



SHOPPER&RETAIL

CLIENT

A Mall Management Company

THE CHALLENGE

To track consumer feedback on the mall, understand attitudes and preferences of shoppers and gauge their shopping behavior.

OUR APPROACH

Brandscapes designed a monthly tracking study to take stock of visitors and their experience at the mall. The data was analyzed in two ways:

1. Monthly Excel Dashboard reporting Key Performance Indicators at an overall level and by key shopper groups
2. Synthesizing the data aggregated over 6 monthly periods to profile shoppers, identify opportunity segments and assess the performance and potential of stores and categories among shoppers

THE WINNING INSIGHTS™

Brandscapes identified the key shopper segments that offered potential for incremental revenue and a strategy to activate these segments.

The analysis revealed improvement areas to enhance mall perceptions and increase footfalls in select stores. Specific insights were also shared on how to further leverage the multiplex in the mall through cross promotions and ensure visibility of specific stores, in particular weekday vs weekend activation.

THE RESULTS

The Dashboard helps the client keep up to date with consumer sentiment regarding the mall and take timely decisions and action.

The Winning Insights led to a more sharply defined strategy for the mall in terms of whom to target, the key categories and stores, improvement areas and co-promotion opportunities in the mall.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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