SEARS LOCAL AD
CONCEPTS REVIEW
23 AUG 2011

sears | the**barbarian**group

HELLO SEARS!

Let's revisit the brief, which has changed based on learnings from our last review.

The opportunity

It's time to take the eCircular out of the print age and into the digital age, but with enough sophistication that we don't just look like a flat database. We are trying to invent a new way to quickly browse Ads for the types of deals happening at Sears.

Who is this for?

People looking for a deal on the things they want to buy.

What do we want them to think & do?

Think: *"This is a really awesome way to find great deals, I will check here first before I go shopping."*

Do: 1: Find items of interest intuitively, easily, quickly.
2: Use shopping list & convert.
3. Come back and check for deals before they shop.

What do we need to communicate?

Finding great deals has never been easier, quicker, or more helpful.

How do we need to communicate it?

Create an enjoyable experience that the user wants to engage with, on first glance.

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QUILT OF DEALS

This concept is about showcasing deals within a fixed space, using a flexible grid system that allows deals and advertising graphics to be presented together, in the same view, without having to scroll.

1 COLLAGE OF DEALS The featured categories and themes in each week's circular is presented graphically, visually emphasizing percentage off discounts

2 CREATING HIERARCHY Bigger "stories" are given more space

3 USING COLOR Use color to break up the page and create separation between categories

4 PAGINATION Pagination allows the user to move in a linear fashion, like the printed circular

5 BROWSE BY CATEGORY Traditionalists can always browse deals by category

6 BIG SHOPPING LIST AREA Dedicate some more space to the shopping list feature and use graphics & large type to draw the eye to it

1 SORTING Allow the user to sort by brand and price once she is in a category view

2 CALL OUT # OF OFFERS Graphically call out the # of offers in each category and use language to communicate that deals are in the store

3 CAMPAIGN GRAPHICS Surround the deals with campaign graphics to visually tie things together

4 BIGGER PRODUCTS Make featured products bigger and surface more information for those

5 PAPERCLIP IT Use a fun & recognizable icon to signify adding things to the shopping list

6 COUPONS Feature relevant coupons alongside products

7 CALL OUT BRANDS Break up the page with callouts to popular brands

8 VIOLATORS Use violators to flag products that are recommended for the user

INTERACTIVE TOYS

This concept is about peppering the sale content with small and addictive interactive experiences. Moments of fun that can inspire and motivate with a few clicks.

sears

Store Locator | Email Savings | Customer Service | Sears Credit Cards ▾

kim | Logout

[Enter keyword or item #]   GO

f My Profile | Lists | 🛒 Cart

Departments ▾ | New Local Ad | Deals ▾ | Gifts & Registry ▾ | Services ▾ | Shopping Guidance ▾ | En espanol | Feedback

LOCAL AD FOR   WESTFIELD MALL ▾   CHANGE   MY SHOPPING LIST (5)   CHOOSE A VIEW   SEARCH 🔍

30% OFF KARDASHIAN COLLECTION
GET FRESH AND FABULOUS

SHOP CLOTHING

❮   ❯

How much DO YOU WANT TO SPEND?

$50-75

$52.49

$50.86

$50.86

Levis Jeans
$34.99

$65.99

GREAT VALUE
$50.86

$75.00

ADD TO LIST

$50.86

We think YOU'LL LOVE

50% OFF

Kardashian Pumps
$34.99

INFO YOU CAN USE THIS SEASON

GAS OR charcoal?

The charcoal or gas grill debate began the day the first gas grill rolled into the showroom floor. Both sides have vocal supporters and both sides have valid arguements. To help you decide which...

CONTINUE

2011 Fall FASHION TRENDS

▶   1:04

$499 $18.99 $29.99

SPIN IT!

10% OFF FOR ALL 3 YOU SAVE $89   I'LL TAKE IT

Sale SLOTS!

Take your chances and play the slots! If you buy all 3 items at Sears, we'll give you an additional 10% off the whole purchase.

