

SHOPPING BEHAVIOUR FUTURES IN POST LOCKDOWN COVID-19

Some research, ideas and thoughts on how shopping centres may operate as lockdown eases and the new 'normal' emerges.



Digital | Social | Audio | Events | PR | Branding



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THINK
ABOUT
THINGS
DIFFERENTLY

NEW WAYS OF SHOPPING

The past weeks of lockdown have changed shopping behaviour dramatically. In the face of COVID-19 some patterns will be here to stay, some for short term, and some becoming the new 'normal'.

This document examines some of the ideas that could be insightful, practical and very relevant to operators.

OnBrand is a marketing communications agency, working with over 200+ UK centres. Whilst we communicate key messages for our clients, our success comes from understanding shopping behaviour, leading on future trends, and innovating in marketing technology.

We understand the challenges ahead that **retailers** will face.

- What will a phased return to normality look like?
- How will you safely and responsibly manage your customers visiting your shopping centre?
- What more can you do to protect your employees and customers?

We'll help you adapt your business and **bring back shoppers** to **your doors** in a safe and responsible environment.

LEADING THE WAY FOR UK SHOPPING

In mid April, **BioRISC** (Biosecurity Research Initiative at St Catharine's College, Cambridge), **Centre for the Study of Existential Risk** and **The Centers for Disease Control and Prevention** published a report entitled "Informing management of lockdowns and a phased return to normality: a Solution Scan of non-pharmaceutical options to reduce SARS-CoV-2 transmission".

The report identified 275 options to reduce SARS-CoV-2 transmission. This presentation interprets suggestions and guidance we consider most relevant to shopping centres and retailers.

OnBrand have identified what we believe will be key triggers to allow businesses to return to a new normal yet remain '**Business As Usual**'.

We'll help you adapt your business and **bring back shoppers** to **your doors** in a safe and responsible environment.

The following slides will demonstrate how **OnBrand** can communicate to your shoppers, procure equipment and ensure your shopping centre is at the forefront of the new normal.





1. TEMPERATURE READINGS ON ENTRY

Much like security arches at airports, and external bag checks in Israeli malls, routine temperature taking and preventing access of those with elevated temperatures to public buildings and workplaces could be one approach, which has been implemented in China.

Think:

- Automated or manned scanners
- Gate, Podium or Counter Top deployment
- Demands on personnel/training
- Signage to shoppers entrances or exits
- Customer comms
- Right of refusal of entry

OnBrand can deliver:

- Supply of temperature reading tech
- Design your policy messaging
- Supply & Install a variety of signage formats
- Centre Radio for messaging to shoppers





2. ONE WAY TRAFFIC

Operators can reduce counterflow interactions based on the logic that a one directional flow increases physical spacing. Normalising behaviour such as walking clockwise around shared spaces will reduce risk.

Think:

- One way routes using arrows and barriers
- 2 staircases – one up, one down
- Separate entrances and exits
- At congestion entry points directing footfall to the next available entrance

OnBrand can deliver:

- Supply of cones, barriers, branded tape, floor vinyls
- Design your policy messaging
- Supply & Install a variety of signage formats
- Centre Radio for messaging to shoppers





3. FACE MASKS & GLOVES

Facemasks and gloves provide protection for your teams and contractors working at your site. Government are considering making them compulsory, but do you have stocks? Should you be providing them on entry to premises for all shoppers?

Think:

- Public information & training on how safe & effective application, wearing, removal, cleaning and disposal.
- Providing to those vulnerable or unable to procure their own
- Having adequate supplies

OnBrand can deliver:

- Supply of facemasks, gloves, protective equipment, goggles.
- Design your policy messaging
- Supply & Install a variety of signage formats
- Centre Radio for messaging to shoppers



4. ESCALATORS & LIFTS

In order to increase physical spacing, steps can be painted alternately to encourage spacing. Or walking on escalators could be stopped to limit passing interactions. Where possible encourage the use of stairs than lifts. Where necessary limit the numbers using lifts e.g. one person or one household, or make them disabled/elderly, or buggy use only.

Think:

- Public information & your policy.
- Adequate signage and policy information.

OnBrand can deliver:

- Supply of lift and escalator wraps and signage
- Design your policy messaging
- Supply & Install a variety of signage formats
- Centre Radio for messaging shoppers



5. LIMITING NUMBERS

This entails setting a limit to the numbers of people allowed in a particular space at a given time. You may allocate slots by groups e.g. first letter of surname, by age, car number plate or other demographics.

This can be done by controlling access, either by a pass system, QR code, or barriers like car parks. Access can be reduced when numbers exceed a given threshold. Increase click and collect, and offer bring to car services. Texting services – allowing visitors to register on entry, wait in car, and be alerted when its their turn to enter.

Think:

- Public information & your policy.
- Adequate signage and policy information.
- How to tell shoppers about changes in trading hours

OnBrand can deliver:

- Technology: text to enter/QR code/data tracking
- Design your policy messaging
- Supply & Install a variety of signage formats
- Centre Radio for messaging to shoppers



6. HAND WASHING & SANITISERS



**Sanitise
your hands**

Create a norm of regular, effective, handwashing. Invest in hand sanitiser dispensing. Provide hand cleaning facilities at entrances and exits. Provide free soap or sanitiser to key workers and volunteers such as bin collectors and delivery drivers to encourage hand washing.

