

Seasonal Refresh of your Retail Space

Refresh, Revitalise, Renew

Seasonal Refresh

Every retailer will have a relationship with their consumer, depending on your product offering your customer may only visit you once a week, once a month or even once a year.

It's important that when your customer visits, they connect to changes in your product offering or retail space to engage in different ways.

The more emotionally connected your consumer is to your business, the more likely they will keep returning to shop as well as telling others about you.



Your customer transitions into different seasons through the year and as a business you should do the same.

Refreshing your space

There are several ways to easily refresh, revitalise & renew your environment on a seasonal basis.

Remember, refreshing isn't about changing everything, its about updating key elements to engage your customer.



Window Displays

Updating your window displays is a crucial start of seasonal refresh as it is the cover to your magazine.

Your window displays should form part of your overall creative strategy to show your customer who you are.

Follow the tips in **'Creating a standout window display'** to help guide you through this update.



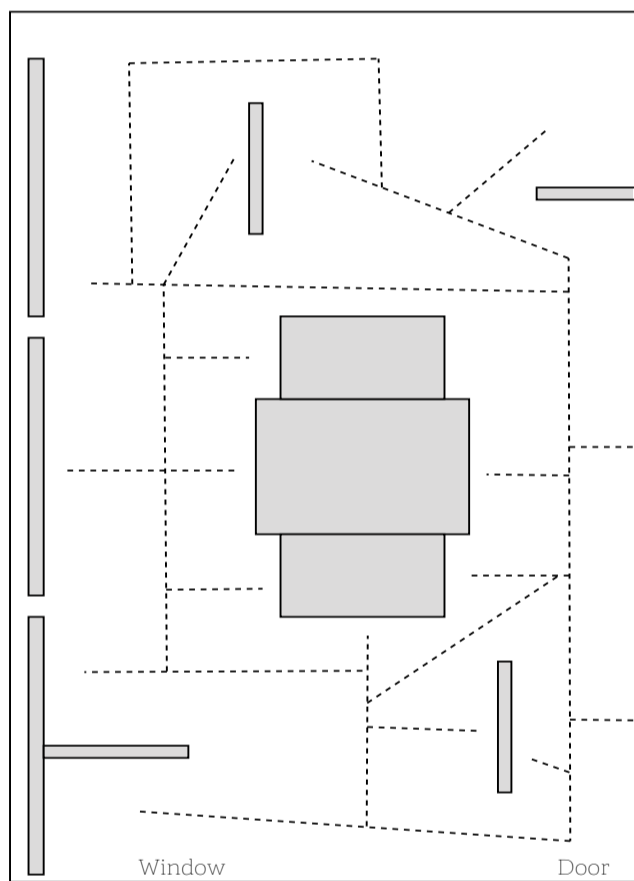
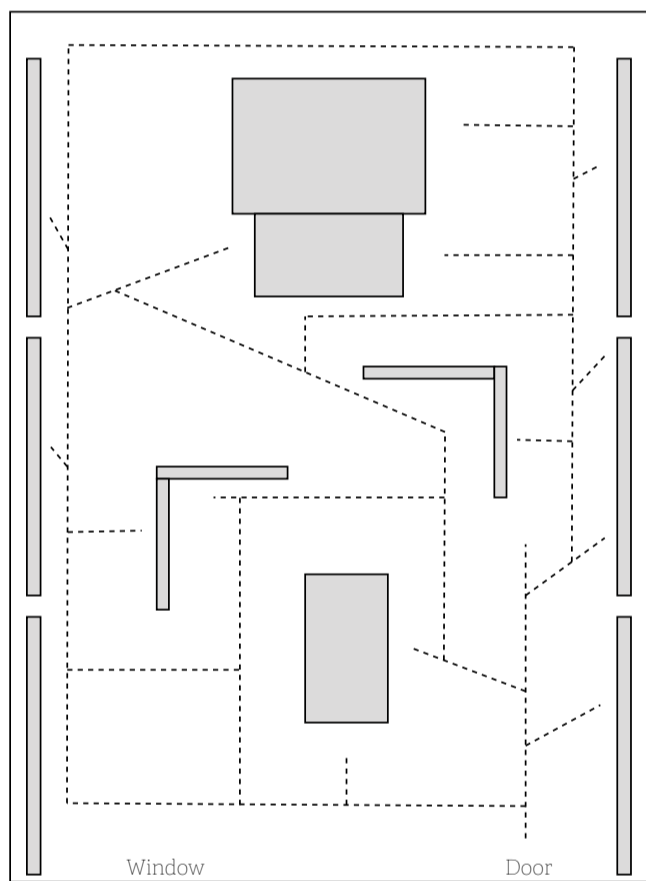
Floor Layout

Customers become accustomed to where their favourite products are situated in your retail space. Your goal as a retailer is to increase basket spend and by engaging the customer with different products you can encourage them to purchase additional items.

