



CONNECTING WITH AUDIENCES BEYOND SOCIALS



IN-STORE OPPORTUNITIES

HOW CAN YOU UTILISE YOUR SPACES TO ELEVATE THEM TO BECOME SOCIAL SPACES RATHER THAN RETAIL SPACES?

WHAT OPPORTUNITIES ARE YOUR AUDIENCES CRAVING?

HOW CAN STORE TAKEOVERS BRING YOUR BRAND TO LIFE?

WHAT TOUCHPOINTS CAN YOU BUILD TO CREATE A UNIQUE, PERSONALISED TOUCH?

HOW CAN THESE OPPORTUNITIES INDICATE TO YOUR AUDIENCE THAT YOU UNDERSTAND THEIR LIVES?



LOCAL ROLL OUTS



DO YOUR RESEARCH! SET YOURSELF APART AS YOU ENTER NEW MARKETS

GRASSROOTS, COMMUNITY APPROACH IS CRUCIAL TO WINNING OVER NEW AUDIENCES

SMALLER, ENGAGED AUDIENCES ARE MORE POWERFUL THAN LARGER DISENGAGED ONES

HOW CAN YOU CONTRIBUTE RATHER THAN TAKE? LOCAL CREATORS, LOCAL DJs, LOCAL ARTISTS, LOCAL TALENT





COMMUNITY

YOUNGER AUDIENCES ARE (RIGHTLY) EXPECTING MORE FROM BRANDS

WHAT REAL-LIFE DIFFERENCE ARE YOU MAKING TO PEOPLE, IN PARTICULAR THOSE PEOPLE WHO MAKE UP YOUR COMMUNITY, CULTURE OR CUSTOMER BASE?

WHAT CAN BRANDS DO BEYOND FINANCIAL INPUT?

WHAT IS VERY SIMPLE FOR YOU TO DO, BUT CAN MAKE A VERY BIG DIFFERENCE TO YOUR AUDIENCE?

VISIBILITY IN YOUR AUDIENCE'S WORLD

WHAT OCCASIONS ARE IMPORTANT
TO YOUR AUDIENCES THROUGHOUT
THE CALENDAR YEAR?



AIM TO APPEAR NATURALLY
WHERE YOUR AUDIENCE FLOURISH.
VARIETY IS KEY.

RECESSLAND



TOP BALLER



BOILER ROOM



JD FLAVOUR FIX



KEY TAKEAWAYS

- 1 **THINK GLOBAL, ACT LOCAL**
- 2 **SAY YES!**
- 3 **THE PERSONAL TOUCH IS CRUCIAL**
- 4 **SHOW UP WHERE YOUR AUDIENCE LIVES IRL**
- 5 **WHAT WE CAN DO TO ELEVATE THIS?**
- 6 **FOLLOW UP ON SOCIAL**