Tell shoppers about your own increased cleaning and sanitising policies.

Think:

- Public information & your policy.
- Adequate signage and policy information.
- Increase the number of waste bins and encourage catch it, kill it, bin it messaging.
- Reduce unnecessary touching - doors, bins etc.

OnBrand can deliver:

- Design your policy messaging
- Supply hand sanitiser in volume
- Supply & Install a variety of signage formats
- Centre Radio for messaging to shoppers

7. FACILITATE DELIVERY



Temporarily shopper visits will be reduced. Maintain your position as the provider of shopping but enabling and facilitating click and collect, delivery to home, and enabling delivery drivers to access your site. Recruit people to act as delivery agents who can be screened and drop off without contact. Improve infrastructure to enable people to obtain essentials.

Leverage your place in your community to be at the centre of volunteering, supporting supplies and deliveries, especially to the vulnerable and less able.

Think:

- Public information & your policy.
- Adequate signage and policy information.
- Make your website click and collectable, or able to book deliveries
- Leveraging social media to talk to your shoppers.

OnBrand can deliver:

- Web design & development
- Design & Creative
- Supply & Install a variety of signage formats



Allegro $\text{♩} = 72$ 1.

8. LYRIC FREE MUSIC

Save costs and switch from commercial music to royalty free music. Choose playlists which are lyric free reducing any need for people to raise their voices or move closer, and so perhaps increase transmission.

Think:

- Maintaining a positive and welcoming atmosphere.
- Using Centre Radio as critical comms for public information & enforcing your policy.
- Adequate signage and policy information.

OnBrand can deliver:

- Royalty free music, reducing licensing costs
- Lyric free music
- Centre Radio for messaging to shoppers



9. EVENTS & ENGAGEMENT

Where possible hold events outdoors or in open spaces.

Consider more digital & virtual events – consumers are more used to video platforms, social media and quiz formats. Leverage all your digital channels and invest in improving your digital assets.

Think:

- How can my events support retailer narrative?
- How do I highlight 'super-heros' in our community?
- What activities can be delivered at home or in the centre?
- Can colouring in, add colour to my centre?
- Can I make queuing more fun?

OnBrand can deliver:

- Event ideas & experience
- Social Media engagement
- Design & creative
- Quizzes, Art, Skills brought to you by retailers
- Successful execution





10. SOCIAL MEDIA

Make more of your social media. It maybe tempting to stop posting but with social media usage up by 50% your audience are in this space more than ever. Don't compromise comms, thinking that marketing is a luxury.

Facebook posts only reach approx. 15% of your audience. Paid social media (PPC) is at its lowest cost level for searches. Boost posts to increase your audience reach.

Think:

- Increasing reach
- Increasing engagement
- Social listening
- Getting your retailer messages in front of shoppers
- Communicating your new trading patterns to shoppers.

OnBrand

Social Media isn't just one skill:

- Strategy
- Posting
- Pay Per Click
- Social Listening
- First call resolution





10 IDEAS & TRIGGERS TO POST COVID SHOPPING

Keeping you and your shoppers safe in a phased return to business.



Temperature readings on entry



Hand washing & sanitisers



One way traffic



Facilitate delivery



Use of face masks and gloves



Lyric Free Music



Escalators & lifts



Events & Engagement



Limit numbers



Social Media

WHY ONBRAND?

Simply said, we make it happen. We plan, manage and deliver. We use smart thinking, technology and expertise to communicate to your audience.

We work across a number of **different sectors** including:



Retail
& BIDs



Beauty



Financial services



Automotive

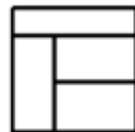


Education

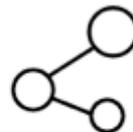


Property

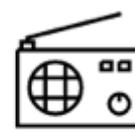
And we deliver a full range of **communication services** :



Digital



Social



Audio



Events



PR



Branding

**WE MAKE
CUSTOMERS
HAPPY AND
BRANDS SHINE.**

EXPERTISE & CAPABILITY

Some of our leadership team on hand to help:



Emma is a strategic brand specialist with 20 years of multi-channel experience at Mothercare and ELC, HSBC, David Lloyd, Ask.com, lastminute.com, and many more.. She's a hands-on implementer with an infectious positive approach.



Alex has over 15 years of agency experience in promotional marketing and brand communications. She has worked at MUTV, SKY and ITV and loves to turn her creative talents into client marketing solutions.



Amy is a strategic content and social media expert with 15 years of experience with big brands: Evian, Volvic, Mothercare, HSBC, Early Learning Centre, 7 For All Mankind and Tesco Beauty. Managing and implementing campaigns across fashion, tech and b2b sectors, she engages audiences and grows reach through meticulous content planning.



Michael is our web designer & developer. He creates beautiful, responsive websites that are optimised for search, speed and security. Not only that, but he also designs artwork such as posters and banners for websites and social media.



GET IN TOUCH



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