



Euro Attractions Show  
January 23-25, 2008

**Visual Merchandising: Seeing is Buying**



## PARC ASTERIX

**A Merchandising Success Story**



## Parc Astérix: Merchandising

- 18 stores
- 100 operators
- 5,000 items; more than half of them based on the character and his world
- Sales: nearly €8 million including all taxes
- 80% of sales from Astérix products:
  - Exclusive Parc Astérix products (65% of sales)
  - Licensed products from Editions Albert René (15% of sales)

### The role of merchandising in the Park:

- A source of business: increasing per cap is a constant concern
- Promoting the Parc Astérix brand's image and values
- Prolonging the feeling of the visit

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## Brand recognition

### An asset for merchandising

*Astérix is more than 45 years old, and enjoys broad recognition:*

- ⇒ 320 million comic books sold throughout the world
- ⇒ Film adaptations (8 animated – 2 live action)
- ⇒ 1 theme park

*Keys to its longevity:*

- ⇒ Astérix is a character from a book
- ⇒ Astérix channels familiar values and has become a true social phenomenon

In short, Astérix is a hero

### But also a drawback...

- ⇒ A highly restrictive graphic charter
- ⇒ A largely male world
- ⇒ A single brand rather than a brand portfolio
- ⇒ A single character difficult to root in modern times

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## The particularities of in-park merchandising

### ⇒ Atypical consumers and purchasing behavior:

- Family is a broad target
- Consumers' purchasing power has mostly been used up
- Very limited time granted to shopping
- Point of sales unknown or little known

### All purchases are impulse purchases

#### ☐ Useful impulse

- Throughout day; according to needs
- Products for cold, heat, rain
- Photo products



#### ☐ Impulse of the moment

- Throughout day; anything's an excuse to have fun
- Crazy hats, plastic weapons



#### ☐ Souvenir impulse : irresistible !

- A need to bring back a souvenir of the experience
- Strongly themed products, gifts for the family



### ⇒ Strong internal competition: food services, other merchants

### ⇒ External competition: the reference (particularly for prices) remains in retail (specialized retailers and chains/supermarkets)

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## Evolution in the derived products market

### ⇒ Strong evolution in children's consumption

- More and more market segmentation
- Strong brand influence from the age of 10
- Strong influence of new technology
- Teenager audience changes constantly; organized by "tribal" subgroups

### The KGOY (Kids Get Older Younger) phenomenon

### ⇒ A wider and wider offering of licensed products

- Brand licensing
- Event licensing
- Character licensing
- Art & design licensing

### ⇒ Toys and textiles, our key markets, are unsteady

- Toys stagnating and even declining
- Textiles: price wars

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## Keys to success

**The right product**  
**At the right place**  
**At the right time**  
**At the right price**  
**In the right quantity**  
**With the right information**

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## Parc Astérix Products

**A constantly changing graphic charter**



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## Parc Astérix Products

### First, the « advertising » products

Le Village



Les Dauphins



All products are based on these 4 designs only  
One color or several color printing

Le Flume



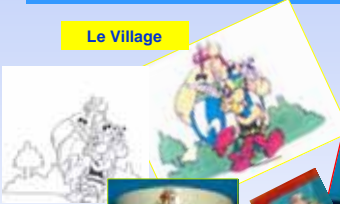
With Parc Astérix logo  
as a signature

Les Arènes

## Parc Astérix Products

### First, the « advertising » products

Le Village



Tous les produits dérivés sont déclinés  
à partir de ces 4 dessins

Les Dauphins

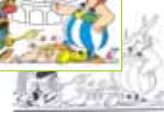


Le Flume



Avec en signature  
le logo Parc Astérix

Les Arènes



## Parc Astérix Products

### Then « souvenir » products



A graphic chart based on rides



Parc Astérix signature is integrated in the design



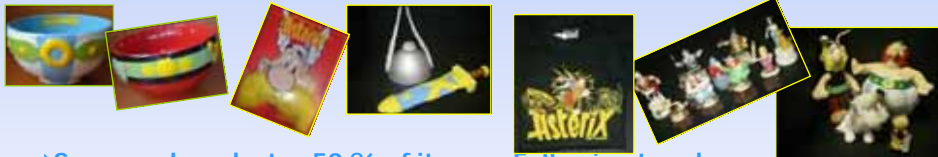
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## Parc Astérix Products