❮

ADD TO LIST
EXTRA 20% OFF
CLOTHING & ACCESSORIES FOR EVERYONE

ADD TO LIST
Levi's
EXTRA 30% OFF
ALL LEVIS JEANS FOR MEN AND WOMEN

ADD TO LIST
EXTRA 20% OFF
CLOTHING & ACCESSORIES FOR EVERYONE

ADD TO LIST
Levi's
EXTRA 30% OFF
ALL LEVIS JEANS FOR MEN AND WOMEN

❯

1 **SYWR PROFILE** Update preferences, location, or logout

2 **SHOPPING LIST & SEARCH** Globally accessible

3 **HOW MUCH DO YOU WANT TO SPEND?** Pick a price range, see products.

4 **WE THINK YOU'LL LOVE...** Recommended products for you.

5 **SEASONAL EDITORIAL CONTENT**

6 **VIDEO CONTENT**

7 **SALE SLOT MACHINE** Spin the slot machine - buy all 3 products and get a discount.

8 **COUPONS** Always in the footer, easy to flip through

CASCADE

This concept allows the user to see what categories are on sale and products within each category all on the same page, with minimal effort.

Store Locator | Email Savings | Customer Service ▾ | Sears Credit Cards ▾

yur | **Logout**

sears

Enter keyword or item #   GO

f   My Profile   Lists   🛒 Cart

Departments ▾   New Local Ad   Deals ▾   Gifts & Registry ▾   Services ▾   Shopping Guidance ▾   En espanol   Feedback

shopyourway rewards   **FUTURE OFFERS ›**

local ad for: **oakland-broadway** ▾

shopping list: **0** ITEMS ▾

search 🔍   filter by: **CATEGORY** ▾   sort by: **PRICE** ▾

all jeans on sale | trends | shoes | **back to school** | bed & bath | fitness | appliances | TVs
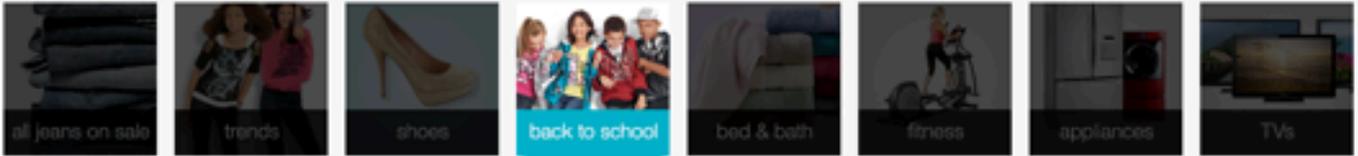
MAKE THIS YEAR AMAZING
50% OFF MUST HAVES FOR BACK TO SCHOOL

click to load deals

things for you

$1274.99
reg. 1499.99

$29.99
reg. 34.99-89.99

$139.99
reg. 179.99
20% off

$7.98

$99.99
reg. 149.99

$299.99
reg. 389.99

$99.99

Sears Community   **Customer Service**   **About Sears**   **Sears Websites**   **Worry Free Shopping**

What are people searching for at Sears.com? Our most popular searches include tools , power tools , appliances , dishwashers , refrigerators , toys , video games , pressure washers , fitness equipment , clothing snowblowers and tires .

