

BCSC Commercialisation: Working with Agencies

BDP. Wednesday 18th June 2014

Working with agencies

Agenda

0930–0935 Welcome	Jackie Tracey
0935–1045 Session 1 – All about agencies	Chris Bestley
1045–1130 Preparing questions for this pm	All (groups)
1130–1145 Morning break	
1145–1245 Session 2 – How agencies plan campaigns	Sam Quinn
1245–1330 Exercise – Matching audiences to campaigns	All (groups)
1330–1430 Lunch	
1430–1545 Session 3 – Agencies under the spotlight	All
1545–1600 Summary & close	CB & JT

Agencies under the spotlight



Sam Quinn

Blue Chip Marketing

Straw poll survey

We asked five senior agency people **what they would like from commercialisation:**

- **Before a campaign**
- **During a campaign**
- **After a campaign**
- **To help with amplifying campaigns**
- **In terms of research/insights**

What agencies say they would like

Before

- Case studies of what works
- Better insights into your customers/ customer profiles
- Information (not meetings)
 - News
 - Events (in plenty of time to react)
 - Opportunities
- Proformas and Checklists – they like a paper trail
- % footfall for particular area not whole centre
- Amplification Ideas
- Connections with Retailers

What agencies say they would like

During

- Snagging conversations at the end of the first day
- Ideas for driving traffic to the site if not up to expectations
- Daily footfall v expected
- Things they can react to
- Contact/Updates from key contacts –is everything ok?
- Feedback, reassurance, hand holding, troubleshooting
- Anything that makes them look good to their clients
- Opportunities, not just problems

What agencies say they would like

After

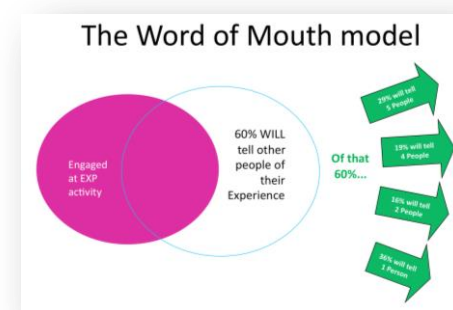
- Proactive involvement in the Evaluation
- Footfall, etc
- Customer feedback
- Stories
- Comparisons/benchmarking with other activity
- Suggestions for the future
- Help when things didn't go well

What agencies say they would like to help **amplify the campaign**

- Involvement in:
 - Customer newsletters
 - Centre website
 - Centre mailings/e-mailings
 - Digital Screens
 - Twitter
- Ideas on how to drive traffic to the stand
- Lateral stuff they couldn't normally get (floor ads, bin advertising, BA discount in restaurants, etc.)
- Would rather pay premium than feel everything is extra

What agencies say they would like in terms of research

- WOM amplification stats – does this vary be centre?
- Customer attitudes to experiential
- Insights into customer shopping behaviour
 - with kids
 - Dwell time
 - reception to different mechanics
- Trends relating to shopping generally



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Tuesday 22 October 2013
RPC LLP

Agencies under the spotlight



Sam Quinn

Blue Chip Marketing

Summing up the day...

- Thank you
- Safe journey...

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