

ENVISAGE PROMOTIONS - FOR ALL YOUR PROMOTIONAL NEEDS



WHAT'S IN THIS ISSUE...

Welcome to our latest newsletter

In this issue, we're talking sales, and better ways for you to sell to your target audience!

With Christmas just around the corner, it'll be no surprise to read that retailers are at their busiest time of the year, and whilst the January sales will no doubt entice consumer spending in the New Year, have you considered how you will be marketing your business in the New Year once sales go quiet? Don't let the January blues worry you, and instead let us help you to optimise your customer journey in the best way we know how!

Nichola



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Merchandisers know how to make products sell, sell, sell...

by Nichola Clydesdale

Knowing what makes a great consumer buying experience is imperative in the world of retail.

Having a premises which is tidy is of paramount importance, and having well presented, and ideally eye-catching displays is a must. Equally, it's also important to keep shelves and clothes rails well stocked to avoid consumer frustrations!

However, all too often in the busy world of retail, business owners simply don't have the time to look at the buying experience they are offering to their customers.

Understanding what is working and identifying what isn't can be tricky, especially as the owner of the business, and that's where a merchandiser can really help.

"Our experienced merchandisers will look at the buying experience your business is currently offering with a fresh pair of eyes!"



Shoppers are currently watching their spending, and not just on luxury purchases, meaning that the customer experience is having to work harder than ever before!

When was the last time you visited that well known Swedish store and found yourself with a big yellow bag full of items in it that you really didn't know you needed, not to mention stopping off for meatballs halfway round the store in the conveniently located cafe!

Merchandisers don't just make things look pretty, they make things sell by strategically arranging items, and in turn subconsciously enticing consumers to buy.

At Envisage Promotions, our experienced merchandisers will look at the buying experience your business is currently offering with a fresh pair of eyes! Firstly, they will make suggestions and recommendations to maximise on the space available.

Highly talented and knowledgeable in what they do, they will then categorise and re-categorise a number of products to encourage cross selling on relevant, complementary and co-ordinating items, whilst positioning products to best attract and be in

direct eye-line with the products' target audience to maximise sales. From categorisation to space optimisation, our merchandisers are experts in their field.

At Envisage, we tailor our recommendations and solutions to best align your business' needs, as we realise one hat doesn't fit all.

So, if your business could do with a fresh approach or customer journey review, especially in the New Year when the Christmas rush is over and the January sales have finished, be sure to get in touch!

"Knowing what makes a great consumer buying experience is key in the world of retail."



'Pigs in blankets'... the nations favourite says Aldi!

by Nichola Clydesdale

Kept under wraps for months, the Christmas adverts that some of the leading high street names annually launch are becoming as eagerly anticipated and synonymous with Christmas as Santa himself!

Champions at getting their festive advert spot on is Aldi, who this year have cleverly associated their Christmas character Kevin the Carrot with the cinema re-launch of a famous chocolate factory film classic!

Aldi's clever marketing department didn't just stop there either, and decided to launch a temporary pop-up bottomless pigs in blankets restaurant in Camden, with proceeds being donated to Neighbourly.

This two day ticketed event was sure to be a success, as long as

the marketing was in place to promote it, and that's where Envisage Promotions helped. A number of our talented actors were used for the pre-launch photography and videography, to both appear as customers trying the delicious six-course menu and as clients eagerly queuing to be let in!

'Along with a promotion for Prosecco earlier this year, we were delighted to work with Aldi on this epic Christmas marketing campaign.'



It all started with a mouse!

by Nichola Clydesdale

Celebrating 100 years of Disney stories, the new Disney 100 exhibition at London's ExCel is a must for fans of the famous mouse.

Running until 2024, this 20,000 sq. ft. exhibition opened its doors in mid October, creating magic from the moment you arrive. Carefully curated, there are so many original costumes and artefacts on display including Cinderella's glass slipper!

AI has also played its part, and with interactive installations too, this journey through 100 years of The Walt Disney Company required a large team of cheerful individuals to support it, and that's where the

services of Envisage Promotions was required. Our friendly staff are there to welcome and guide, to ensure that every visitor experiences the same Walt Disney magic as the creator of this empire intended.

"Laughter is timeless, imagination has no age, and dreams are forever."

Walt Disney



Meet the team : Faith King

Every month the internal team at Envisage HQ gets bigger and bigger, so to ensure you can put a familiar face to the name, we like to focus on a member of staff.

This month it's the turn of 'Faith King' who describes herself as a money spending shopaholic who always likes to complete everything to the best of her ability, whilst pushing herself outside of her comfort zone to achieve the best results.

11 things you probably didn't know about Faith!

Q. What's your favourite film?

A. *Love Actually*

Q. What you choose for your last meal?

A. *Hunters chicken*

Q. How do you like to relax?

A. *Watching a good movie*

Q. What hobbies do you like to do?

A. *Dance*

Q. Which football team do you support?

A. *Arsenal*

Q. What's your dream car?

A. *An Audi SQ7*

Q. Where would your ideal holiday be to?

A. *Bali*

Q. Whose you all time favourite singer?

A. *Dermot Kennedy*

Q. What's your favourite TV show?

A. *Gogglebox*

Q. Who would you most love to meet?

A. *Gemma Collins*

Q. Whose your favourite comedian?

A. *Paul Smith*

What we've been up to recently...

- Mascot performers to play the role of "The Recycler" at store promotional days.
- A team of brand ambassadors to promote the services and sign ups through door-to-door field outreach on behalf of Pill Sorted.
- Actors to cheer and celebrate with the players for social media content for Chelsea Football club when they go head-to-head on EAFC.
- Mascot performers for a roadshow across McDonalds restaurants.
- Advert filming for Aldi Christmas foods.
- English and German speaking booth hostesses to meet and greet guests, serve refreshments and hand out game tokens for slot machines while promoting the company at an exhibition trade show in Nuremberg, Germany.
- Brand Ambassadors at Brent Cross to engage with members of the public and encourage them to have a go on a VR headset.
- Conference event staff in Watford at the Promoting Independence event. The staff were split into various roles including registration meet and greet, microphone runners, marshals to assist with directing people around the conference and stage assistants to help the presenters.
- Various staff across the UK for product sampling and promotion in wholesale food outlets on behalf of Unisnacks.
- Marshals at a community fireworks event for Midland Railway Enterprises, to assist the visitors with parking, and to direct them to the ticket office.

new on the blog...



Professional DBS checked Santas

Find out why it's so important to hire a professional, DBS checked Santa performer this Christmas!

[Read more...](#)



The power of exhibition staff

Harness the expertise of having dedicated professional exhibiting staff from Envisage Promotions.

[Read more...](#)



Why hiring a crowd attracts attention!

Transform attention into business success with tailored crowd solutions, certain to create a buzz!

[Read more...](#)

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