What are you shopping for?   GO

Careers at Sears | Terms of Use | Product Recalls | Privacy Policy | Children's Privacy Policy | California Privacy Policy | License Info |
Payment Methods | Site Map | Seller Directory | Website Feedback   Accredited Business
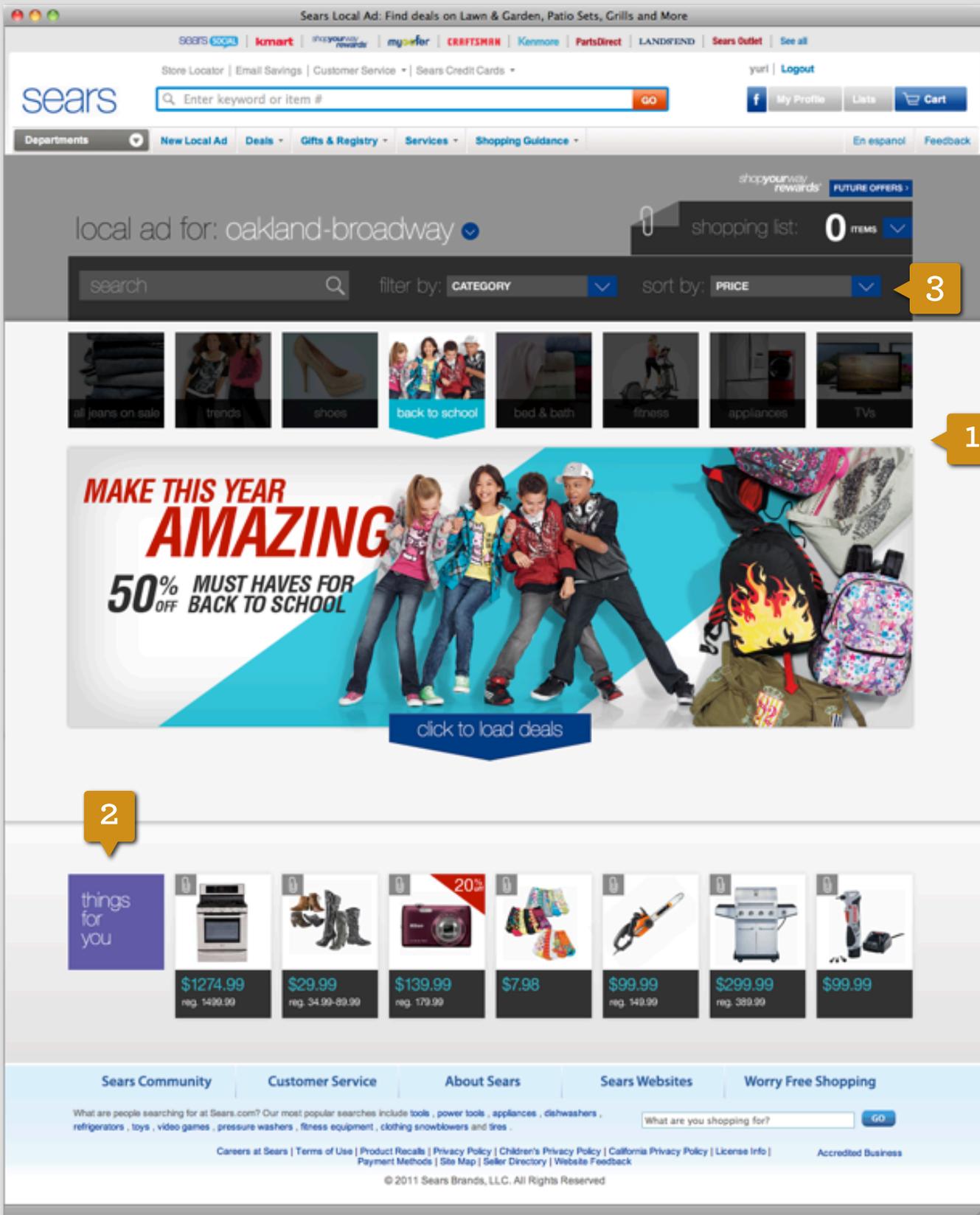
1 SLIDESHOW OF DEALS Featured categories/stories are showcased in an animated slideshow. The user can stop the animation by mousing over any of the squares. For each category there is a main image and button to load deals/products

2 RECOMMENDED PRODUCT STREAM Recommended products are featured below

3 FILTER & SORT The user can filter offers by category and sort by price

sears social | kmart | shop your way rewards | my offer | CRAFTSMAN | Kenmore | PartsDirect | LAND'S END | Sears Outlet | See all

sears

Store Locator | Email Savings | Customer Service ▾ | Sears Credit Cards ▾

yuri | Logout

Enter keyword or item #   GO

f My Profile | Lists | 🛒 Cart

Departments ▾ | New Local Ad | Deals ▾ | Gifts & Registry ▾ | Services ▾ | Shopping Guidance ▾

