WillNeverGrowUp.com

®

Shoppers Stop

START SOMETHING NEW



SHOPPERS STOP

Never Grow Up has been associated with Shoppers Stop Limited for the last six years, during which we have collaboratively executed a multitude of projects.

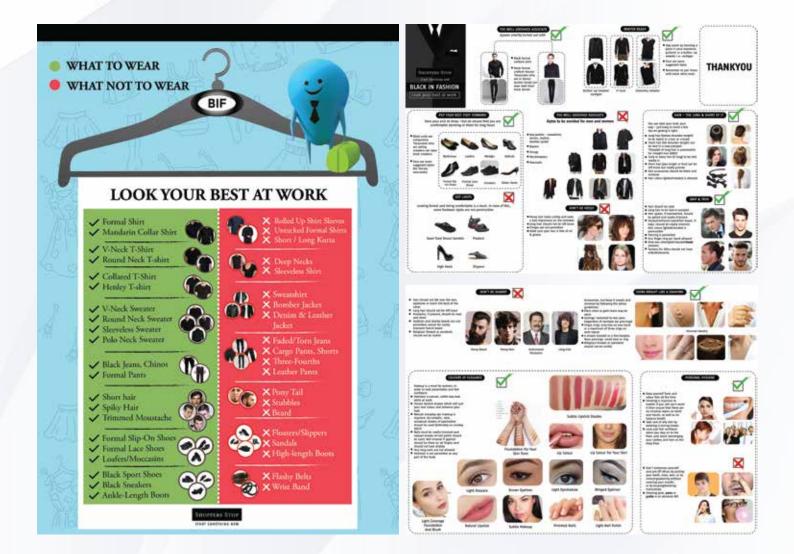
Never Grow Up® COMPANY CONFIDENTIAL

Campaign

SSL RADIO – Shoppers Stop has their own radio. Leveraging this resource, we recommended that mini-pep-tips be played right before employees began their shifts. These would act as subtle service reminders and could be executed in an engaging manner. 350 one liner messages were written based on six organizational parameters. These were then placed into an RJ script, recorded at the studio and were played at the stores, one every day.

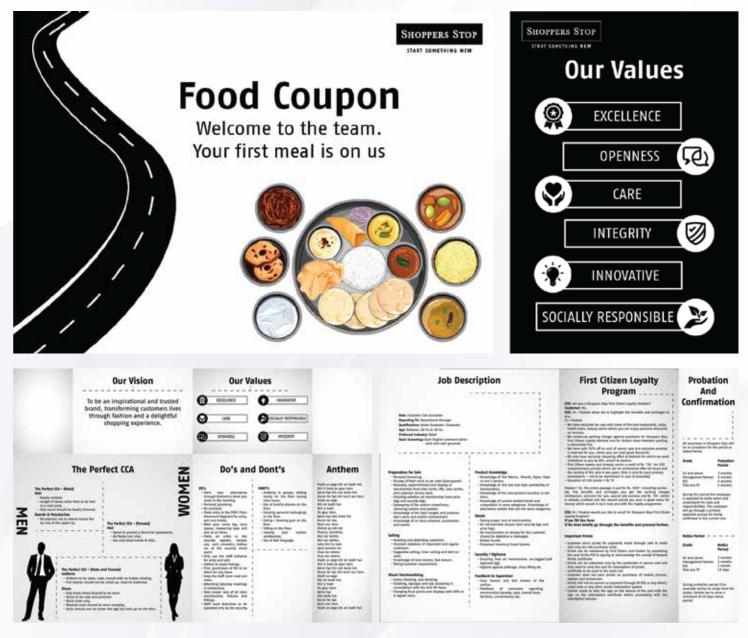
BIF – Black In Fashion

In this initiative, dress code guidelines were designed for Customer Care Associates and managers. These policies contained easy to remember 'Do's & Don'ts' and were disseminated through mailers, posters and handy to use, pocket-friendly 'Z cards'; the content and design of which was done by NGU. Also, twice a week grooming tips were shared through e-mailers.



