

concession

NEWS

UPDATE



SHORT TERM CONCESSION INFORMATION



In this week's edition of Concession News, we explore the benefits of short term concessions within specialist retail venues for both the promoter and the host.

Operating short term concessions within retail venues has become an integral part of the marketing strategy for a number of local and national businesses across the UK. The ability to directly reach a target customer base, with specific information about a product or service enables the promoter to explain the benefits of the service and instantly generate interest.

Emerging as the preferred advertising route for many, instore promotions give new and existing customers the first hand opportunity to understand the offer and become aware of how they can utilise the service they see, whether they need their help now or in the future.

Richard Lewis, of Promotional Space Ltd comments, *"Short Term Concessions are an excellent way to generate new interest in a product or service and they offer immediate access to customers for direct feedback and to generate interest."*

Finding the right venue is crucial to the success of any promotion. Locations for these promotional areas include, Shopping Centres, Garden Centres, Factory Outlets, Supermarkets, to name a few and as such, Promotional Space Ltd offer a facility whereby they will source venues, bespoke to the service on offer.

Working with site management, Promotional Space Ltd can identify visible internal and external display areas, which do not disrupt the retail footprint. Display areas are usually found within high footfall, high dwell time, internal areas or visible external areas, accessible as customers enter a store.



The areas can be booked for 1 day to ongoing rolling arrangements with a flexible licence in place to govern the occupation and ensure that adequate Terms & Conditions are in place to govern the activity, ensuring that the promoters display, staff and activity are managed in accordance with the standards of the host.

The team at Promotional Space Ltd work with the host to enhance the customer's retail experience by sourcing complementary service providers for these display areas to offer ever changing attractions and provide year round income.

Richard Lewis added: *“As well as the additional revenue stream, we find that the hosts of these promotions are very receptive as a result of the additional benefits that they provide their customers. Complementary concessions can provide customers access to services that would not usually be available. Creating these attractions and benefits ensure that customers are more likely to return and they will also stay on site longer when they are there.”*



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