En espanol | Feedback

shop your way rewards FUTURE OFFERS ›

local ad for: oakland-broadway ▾

shopping list: **3** ITEMS ▾

search 🔍   filter by: CATEGORY ▾   sort by: PRICE ▾

all jeans on sale | trends | shoes | **back to school** | bed & bath | fitness | appliances | TVs

click to close
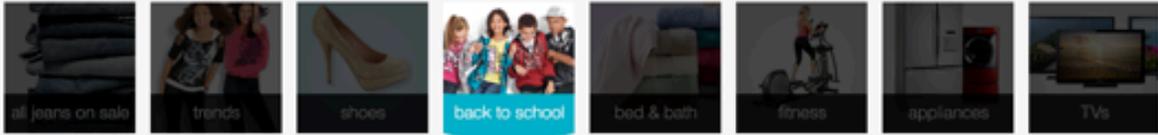
49 offers

$10-17
reg. 20-34.00

$23.00
reg. 46.00

$29.99
reg. 34.99-89.99

$7.98

$14.98

Boys 8-20 short-sleeve screen tees
$14.98 reg. 149.99

$5.00

come back cash
sears

Canyon River Blues jeans for girls 7-16
$16.98

"Skinny jeans are all the rage in my daughter's school! At this price I can afford to buy her a few pairs."
Yvonne Kimball
Chicago, IL

$12.00
reg. 24.00

$37.99
reg. 54.00

$12.50

$14.99-24.99
reg. 30-50.00

Rebel by Zigi® women's shoes
$19.99-24.99
reg. 29.99

DOCKERS
$10 OFF
YOUR TOTAL DOCKERS KIDS' SCHOOLWEAR PURCHASE OF $50 OR MORE

$17.99
reg. 19.98

$19.50

UK STYLE BY FRENCH CONNECTION
BIG DEALS ON FAB LOOKS ›

$29.99
reg. 34.99-89.99

$23.00
reg. 46.00

$39.99
reg. 58.00

things for you

$1274.99
reg. 1499.99

$29.99
reg. 34.99-89.99

20%

$139.99
reg. 179.99

$7.98

$99.99
reg. 149.99

$299.99
reg. 389.99

$99.99

1 **LOADING IN OFFERS** Once the offers have loaded in, the user can see how many there are and has the option to close the panel and resume the slideshow view

2 **BIGGER PRODUCTS** Make featured products bigger and surface more information for those

3 **COUPONS & SPECIAL PROMOTIONS** Feature other promotions within the cascade of offers

4 **CUSTOMER REVIEWS** Surface reviews with products, when possible

5 **CALL OUT BRANDS** Break up the page with callouts to popular brands

WIDGETS

This concept is about creating a series of customizable widgets, each of which can be flipped through and easily scanned.

sears

Enter keyword or item #   GO

f   My Profile ▾   Lists   🛒 Cart

Departments ▾   New Local Ad   Deals ▾   Gifts & Registry ▾   Services ▾   Shopping Guidance ▾   En espanol   Feedback

LOCAL AD FOR   WESTFIELD MALL ▾   CHANGE   SEARCH 🔍   MY SHOPPING LIST (5 ITEMS) ▾

ALL BEDDING ON SALE
15-20% Off

DEALS OF THE WEEK

BASIC ESSENTIALS™ 8-PC.
$44.99
WAS $59.99

KENMORE ELECTRIC RANGE
$479.99
WAS $599.99

CANON SX300IS CAMERA
$479.99
WAS $599.99

KENMORE ELECTRIC RANGE
$479.99
WAS $599.99

BASIC ESSENTIALS™ 8-PC.
$44.99
WAS $59.99

MORE ▾

PROCTOR-SILEX® 4-SLICE TOASTER
$19.99

LEVI'S
LEVIS JEANS FOR MEN & WOMEN
$17.50

HOME AND GARDEN SALE

FALL BOOT FASHION   MORE

Boots are hot year round and we have a huge assortment for you at Sears, especially for fall! One way to think about which styles can work for you is to think about a typical week in your life. Here's a quick example of how ... continue

