



THE NEW NORMAL

The past months 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'.

- Communications to your shoppers will be critical.
- They will only want to shop in environments that they deem 'safe'.
- They will want to be reassured that it is, and that you have taken steps to do this.
- Signage and posters will do some of this job.
- By reaching all shoppers across your PA system, Centre Radio will do the rest.
- Centre Radio is low cost, and quicker to air, than most other media.

Use Centre Radio to:

- Welcome them back
- Create 'safe' environments
- Advise shoppers on your measures
- Keep them informed
- Help them to shop, efficiently and safely
- Reinforce your policies