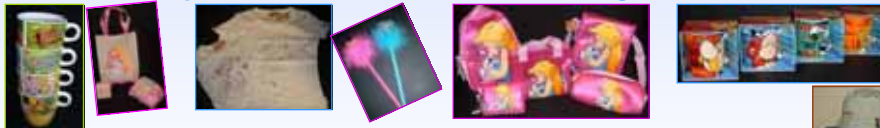
### And finally, brand derivative products

Retail graphic charters designed by graphic artists and stylists based on collection plans' needs

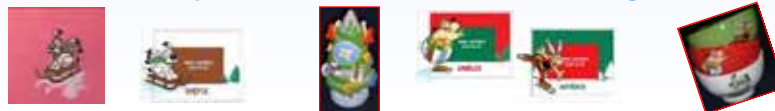
⇒ Les constants : 30% of items – Timeless, sure values



⇒ Seasonal products : 50 % of items – Following trends



⇒ Event related products : 20 % of items – Following current eve



A difficult balance to strike with a business that is itself seasonal



## Parc Astérix Products

### Generic products

- ⇒ Significant percentage of sales (around 10%); large part of product range
- ⇒ Contribute to the general mood by complementing the offering of theme products in certain themed areas (Egypt, India, Pirates, etc.)
- ⇒ They should be a part of the story rather than simply being referenced for their sales potential.

### Sweets

An important part of sales and margins, they are an integral part of the world of the park, along with strongly themed stores

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## Parc Astérix Products



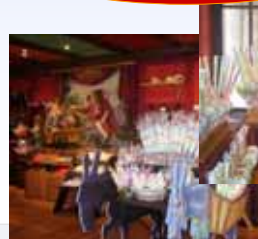
Chez Rahazade  
Ambiance Inde



Numérobis  
Ambiance Egypte



Les Sucrieries de Scapin  
Confiserie



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## Parc Astérix Products

### Seeking optimal product/price balance

- ⇒ Following the market is necessary
  - in general, customers accept relatively high prices for licensed products
  - supermarkets and chain stores remain the reference
- ⇒ Price curve must be balanced to increase average visitor spending
  - provide a balanced offering in each product group
  - generate additional sales
  - respond to the demands of the school market
- ⇒ The role of outsourcing: potential remains weak for outsourcing
- ⇒ The role of information systems

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## Parc Astérix Stores

### Prolonging the story

Strongly themed stores

The visitor's last impression: 65% of purchases made at exit

### A balance between packaging and contents that:

attract

Seduce

### Regular investments

Renovating existing stores

Optimizing space

Consistency of fixturing

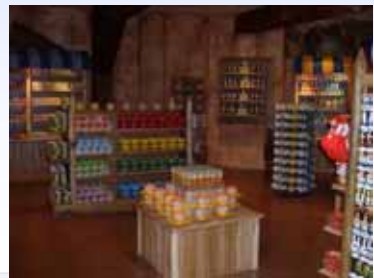
Improving cash-wrap areas

### The role given to visual merchandise

### Improving service is a constant concern

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## Parc Astérix Stores : Le Marché de Lutèce



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## Parc Astérix Stores : Gravedanlonix



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## Parc Astérix Stores : Palais Bonbons

1989



2002



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## Parc Astérix Stores : Christmas Market



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## Conclusion

### Parc Astérix: a merchandising success story

Since it opened in 1989, Parc Astérix has sought to optimize retail performance, first through products, then through stores and services, and finally through visual merchandise.

Today, success is assured through simultaneous work in four key areas:

↳ Stores

↳ Products

↳ Visual Merchandise

↳ Services

Highly competent and motivated retail sales teams

A dynamic base of experts (design, styling, store layout, visual merchandise)

The logo for the Euro Attractions Show 2008. It features the letters 'EAS' in a large, bold, white sans-serif font on a red rectangular background. Below this, the year '2008' is written in the same white sans-serif font on a white background.

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