SONY
ALL SONY TVS ON SALE THIS WEEK   MORE

Nothing like the perfect TV for watching the game this weekend lorem ipsum dolor sit amet lorm ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum ... continue

5 MUST HAVE POWER TOOLS

With the right lawn and garden power tools in your shed, you'll greatly reduce the time it takes to care for your yard - leaving you more time to enjoy your favorite summertime activities ... continue

sears

Store Locator | Email Savings | Customer Service ▾ | Sears Credit Cards ▾

kim **Logout**

Enter keyword or item #   GO

f My Profile ▾   Lists   Cart

Departments ▾ | New Local Ad | Deals ▾ | Gifts & Registry ▾ | Services ▾ | Shopping Guidance ▾   En espanol | Feedback

LOCAL AD FOR   WESTFIELD MALL ▾   CHANGE   SEARCH 🔍

MY SHOPPING LIST (5 ITEMS) ⌃

ALL BEDDING SALE ✕
15-20% OFF
5 DAYS LEFT   AISLE 7

LEVIS JEANS FOR EVERYONE ✕
$17.50
5 DAYS LEFT   AISLE 7

KENMORE ELECTRIC RANGE ✕
$479.99
5 DAYS LEFT   AISLE 7

ALL BEDDING SALE ✕
15-20% OFF
5 DAYS LEFT   AISLE 7

PRINT   SENT TO PHONE   E-MAIL

GET DIRECTIONS TO WESTFIELD MALL
LETS DO THIS

ALL BEDDING ON SALE
15-20% Off

KENMORE ELECTRIC RANGE
$479.99
WAS $599.99

BASIC ESSENTIALS™ 8-PC.
$44.99
WAS $59.99
MORE

SHOW ME:
☑ KITCHEN   ☐ KITCHEN
☐ FOR THE HOME   ☑ FOR THE HOME
☐ ACCESSORIES   ☑ ACCESSORIES
☑ BED & BATH   ☐ BED & BATH
☐ CLOTHING   ☐ CLOTHING

LEVI'S
LEVIS JEANS FOR MEN & WOMEN
$17.50

HOME AND GARDEN SALE

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ALL SONY TVS ON SALE THIS WEEK   MORE

Nothing like the perfect TV for watching the game this weekend lorem ipsum dolor sit amet lorm ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum ... continue

5 MUST HAVE POWER TOOLS

With the right lawn and garden power tools in your shed, you'll greatly reduce the time it takes to care for your yard - leaving you more time to enjoy your favorite summertime activities ... continue

‹

EXTRA **20% OFF**
CLOTHING & ACCESSORIES FOR EVERYONE
ADD TO LIST

EXTRA **Levi's 30% OFF**
ALL LEVIS JEANS FOR MEN AND WOMEN
ADD TO LIST

EXTRA **20% OFF**
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EXTRA **Levi's 30% OFF**
ALL LEVIS JEANS FOR MEN AND WOMEN
ADD TO LIST

