

# concession

## NEWS

### UPDATE



## ARE YOU READY FOR CHRISTMAS TIME?



**In this week's edition of Concession News, we turn our attention to Christmas and how marketing at this time of year, when people have spending in their minds, proves to be the most beneficial time to reach new customers.**

Christmas can be a hectic time, food and drink to stock up on, trees to buy, decorations to hang up and most importantly....money to spend. Retailers gear up for Christmas from as early as September, as for many, it has become the busiest trading period of the year.

As a result of this increased footfall, there is an opportunity for promotions to capitalise on the spending spree by introducing new brands into retail venues for brand awareness and customer acquisition exercises.

At this time of year, customers respond very well to additional gift experience initiatives such as professional photography shoots, as they provide new inspiration for customers as they look for new ideas for their friends and families.

Christmas also offers a good time for customers to think about home improvements. Although many projects will not start until the New Year, customers will inevitably have in their minds the work they will want to undertake. As a result promoters have the opportunity to introduce their service to the most amounts of people, so customers will know where to turn when they are ready.



External display areas can also be well utilised at this time of year as Car Dealerships and larger, car park based displays look to maximise areas which the site owner would not usually be able to do anything with.

In addition events such as circuses and 'pop up shops' also contribute to enabling the host to provide their customers with something new and different, as they look to extend their offer to make their site as much of a 'one stop shop' as possible.

For retailers, the opportunity to maximise revenues at this time of year is crucial. The promotions that are organised within retail venues ensure that the profit returns are maximised from every available area within the retail site.



As much as the revenue assists the bottom line, the host benefits from the promoters on site as they can advertise their presence in advance of the activity to drive footfall to the site.

**Richard Lewis, Business Development & Marketing Manager for Promotional Space Ltd** added *"As Christmas approaches retailers are keen to increase revenues before year end and introduce new services to their offer. The increased footfall offers the best opportunity for promoters to capitalise on the busiest trading time of the year."*

**For more information** on introducing complementary promoters to your retail venue or displaying within some of the leading retail premises this Christmas, contact Promotional Space Ltd now, 01737 735041, [info@promotionalspace.com](mailto:info@promotionalspace.com)

Concession News is published by First Franchise Limited and Promotional Space Limited.

Head Office: Castle Court, 41 London Road, Reigate, Surrey RH2 9RJ.

Telephone: 01737 735041 | Email: [info@firstfranchise.com](mailto:info@firstfranchise.com) | [www.firstfranchise.com](http://www.firstfranchise.com) | [www.promotionalspace.com](http://www.promotionalspace.com)

**ff**  
first franchise

  
PROMOTIONAL  
SPACE