

PROJECT CITY MALL - Weekly Business Site Meetings

Cashel Mall West - Every Wed 11am @ In Italia Guthrey Centre  
Cashel Mall East - Every Thurs 11am @ Starbucks, City Mall

# Centrestage

Keeping you up with the play in Central City



CCBA  
CHRISTCHURCH

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CENTRAL CITY BUSINESS ASSOCIATION

## People Watching

SUCCESSFUL RETAIL ENVIRONMENTS

ADAPT TO THE PEOPLE WHO SHOP THERE

The following is an excerpt from an Andrew Hovell article. Andrew works for an US advertising agency and has a unique way of looking at retail, mostly from the shopping experience perspective. I think you will enjoy his comments.

"What follows is the sum knowledge of thousands of hours watching people shop. Not the artificial focus group settings, not asking questions but anthropology: studying people in their natural habitat."

A fair bit will confirm what you already know, but some may come as a surprise. There are three things to consider and if you do nothing else, please remember these.



**Paul Lonsdale**  
Central City Manager  
Business Association

Knowledge will give you

### THE EDGE



**1. Shoppers need space.** Bloomingdale's discovered 'butt brush syndrome'. Shoppers cannot bear to be even slightly touched from behind.

No matter how intently they browse, pressure from behind will make them move on. If you want someone to linger, give them space!

**2. Shopping is fun.** Paying is not. If the transactions are not crisp, if you cannot see an organised checkout, you are unlikely to end up buying. Some people turn around and leave as soon as they see a busy checkout.

**3. Store layout is everything.** A supermarket doubled sales of vitamins when they moved them away from the chilled fizzy drinks section. Older vitamin buyers had been rattled by noisy kids getting drinks. In every case, people will move if they feel uncomfortable with what's going on nearby.

### DIRECT RELATIONSHIP BETWEEN TIME SPENT IN-STORE AND HOW MUCH PEOPLE SPEND

If you are a retailer, do you know how long people spend in your store?

People are more likely to buy if they've been spoken to by a member of staff. Do you know the interception rate?

Most people hate waiting, really hate it. Do you know the average speed of a transaction? Do you know average time of delivery?

Agencies always talk about target audiences but do you

really know WHO visits, WHO buys or WHO spends the most?

Until you know stuff like this, you can never really know what's going on in your store.

## Garden City Blooms for International Flower Show

Christchurch businesses are turning floral for next month's Ellerslie International Flower Show

For the first two weeks of March, businesses are being encouraged to throw their support behind the Southern Hemisphere's largest garden show by decking out their premises in everything floral.

The Ellerslie International Flower Show Window Display Competition is for restaurants, cafes, bars, hotels and retailers to show their support for the prestigious international event and be in to win tickets to the event.

The competition will be judged in three categories:

- Best restaurant/café
- Best hotel
- Best retailer

Just like the flower show, there will be gold, silver and bronze winners in each of the four competition areas – High Street, City Centre, Cultural Precinct and Victoria Street/Merivale.

ELLERSLIE  
INTERNATIONAL  
FLOWER SHOW  
CHRISTCHURCH  
NEW ZEALAND

HAGLEY PARK  
11-15 MARCH 2009