›
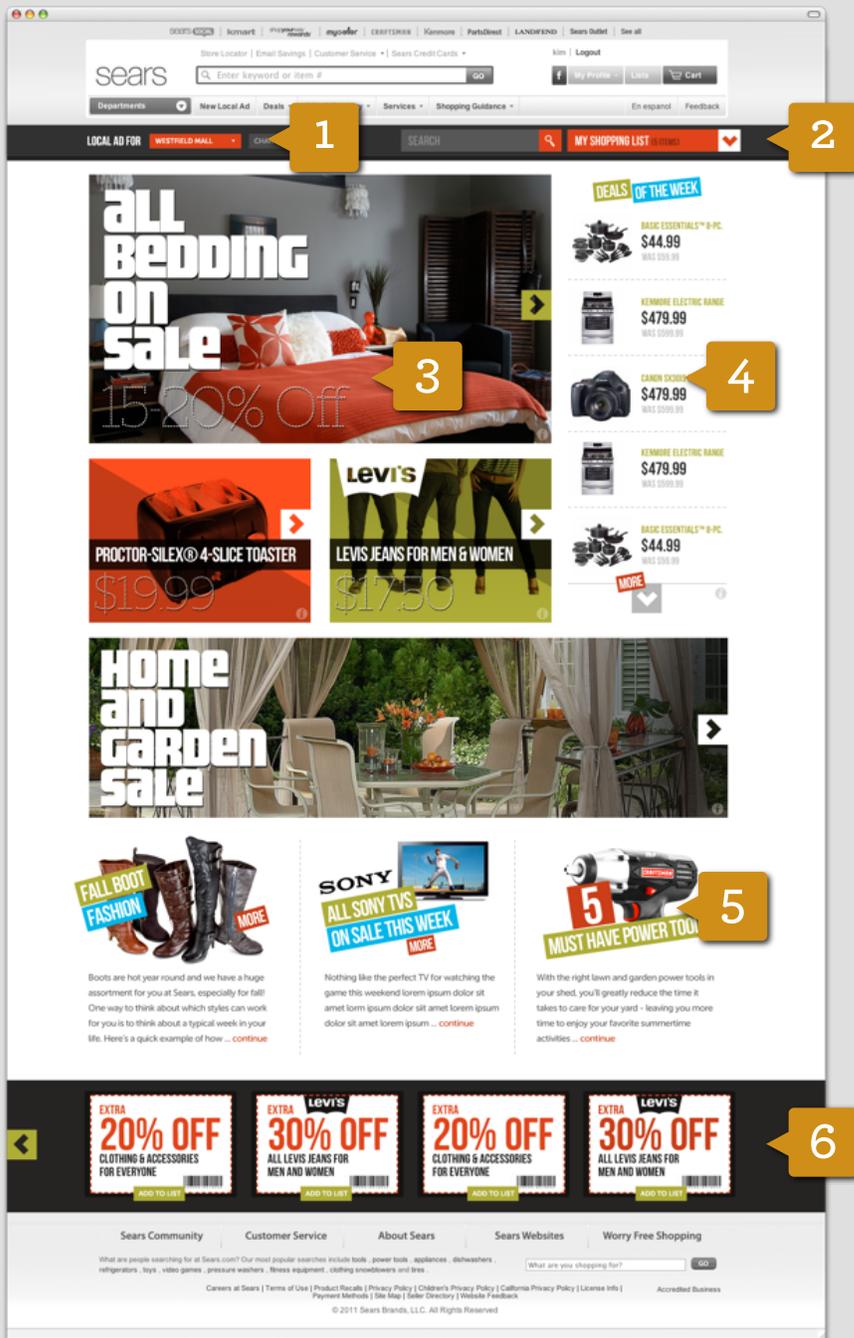
1 SYWR PROFILE Update preferences, location, or logout

2 SHOPPING LIST & SEARCH Globally accessible

3 FLIPPING WIDGETS Flip through deals in each widget. Customize widget settings, or use default settings.

4 DEALS OF THE WEEK

5 SALE STORIES Curated buckets of sale items with a small amount of editorial text

6 COUPONS Always in the footer, easy to flip through

ORDER

This concept organizes offers in the same way as the printed circular with a few enhancements: a "cover" page that displays offer categories in one take, and the ability to view product grids in three different modes.

sears SOCIAL | kmart | shopyourway rewards | my offer | CRAFTSMAN | Kenmore | PartsDirect | LANDSEND | Sears Outlet | See all

Store Locator | Email Savings | Customer Service ▾ | Sears Credit Cards ▾

yurl   Logout

sears

Enter keyword or item #   GO

My Profile | Lists | Cart

| Departments | New Local Ad | Deals ▾ | Gifts & Registry ▾ | Services ▾ | Shopping Guidance ▾ | En espanol | Feedback |

shopyourway rewards   FUTURE OFFERS ▸

local ad for: oakland-broadway ●

0 shopping list: 3 ITEMS

search store deals   🔍   filter by: CATEGORY   sort by: PRICE

MAKE THIS YEAR
AMAZING
50% OFF
BACK TO SCHOOL
MUST HAVES
FOR KIDS

Canyon River Blues jeans for girls 7-16 $16.98
Tees or Polos $9.99
Fashion Tops $12.50
Fleece Peacoats or Bling Jeans $19.50

