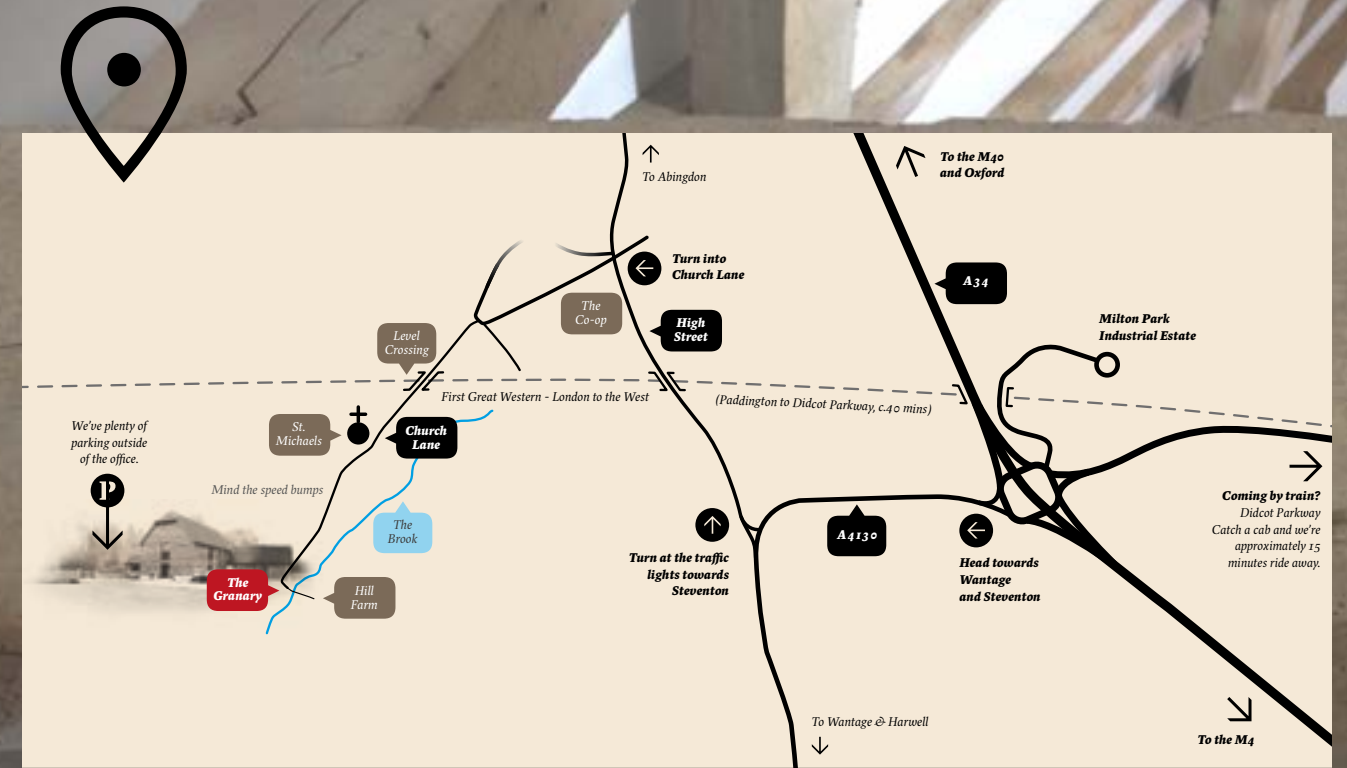
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Dropping in? Check the map...



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EXPERIENCE DESIGN
AND ARCHITECTURE

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