

Have your place a very **Merry Christmas**

A Revo Marketing Committee Whitepaper.



The Revo Marketing Committee has spent the last 6 weeks researching and discussing trends impacting our places for the 2022 festive season.

Below you will find our top 12 themes. We are pleased to share these with you and welcome any further questions or comments. Please direct these to kayley@revocommunity.org who will filter them through to the relevant committee member and ensure a response.

Drive for efficiency in shopping behaviour

We are still seeing mission-based shopping in our places. The 'get in, get out' approach will continue through the Christmas shopping period as customers consider making fewer trips, possibly to save on fuel and parking costs. They will want to get as many things under one roof as possible, so consider your customer journey and how you can maximise on adhoc 'treat me' purchases through inspiration.



Demand for experiences and making memories, but keeping it local - and free!

Christmas 2022 (fingers crossed) might be our first 'normal' Christmas since 2019, therefore our shoppers will be wanting experiences that they have missed out on for the last 2 years. There has been a trend in people wanting experiences rather than things, and this is an opportunity to create memories in your place. The committee believes that people will stay local and be expecting something for free - be that entertainment or gifts.

Using the digital to drive the physical - rise in app usage

There is an increased demand for B2C app usage which is a great opportunity to connect the digital with the physical. Not every place has an app, but your tenants do. Consider how you can use your digital channels to drive physical visits, you must have a hybrid approach.



A greener Christmas

Sustainability has seen a rise in popularity as shoppers consider their actions on the planet. This Christmas will be greener. We will see conscious gifting from the present itself to reusable wrapping paper. People are eating more consciously and meat-free meals are cheaper - is it the year of the nut roast?! Consumers are also looking to purchase decorations that can be used every year and can be passed on from generation to generation. We may experience a make & mend attitude to help the purse strings, but also appeal to people's ongoing eco-attitude in not letting things go to waste.

Clicking and collecting

Yes, more consumers are shopping online BUT more consumers are opting to return their items in a physical place as we see online retailers starting to charge for returns. People returning their online purchases in a physical space is a big opportunity to maximise on top up sales and is a very strong connection between online and offline sales.



A shift in gifting

We predict that gift-givers will be:

- a) Buying what people need rather than want - this practical gifting shift might result in even more socks as gifts! Conscious gifting is going to be a real trend.
- b) Gifting experiences to make people smile after all the doom and gloom - therefore it is important to promote your place's food and leisure offer, especially if they offer gift vouchers.
- c) Looking for personalised gifts - cue your independents that have the ability to offer a more personalised gift, be that initials or names.
- d) Spending more money on children than adults - younger children have missed out on traditional Christmases due to the pandemic, it's time to make their wishes come true in 2022.
- e) Opting for Secret Santa - those most affected might turn to Secret Santa as a gifting solution so everyone gets a gift, but families and friends aren't having to buy multiple gifts for multiple people. Here we may find better quality but less volume.

There is also the possibility that people might forgo gifts to spend time with each other instead. We may also see a shift in big Christmas parties between colleagues, friends, and family to more low-key events in offices or homes rather than out and about.

Not forgetting that value-conscious consumers are also often less loyal and more open to trying new brands.

Christmas for less

The cost of living crisis is really going to hit hard during the 2022 festive season. People may find themselves in a position where they have to decide if they pay for their heating bill or food. Through content, your place can promote subtle value, but also look for ways to support its community through giving trees and food banks for example.

#buynowgiftlater

Through our research, the general consensus is that consumers will be starting their Christmas shopping much earlier than in previous years to spread the cost of Christmas. This will include gifts and decorations as well as food and drink. So, start promoting Christmas gifts early - you don't need to wait for your tenants to stock 'Christmas gifts', products found on the shelves now can also be Christmas gifts, and are often cheaper. Promote great deals and best buys through your content.



Consumers looking for personalised offers and loyalty rewards

Shoppers are looking for more personalised offers and want to be rewarded for their loyalty. Harder to do if your shopping centre doesn't have the ability to do this through an app or database for example. But consider how you can reward spending in your physical place with treats for customers such as crackers, gift cards, reusable tote bags, and sweet treats. If you're running competitions, make the prizes believable and spread them out so more people have the chance to win.



A 'reel'y good Christmas

To ensure your place has a 'reel'y good Christmas, make sure you are utilising reels on Instagram. Point Of View shopping and partnerships with influencers are going to be key to inspiring customers to visit your place and your tenants during the Christmas shopping period. They don't just have to promote product, they can highlight other reasons to visit and showcase the experiences you have to offer.

Traditional Christmas spirit

In more community focussed destinations, a traditional Christmas is going to surprise and delight audiences, especially families. Think about what Christmas traditions can't be experienced online or at home and offer these in your place to bring people together and create lasting memories - as well as a talking point so your word-of-mouth marketing goes further.



New tech and experiences including drone light shows

By the time we publish this article, there is no doubt going to be some new tech out there for Christmas 2022, or something trending on TikTok. It's hard to stay ahead of the curve when you need to plan so far in advance, but ensure that you are flexible. We've heard about festive drone light shows and look forward to seeing how creative places and brands are this year.



Must remember

The Revo Marketing Committee's top 5 things to remember for Christmas 2022 are:

1. Make sure the festive fun is relevant to your core audience
2. Ensure there are community connections in your Christmas activations
3. If you are promoting value, ensure it is subtle value. You must have an empathetic approach to the times without mentioning it.
4. Demonstrate how your place is supporting its customers
5. Don't be afraid to be bold and do something different

Be prepared

There is no doubt the cost of living crisis will have a huge impact on Christmas 2022, but there are also some other factors you should be prepared for.

1. Customers starting Christmas shopping earlier
2. Staffing issues
3. Stock issues
4. Black Friday rise in popularity as shoppers are looking for a deal
5. Nervousness around possible next wave of Covid



Operations perspective

With staff and budget cuts, it is important that operational factors are carefully considered during the Christmas period. Marketing teams can help support messaging and communication. Consider:

1. How to deal with staff shortages
2. How to deal with poor customer service issues
3. How to deal with potential car park issues
4. How to deal with additional opening hours
5. What the customer journey looks like during the festive period - digital and physical, including how tech could be deployed to centralise management, operations, comms, and deliver savings

A one-stop Christmas shop?

The holy trinity for Christmas 2022 is ensuring that your place is a one-stop shop for Christmas shopping and fun:

1. Encouraging spend through mission-based shopping but inspiring further spend when customers are in your place
2. Provide added value and additional reasons to visit through events, experiences, activations, services, and commercialisation
3. Developing those engagements and connections take you into 2023.



And finally really consider how your marketing and communications budget is split for the rest of 2022 as we start seeing our customers shop earlier than ever for Christmas gifts, decorations, and food.

There are only a maximum of 4 pay days before Christmas 2022!

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