50% off

Backpacks and messenger bags
$14.99-24.99 reg. $30-50

get **$10** come back cash when you spend $50 or more in clothing, accessories & home fashions

get **$20** come back cash when you spend $100 or more in jewelry and household goods

up to 60% off
Bed & Bath ›

up to 25% off
Laundry Spectacular ›

30% off
Outdoor Furniture & Decor ›

up to 20% off
Kenmore Appliances ›

Popular Deals

See All ›

Fleece hoodies for boys 8-20
50% off
$21.00   reg. $42-44

Buckle Up women's shoes and boots
$29.99   reg. $34.99-89.99

Cannon Classic bath towel
$4.99

Nikon® S4100 Camera
$139.99   reg. $179.99

RCA 22" class LCD HDTV/DVD combo
$219.99   reg. $249.99

GET A $50 AWARD CARD WITH...
$199.99

Sears Community | Customer Service | About Sears | Sears Websites | Worry Free Shopping

What are people searching for at Sears.com? Our most popular searches include tools , power tools , appliances , dishwashers , refrigerators , toys , video games , pressure washers , fitness equipment , clothing snowblowers and tires .

What are you shopping for?   GO

Careers at Sears | Terms of Use | Product Recalls | Privacy Policy | Children's Privacy Policy | California Privacy Policy | License Info |
Payment Methods | Site Map | Seller Directory | Website Feedback

Accredited Business

shopyourway rewards® FUTURE OFFERS ›

shopping list: 3 ITEMS

search store deals | filter by: CATEGORY | sort by: PRICE

MAKE THIS YEAR AMAZING 50% OFF BACK TO SCHOOL MUST HAVES FOR KIDS

Canyon River Blues jeans for girls 7-16 $16.98
Tees or Polos $9.99
Fashion Tops $12.50
Fleece Peacoats or Bling Jeans $19.50

Backpacks and messenger bags $14.99-24.99 reg. $30-50 50% off

get $10 come back cash when you spend $50 or more in clothing, accessories & home fashions

get $20 come back cash when you spend $100 or more in jewelry and household goods

Bed & Bath up to 60% off
Laundry Spectacular up to 25% off
Outdoor Furniture & Decor 30% off
Kenmore Appliances up to 20% off

Popular Deals   See All

Fleece hoodies for boys 8-20 $21.00 reg. $42-44 50%
Buckle Up women's shoes and boots $29.99 reg. $34.99-89.99
Cannon Classic bath towel $4.99
Nikon® S4100 Camera $139.99 reg. $179.99
RCA 22" class LCD HDTV/DVD combo $219.99 reg. $249.99
GET A $50 AWARD CARD WITH... $199.99

1 COVER STORY The top area is for the lead/cover story, with dedicated space for campaign imagery and a carousel of products. There is also space to promote one featured product, with big beautiful imagery and large type.

2 SPACE FOR PROMOTIONS Use this area, between the lead story and secondary stories, to feature promotions such as the "come back cash" program.

3 SECONDARY STORIES The flexible grid allows other deals to be showcased at different sizes.

4 POPULAR DEALS Popular deals can be featured along the bottom, with a button to see all.

5 FILTER & SORT The user can filter offers by category and sort by price

sears Local | kmart | shopyourway | my offer | CRAFTSMAN | Kenmore | PartsDirect | LANDS'END | Sears Outlet | See all

