

Envisage agency



Our talent is finding yours!



IN THIS ISSUE:

NICHOLA'S NEWS

TOP 5 JOBS IN OCTOBER REMOVE THE MYSTERY....

AND OUR SURVEY SAID....



Nichola's News

It's been a roller coaster of emotions at Envisage Agency this month. We were just starting to ramp up the Santa and Christmas promotions bookings when we were put into another lockdown. 😞

Following Boris's Saturday night's announcement we were ready for a barrage of cancellations on Monday morning for December. But the

opposite happened; people appear to still be feeling positive and booking, be that modelling, Christmas, or surveying their businesses in time for a fresh new year. EVERYONE wants to have a good December and I think we all need and deserve it!

Then we had the great news of a vaccine and we can now see a path through the woods.

Customers are more keen than ever to make December a magical one and putting plans in place now so they are ready to maximise during the three weeks before Christmas - we are all confident and hopeful restrictions will be eased for some Christmas cheer. All this positivity during November makes us all very optimistic.



Nichola

Envisage; the No.1 Santa agency in the UK

If you need a **Santa**, please get in touch.

Our **Santa's** are ready, willing and able to try and claw back some magic to polish off 2020!

Zoom Santa's, **Street Santa** for parties, **private visits** (if possible), we are ready to take your call... 0844 800 0071.



Top 5 jobs this month!



1. Providing **scary actors** for Exbury Gardens & Railway... they went down a SCREAM! **BOO!**
2. At 1 minute past midnight one of our actors, looking like a boxer, delivered the brand new **XBox to a mystery celeb!**
3. 20-something models '**moonbathing**' for a famous drinks brand
4. **Pumpkin protecting**; car park marshals at a number of locations in the UK.
5. **Santa in a cabin** for a week - recording Christmas messages

GREAT WORK!

Mystery Shopping



We recently completed a mystery shopping job for a client. It involved 250 mystery online shoppers, shopping on five different online shops and reporting back on a number of criteria.

The mystery shoppers answered specific questions and communicated back in detail on a few concerns the owners had. The web developers were then able to make changes to make the shopping experience easier.

Then we realised - we don't really tell people this is what we do... so... this is what we can do!

Whilst we are all working really hard at the moment, and it might seem a little cruel to mystery shop, don't be fooled. A bad experience for a customer is passed on **FOUR times** more than a positive experience. Plus, you can be crushed by poor Google reviews.

A good example is a local coffee shop which five promo staff mystery shopped for the owners. Reduced menu, food not warm, staff not wearing masks correctly....it unfortunately all adds up, putting new as well as regular customers off. Better to know now and make changes rather than post-pandemic when your customers may go elsewhere and you don't know why?

So don't be afraid to mystery shop. And pass on the positive comments as well as the negative to your staff.

With over 12,000 members of staff, you can cherry pick the type of person who mystery shops. We can even provide families.

So get in touch if you want to take the 'mystery' out of your business!

0844 800 0071

hello@envisageagency.co.uk



For full results, read our
blog:
[www.envisagepromotions.co.uk
/and-our-survey-said](http://www.envisagepromotions.co.uk/and-our-survey-said)

Online shopping habits. Survey results

We wanted to show you how easy and useful it is to survey using Envisage staff and get useful results.

These can be used to determine future NPD, understand your (potential) customers better, and for marketing material - PR, blogs, emails... the list goes on, it's your choice. We produced some charts and an infographic and got some very interesting results....

SHOPPING ONLINE VS INSTORE IN 2020

- Over **38%** of the people surveyed said that they shopped over **80%** of the time online during 2020

LIKE MOST ABOUT SHOPPING ONLINE?

- 79%** said ease of use
- Can purchase any time of the day - **93%**
- 64%** said product delivered directly was an important driver
- Buy quickly - **73%**

HOW MUCH WILL YOU BE SHOPPING ONLINE VS INSTORE - IN THE FUTURE?

- 35%** of respondents will be shopping at least **75%** of the time online

Top 8 changes to online shopping - trends 2020



1. There is a growing volume in **voice searches**.
2. On-site **personalisation** uses those insights to create individualised experiences.
3. **LiveChat** improves the shopping experience.
4. **Mobile shopping** is still on the move.
5. More **ways to pay**.
6. Customers are now responding positively to **video**.
7. **Subscriptions** keep customers coming back.
8. **Sustainability** is becoming more important.

Get in touch with us if you require any promotional staff, want to book a Santa or just for a chat. We can't wait to talk to you!

0844 800 0071
hello@envisageagency.co.uk