



# Autumn Fair 2018

## Retail Therapy: Keeping Stores Vital

**Kirsty Kean**

@Shoptactics\_kk

**Welcome**

# Change You Can See



SHERIDAN  
EST. 1967



John Lewis



Timberland

M&S



Small agency. Big influence.

# 45 Minutes / 3 Themes



**1. Being 'THE'**

**1. Sensation Sells**

**2. Visual Trends**

**“The Store is Dead.”**

# Store of the Future



Everything retailers are selling, you can get from Amazon!

# Just shop online

  
Visual Thinking



# Think like a child





# The Store?



**Being 'THE'**

# Attract shoppers



# A coffee?



# 'The' Coffee?



Do shoppers always want the future?

# 'THE' Coffee?



# Starbucks

Visual Thinking



Immersive, theatrical shrines to coffee passion

# Ralph's Coffee





# Apple

  
Visual Thinking



# Nike Kicks Lounge



# Dyson

Visual Thinking




# YUN

  
Visual Thinking



# YUN

  
Visual Thinking



# Hunter



**You don't need four pairs of rubber boots – but you want them!**

# BITE

Visual Thinking



# BITE

Visual Thinking





# Joseph Cheaney



# Dr. Martens



# Brooks 1866



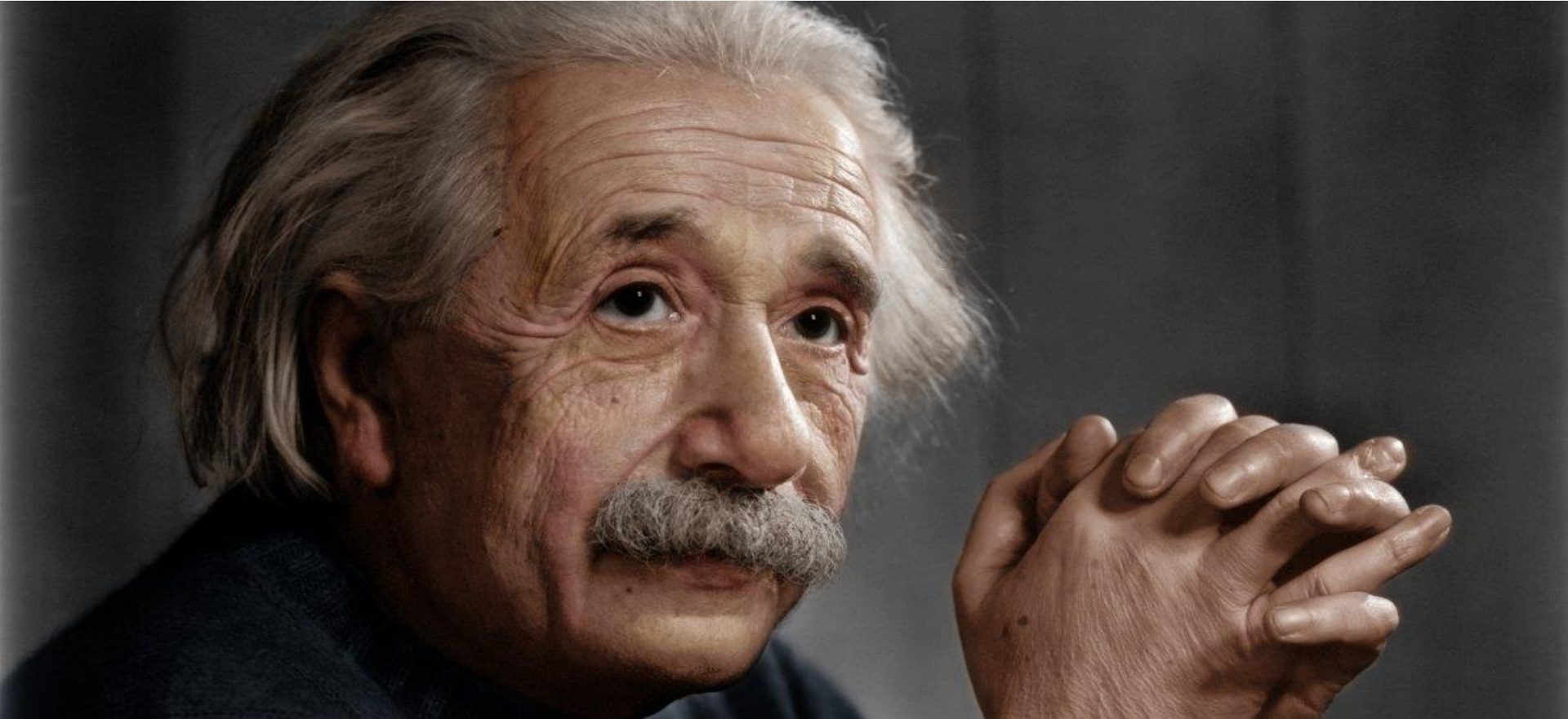
Champion 'THE' – nobody wants 'A' of anything anymore.

**Sensation Sells**

# Shop fast



# Time is relative



# Sensation Sells



# Molton Brown





# Holland & Barrett



# Lush

Visual Thinking



# Hunkemoller



**+20%**

**Uplift in lingerie sales.**



# Visual Trends

# Choice 'Anxiety'



# Avocado





# Streetology

Visual Thinking



# Xocolatti



# Kochhaus



# Hoffnung



# Hoffnung



**Do more than store**

**Be 'THE' brand**

**Deliver an experience**

**Be Innovative**

**Stay relevant**

**Go inspire!**

# Thank you...



**Thank you for listening.**

Kirsty

[www.visualthinking.co.uk](http://www.visualthinking.co.uk)

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