Store Locator | Email Savings | Customer Service | Sears Credit Cards ▾

yurl | **Logout**

sears

🔍 Enter keyword or item #   **GO**

f My Profile | Lists | 🛒 Cart

| Departments ⊙ | New Local Ad | Deals ▾ | Gifts & Registry ▾ | Services ▾ | Shopping Guidance ▾ | | En espanol | Feedback |

shopyourway rewards **FUTURE OFFERS ›**

local ad for: oakland-broadway ⬤

🔵 shopping list: **3** ITEMS ▾

search store deals 🔍   filter by: **CATEGORY** ▾   sort by: **PRICE** ▾

Appliances 30 offers at your location

viewing mode: ▦ ▥ ▤

plus extra 10% off all appliances with your Sears card*

Special Financing Offer - Appliances

LG 30 in. Freestanding Gas Range
$1274.99 reg. 1499.99

Kenmore 30" Electric Range
$549.99 reg. 679.99

Kenmore 30" Gas Range
$449.99 reg. 539.99

Kenmore 24" Built-In Dishwasher
$599.99 reg. 749.99

Bosch 24" Built-In Dishwasher
$499.99

Maytag JetClean® Plus 24" Built-In Dishwasher
$399.99

GE Appliances 18.1 cu. ft. Refrigerator
$549.99

Kenmore 1.7 Over the Range Microwave
$249.99 reg. 299.99

Kenmore Elite 31.0 cu. ft. Refrigerator
$2687.99 reg. 3359.99

Kenmore 24.7 cu. ft. Refrigerator
$1699.99 reg. 2239.99

Oreck XL Edge upright vacuum
$499.99 reg. 549.99

Kenmore® Progressive canister vacuum
$399.99 reg. 479.99

Kenmore Intuition® upright vacuum
$249.99 reg. 299.99

Samsung 7.4 cu. ft. Capacity Electric
$1049.99 reg. 1199.99

Samsung 3.9 cu. ft. Steam & PowerFoam™
$1049.99 reg. 1199.99

Kenmore Elite 4.5 cu. ft. Top-Load Washer
$985.99 reg. 1159.99

plus extra 10% off all appliances with your Sears card*

Special Financing Offer - Appliances

LG 30 in. Freestanding Gas Range
$1274.99 reg. 1499.99

Kenmore 30" Electric Range
$549.99 reg. 679.99

Kenmore 30" Gas Range
$449.99 reg. 539.99

Kenmore 24" Built-In Dishwasher
$599.99 reg. 749.99

Popular Deals

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What are you shopping for? **GO**

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1 VIEWING MODES AND NAVIGATION The user can choose to view offers 6-across, 3-across and 1-across. As the user scrolls down the page, the top area (search, filter, sort, header and viewing mode picker) snaps to the top of the browser window.

2 ADDING OFFERS TO LIST Offers that have been added to the user's list are dimmed out

search store deals 🔍   filter by: CATEGORY ⌄   sort by: PRICE ⌄

Appliances   30 offers at your location

viewing mode: ▦ ▦ ▭

📎

LG 30 in. Freestanding Gas Range (LRG3095ST)

Sears Item# 02265443000 | Model# LRG3095ST

★★★★☆ 9 reviews

$1274.99 reg. 1499.99

📎 Add to Shopping List

With one of the largest oven capacities available, at 5.4 cu ft, LG's gas ranges provide more space for cooking large meals EvenJet™ Convection System delivers the ideal temperature and airflow needed for faster preheating and more precise cooking.
Go to product page for more info »

Compare prices:

Best Buy	$1,449.99
Home Depot	$1,449.00

A professional looking range that performs at a good price
Having this range for nearly 3 weeks now I continue to admire the design and finish of the product. All functions are easy to use and the convection oven is great. See more reviews »

◄ [thumbnails] ►

📎

20%off

Kenmore Elite 31.0 cu. ft. Refrigerator Stainless Steel ENERGY STAR®

Sears Item# 04672053000 | Model# 72053

★★★☆☆ 6 reviews

$2687.99 reg. 3359.99

📎 Add to Shopping List

With an amazing 31 cu. ft. capacity, this refrigerator has more storage space than any other Kenmore refrigerator ever made.* Features like a digital temperature-controlled gourmet pantry drawer, 3-tier freezer drawer and dual SlideAway shelves provide all the practical things you need. Go to product page for more info »

Kenmore Elite 31.0 CU FT French Door - Very Nice!!
When we compared this model to the many on display, we kept coming back to this unit. It far outweighed the other manufacturers in features, finish and size.
See more reviews »

◄ [thumbnails] ►

THANK YOU!