Changing your floor layout seasonally will encourage your customers to travel in different directions but it will also showcase a wider variety of your product.

The dotted line shown on the floor plans below signifies the customers journey through the space. As you can see, the fixtures remain the same in both but the travel through the store is different & the customer can explore different parts.

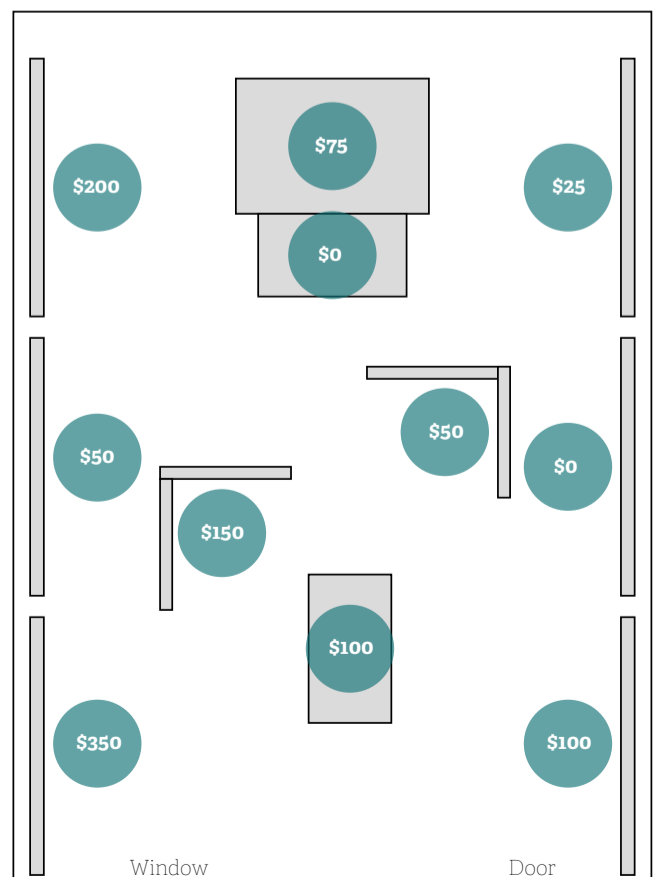
TIP!
Watch your customers journey through your store and note it down. **What are they looking at, what do they touch?** Are there any points in the store that allow them to loop out of your store?



Mud Maps

Creating a 'mud map' of your store, will help you understand what needs to change. A mud map tracks the sales different areas in your store and therefore will show you where you are not getting a ROI.

Draw a simple floor plan of your store and then weekly or monthly track the sales from that area. This will help form your strategy for changing your floor plan for both fixtures & product.



Weekly Mud Map Example

In Store Displays



Instore displays are your opportunity to showcase your product offering to your customer in an impactful and memorable way.

Updating these frequently and executing them well is integral to increasing your impact and connecting with the customer. Changes can happen in the following ways:

- Product Placement (colour stories or new collections)
- Mannequin Displays
- Table Displays
- Floral arrangements
- Floor decals
- Signage (walls, window, floor spaces)

Collect inspiration from other retailers & online, keep a folder full of ideas & that can inspire your changes.

Signage

Signage is a key connecting element with your customers as it breaks up the expanse of product in the wall and shows them the story of your business.

Seasonally, updating signage can portray your mood for the season or key products that you want to hero.

It's important that you use key imagery or words to drive home the message you are delivering



Store Touch Ups

Every season, it's important to review your business objectively and check it is in the best possible condition for your customer.

Don't be afraid to fix something that is broken, everything you can do to refresh, renew & rejuvenate is important to giving your customer the greatest experience with your business. Examples of this are:

- Lighting - is it all working?
- Paint work - is any of it chipped?
- Fixtures & Fittings - are they in good condition?
- Flooring - is it looking worn?

Follow the tips in '**Shop Walks**' to guide you through this part of creating a seasonal update.

Seasonal Refresh of your Retail Space

Maximising foot traffic with changes in seasons

Maximising Foot Traffic

In certain parts of the year, the demographic in your community will change it's shopping habits to align with seasonal events. It is imperative that your calendar aligns with these events to ensure that you capitalise on the natural changes in footfall.

In order to capitalise on the footfall you must research & know the key seasonal events in your market, for example if you are a womenswear retailer in Melbourne, the Spring Racing Carnival is a crucial time to maximise your sales or if you are a food retailer, Christmas & Easter will be important dates in your calendar.

There are several ways to capitalise on changes in foot traffic & increase the engagement you have with your customers through these key events:

WINDOW DISPLAYS

Create a display that your customers are emotionally connected to. They'll be more like to remember you and shop time & time again.

IN STORE DISPLAYS

Displays that relate to the seasonal event will be shopped frequently as you are giving customers what they want & need.

KEY CAMPAIGNS

Using key seasonal campaigns in your instore & online will make your business seasonally appropriate.

