



EXPERIENTIAL RETAIL IS DEAD - OR IS IT?

EXPERIENTIAL RETAIL



BY STEVE LISTER

IS EXPERIENTIAL RETAIL DEAD?

It was only just a few short months ago that consumers had freedom of choice, real choice, choice to shop where ever they wanted, whenever they wanted. Their choices were based on criteria like convenience, brand loyalty, price and familiarity.....we all get into going to same shops at the same times and these habits were hard to break but they have been broken.

Consumers have been forced to buy online and this habit might become permanent without the retail experience they have been missing & craving.

However, all this has been turned on it's head, the period of lockdown has created the opportunity to 'start again' and 'form new retail habits'.....to rewrite the shopper marketing playbook and embrace a once in a lifetime to redesign & create a truly experiential retail environment.

The old, pre-COVID19 shopper marketing rules were about what works, what's effective, engaging, impactful, what delivered a return on their investment.....everything has changed.....the old shopper marketing rule book has been ripped up.

Whilst lockdown has created marketing 'restrictions', these are gradually starting to ease, social distancing measures and priority shopping continue to remain the same in grocery retailers and other retailers open up they are finding ways to accelerate the in-store experience making it efficient and a safe retail experience.

Pre-lockdown the whole brand & retailers objective was to get customers to slow them down, linger in the aisles, touch the products, try products on, interact with staff members but this is definitely off the agenda right now.

We have heard recent predictions that experiential retail will be the saviour of brick-and-mortar ,high street retail but what does this mean for the retail industry as a whole, as well as the brands that have already invested big in the physical retail store strategy?

What we do now know is that shopper priorities and habits have definitely changed since the impact of Covid-19 had first been realised. Now, new data is starting to emerge that forecasts which changes in shopper behaviour habits are here to stay and which will phase out over the next few months and beyond.

Whilst the majority of media & marketing activation options are now available once again, retailers are adapt their messages to customers and flex planned campaigns & events in reaction to COVID-19.

In a recent report from Epson about the 'The experiential retail revolution' - 75% of European consumers would change their shopping behaviour if retail outlets were more experiential.

Many 'retail experts' are predicting the death of experiential retail post COVID19 pandemic in a 'non touch' retail world.

In reality there will be winners & losers and if brands & retailers get this right, it's their opportunity to create the experiential retail that consumers have be waiting for.

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BROMPTON HAS BEEN WORKING ON CREATING A A NEW TYPE OF EXPERIENTIAL RETAIL FOR THEIR STORES AND HAVE BEEN WORKING WITH THE TEAM AT MADE IN PLACE TO RE-INVENT THE TRADITIONAL BIKE STORE.

Their new store in Funan, Singapore is an experiential delight, a place to interact, experience the range of bikes, learn and join the Brompton global community.

In fact, it is so good it's been shortlisted in the Design Week Awards 2020.