

The Rise of Influential Retail



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When we use the word ‘influencer’ we traditionally think of social media influence through online channels, which is typically measured through likes and shares. However, when we consider influence within the physical retail landscape we need to place the consumer at the heart of the brand and build online to offline strategies that connect with our audience in a more meaningful and personalised way.

It is important to consider the role of someone who exerts influence as something outside of what we see as a traditional

‘influencer’, whether that’s harnessing a celebrity and their authentic following or training up store staff to be experts on your products and in turn, creating your very own brand advocates.

As we continue to navigate Covid-19, the synergy between people and brands remains at the forefront of the rise of retail and the growth of the ever-changing high street. We believe this relationship is key for success and provides the backbone to brand loyalty and growth.

**Champion service
over sales**

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Service is evolving and should be at the heart of your brand. Transactions are not the ultimate goal, but a good emotional connection between employees and your consumers are. Whether online or offline, converse in an informal but informed way so that your consumers feel comfortable.



Nike Run Club - Nike Town London - Seen Displays

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Our project with Nike saw us design a physical space for their popular Run Club app. The space worked to maintain a connection between the brand and their community while marathons and other running events were cancelled.

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Consider a multimedia approach to retail

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The retail world is evolving, and touchpoints are now driven via digital and physical platforms. Evolve your marketing strategies to cover these mechanics to ensure they are interactive and engaging. Consider how you can use the physical space to celebrate the digital and vice versa.





Merging physical and digital spaces, our project with Instagram in Selfridges was their first UK retail partnership.

A large Rubik's Cube style display was created to encourage customer engagement. By allowing this to be moveable the experience mirrored Instagram's grid and mimicked the action of swiping on the app, bringing continuity between the digital platform and its physical space.

Influencers as experts

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Brand ambassadors, whether internally developed such as staff, or brought in externally need to focus on deep engagement. Consider how they can be trained as experts in your field and invest in their development and training.



Converse Renew - Seen Displays



Bringing brand ambassadors to the forefront, our project with Converse to launch their Chuck 70 Renew Canvas gave space for staff training, press talks and influencer led workshops and events.

Get in touch to find out how we can help
your brand stay ahead of the curve.

Thank you

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