

concession

NEWS

UPDATE

PROMOTIONS AND EVENTS IN RETAIL VENUES



In this week's edition of Concession News, we look at the increasing popularity of promotions, events and pop up shops within retail venues. Supermarkets, shopping centres, garden centres and outlet centres are all accommodating these short term concessions as they look to offer their customers something new and different during their visit.

Creating a quantifiable marketing initiative is one of the hardest aspects of developing a business. Ensuring a 'return on investment' is crucial to being able to identify a means of developing a strategy which ensures that your marketing budget is being well spent.

As a result, there has been an increasing amount of companies who are looking at their direct marketing channels and identifying that on site promotions and events are the best way to directly engage their new and potential customers, directly promoting their service to an existing, receptive customer base.

As a result, retailers are offering third party promoters access to their sites, to allow them to raise awareness of their product or service whilst offering their customers something unique, which they would not usually have access to.

One such promoter is Plas Coch Holiday Homes, a holiday park in North Wales, who have recently undergone a multi site promotion with key retailers in the North West of England.

Offering customers the opportunity to find out more about the benefits of a holiday with Plas Coch Holiday Homes, the company arranged for their promotional staff to visit the sites with a mobile unit, which was parked in the car park and unfurled, to give customers access to a seating area where they could learn more about the experience available.



Plas Coch have installed their exhibition area into Sainsbury's supermarkets, Cheshire Oaks Factory Outlet Centre and a number of garden centres including stores operated by The Garden Centre Group, Dobbies, Notcutts, Klondyke/Strikes, in addition to excellent independent sites such as Gordale and Trebaron Garden Centres.

Jamie Gilmour, Sales Manager for Plas Coch Holiday Homes commented *"Working with the likes of Sainsbury's and the key garden centres in the area gave us access to a perfect mix of customers who were able to provide us instant feedback on the opportunity. We were able to gauge and capitalise on the interest our mobile exhibition generated, which helped us interact with our potential customers as we explained the benefits."*

Plas Coch trialled the event in the Summer of 2012 with 7 sites and then they expanded their activity in the Summer of 2013 to over 20 locations, all of which have been very well received by the onsite teams.

Richard Lewis, Business Development & Marketing Manager of Promotional Space Ltd added *"Working with the likes of Plas Coch offers the retail venues we work with the opportunity to expand their offer and provide customers with something new and a little bit different. The promoters have access to the existing footfall and can monitor and analyse the responses to ensure they can convert the leads they generate."*

Supermarkets, Shopping Centres, Factory Outlets and Garden Centres, have all accommodated promotions, events and exhibitions this year and Promotional Space Ltd have been working with complementary promoters to exhibit the services they offer in key, visible, high footfall areas within these sites.

Complementary services such as Home Improvements, Home Maintenance, Car Dealerships, Car Maintenance, Photography, Ice Cream Vans and Mobile Catering continue to be the most popular bookings but increasingly, as retailers look to enhance their offer, they are introducing more and more attractions.



For example, 2013 has seen the introduction of unique experiences for pets, such as Dog agility training and vets services, as well as mobile confectionary and jewellery stands. Traditional, family fun events, such as circuses, are also using these retail venues to host their shows, as the well known locations are an excellent focal point and enable the organisers to promote both venues in the run up to the event.

Pop up shops trading under short term licence are also proving very popular, as the likes of furniture and clothing retailers expand their presence within temporary outlets. In addition,

local services such as Butchers and Fruit & Veg operators are visiting sites over key dates during the week to create regular custom for the host.

All of these short term concessions add to the onsite experience that the host can offer and provide another reason to visit, whatever the weather.

Richard Lewis added *“In addition to the core, brand awareness promotions we organise, we are keen to work with both promoters and retailers to find and place footfall driving initiatives which offer new ranges to the customer over short term periods. We usually operate sales events, circuses and pop up shops with flexible, rolling agreements which enable the tenant to sell through their products and the host to generate new footfalls through the advertising these types of events require.”*

Richard continues *“Having the opportunity to engage customers directly enables the promoters we work with to get real time feedback on their offer and reach new customers, ideally suited to their target audience. We are always looking for new initiatives to introduce to the retail venues we work with, in addition to expanding our portfolio of hosts for these complementary, revenue and footfall driving events.”*

For more information on hosting promotions or events or promoting within the retail venues we work with, Contact Promotional Space Ltd now, 01737 735041, richard.lewis@promotionalspace.com

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