

IAAPA Attractions **EXPO**

Ten Keys To Visual Merchandising

Wednesday, November 15, 2006
3:00 PM to 4:15 PM
Room # B407





**A Licence to Thrill,
Ten Keys to Visual Merchandising**

**Presented by Mark Briggs
Wednesday 15th November 2006**

1. The Ten Keys to Visual Merchandising at Harrods Limited.
2. Egg World, a creative approach to developing a low cost, high impact Marketing Strategy using the Ten Key principle.
3. Sponsorship. Building a relationship and applying Visual Merchandising and Marketing. Case Study James Bond at Harrods.




“All the World’s a Stage”


Creative
*Be an innovator at the forefront of trends,
a leader rather than a follower.*



Case Study



HP Sauce




Organised
*The Strategy Drives:
Marketing... Buying... The Whole Business!*






- *It's the big day out*
- *See it, Sense it, Save it*
- *The Happiest Place on Earth*
- *Where Creativity Meets Fun*
- *London's Most Fashionable Attraction*
- *The Greatest Palace in Britain*
- *Anything is Possible*

Zoo
Zoo
Theme Park
Theme Park
Historical Attraction
Historical Attraction
Retail Establishment



"Anything is Possible"
11th SEPTEMBER - 1st OCTOBER



Millinery on 1
 Bespoke cakes to order on Ground **Harrods**



Sustained
Consistent Message ... Quality Control ...
Maintenance!

Sustain



"Before the Store Opens"

Enhance

Provide a retail experience through product, environment and entertainment.



Maximise

Exceeding expectation, the place to be... Surprise!



Sensation
See... Feel... Hear... Smell... Taste!



Lighting
*Retail is all about Show Business:
Lights... Camera... Action!*



Luxury
*New Premium... Value rather than price...
Providing the rare unique experience!*



Luxury



Service

*Everyone is special...
Make life easier for our customer.*



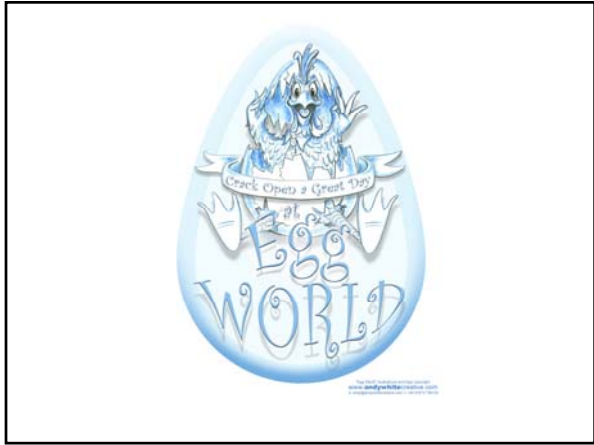
Communication

*Establish an ongoing relationship
with the customer.*



Communication





Story = ideas = design = atmosphere =
to create a total environment to base our
marketing strategy on.

Christmas Royale, Harrods 2006



1. **Creating A Christmas Concept**
2. **Meet the Clients expectations and our own Brand Values**
3. **Showcase the whole experience to our customers**

PIONEERS