JOINING KITS

NGU created joining kits for the new recruits. Five thousand joining kits were conceptualized, designed, and delivered. Each contained a folder, a pen, a keychain, Z card, a form with a booklet along with miscellaneous merchandise; 1500 Associates & Managers kits were also distributed.



RED – Retail Employees' Day

A TRRAIN & RAI initiative, RED is annually celebrated on 12th December – An initiative to recognize the employees in the retail sector and thank them for their efforts. The day is aimed at appreciating the work they do and understanding the significance of their jobs in our lives.



RED 2016 – Along with **hoardings** and a **photo booth**, we also facilitated a **social experimental video** that comprised of customers having to shop without any assistance from Customer Care Executives.

A Clap mob was hired, where individuals entered the store as customers and at a certain point, started clapping together, clicked selfies with the employees, and thanked them.



RED 2017 – A unique motion sensor standee was placed in the prime metro cities store. When somebody stood in front of it, they would be greeted with a 'Thank You' message. Simultaneously, a social media campaign 'Shake Hands' was created where we insisted on individuals/customers greeting and thanking the employees with a shake hand.



Thank you from the store witnessed secret thank you cards being sent across departments, a night before RED. To begin the day's celebrations, **Welcome LED s**etup was done where a video was curated and played. This video had 'R.E.D.' formed with a collage of the employee's faces at the store. The families of SSL employees were sent **Shukriya letters,** them for supporting the employees while they work at SSL (5000 letters were sent across the nation)

TOJ BOSHTO		Service Vol		
	RETAIL ENFLOYEES		RETAIL Depumers DAY 12	SHOPPERS STOP
AVE	DAY 12 SHOPPERS STOP START SOMETHING NEW	N.		To the ones who matter the most
	Thank You	12%		Thank You
91	76			
1	It gives me grad howen' in anomate that your after your, we have grave stronger as a brand. We have extended our reach for and wide and jointh hands with an array of new brands. Setting new brachmarks in the retail industry, or have made Shappers Step a name that every family treats.			
	And it makes on capacity pread to know that every milicitom established by the compary, has been label by a firm foundation. One of atomat dialization. It has been a first of the hord work pat in by our descript complayers. Each and every one of them.			
	Often, employees are called the backbase of the company. At Shappers Ship, we believe that our supplyies 'Are the Company', It is they not hold as in the fature, and it is brance of their commitment to work, that our company flucture gain-giber year. We have only been able to provide our contineers with quality products, bosone our employee have taken the transfer and train themselves to postation.			
	Embracing the company's radius, it takes a bit of affart in make each day at aresh effective. Contributing in small measures, each configure has helped as address eaching while rangedimes. And just as our employees have become the pillars of our argumization, you, see an important pillar in their lines. We at Shoppers Sorp anneld like to thereby you, for sharing your prized potentions with so.			SHOPPERS STOP
	Each success that our sompany onjogs in dulinated to our coupleyers. It is their passion to serve obser off and determination is provide all our contensors a great shapping experience, that molece Shappers Step or unique. Contensors have some back for more each item, specially aching advice from our descent Contensor Care Accessive. They are the fase and the identity of our brand. They are our prick.			To,
	L on behalf of this organization, extrad as norme gentitude to each one of our employer's family members. If it secret's for your understanding and supportive salters, our employees sould never have been which the book of secrets,			
	Thank you once again, for being their strength. We hope you keep fueling their drame to achieve greater heights and continue to append their journey with as, Boasson only when they give in their bost, does Moopers Stop become the bost.	4		
734	Your source,	734		
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Members of the head office went to meet and **thank the family** of a differently-abled employee who had risen through the ranks in her 9 years at SSL. They went along with a hamper which included a shake hands thank you trophy, a letter and a box of sweets. All of this was captured, and a short film was created.



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