



ONEMS
MINUTE SILENCE



RETAIL, WHAT NEXT?

6TH JUNE 2020

LOCKDOWN HAS FORCED CONSUMERS INTO NEW SHOPPING HABITS

Shoppers covering 100% of stores in one way systems and/or frequenting completely new stores

Disrupting habit loops, providing brands with an opportunity to capitalize on some unexpected trialling

Putting new brands and products on the radar



I would normally pick up some brands from supermarkets that I can't get in Aldi, like Heinz but now we have opted for products we can get there and they have all gone down well and we don't need to go back to old brands

And the rediscovery of some old favourites at the back of the cupboard!



A RE-EVALUATION OF WHAT MATTERS

Acceleration
towards online
shopping, easy and
(often) better
value

*I have quite liked not
wasting money on
shopping trips.*

*For me (lockdown) has
given the realisation
that you don't need a
lot of 'stuff'*

(Karen, older family)

Desire to stop
buying 'stuff for
stuff's sake', waste
less money and
focus on more
meaningful
purchases

HOW ARE WE FEELING ABOUT NON ESSENTIAL SHOPS OPENING?

***Ramp up the cleaning :
have staff cleaning ,
offer free gloves and
masks, lots of hand
sanitiser, visibly
cleaning shopping
baskets after use***

(Rachel, no family)

Cautious optimism relating to lockdown measures easing, most of our panellists are adopting a 'wait and see' mentality before heading to the shops

Hope that retailers will help shoppers to be sensible and minimise their risk

Physical steps required to reassure customers : presence at the front of the store, plastic screens at tills, frequent cleaning, abundant signage

Expecting smaller shops to adopt a 'one in one out' policy

Desire for well informed and well trained staff to facilitate new conditions
(keeping them and us safe)

If appropriate measures have been taken then this will lead to a calm and quiet
in store environment (equally comforting)

WHAT WILL OUR POST LOCKDOWN SHOPPING WORLD LOOK LIKE?

Ruled by the queue



We will be shopping in reduced numbers with increased crowd control. We will have to queue for almost every aspect of the retail experience

Require reassurance



Ramp up the cleaning (in store) and tell us what they are doing to minimise the risk of transmission

Remain online



I will be doing all of my retail shopping online

BUT RETAILERS HAVE TO DO MORE THAN JUST KEEP CUSTOMERS SAFE

Safety is paramount but so is **showing respect** to your customer & staff

Give people a reason why they should do their non essential shops in **real shops**

Customers understand that we are living in a ever changing world – **if it doesn't work – change it!**

Demonstrate you understand how your customer feels. Build a **'relationship'** (in the words of Mary Portas)



We can facilitate thoughtful, agile research to help businesses navigate through uncertain times.

For more of our approaches, and our Lockdown outputs www.one-ms.com



Annual Conference 2016
Finalist Finalist
Best Overall Contribution



AQR PROSPER RILEY-SMITH
QUALITATIVE EXCELLENCE AWARD 2015

FINALIST





ADRIAN, 39

A pensions advisor, living with his wife and 2 children



MAGGIE, 57

After taking early retirement, she volunteers and keeps bees (along with various 'crafty' hobbies)



RHIANNON, 32

A self-employed jewellery designer, living alone in Birmingham



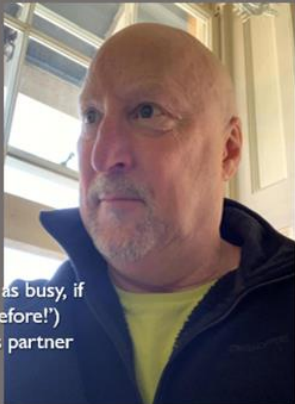
RACHEL, 39

Living alone, and working as a PA for a managing director



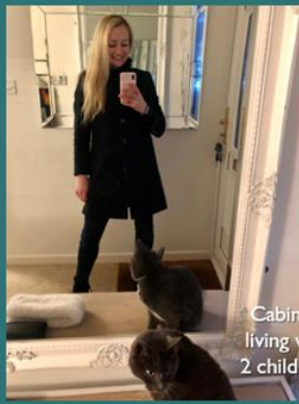
MATT, 40

A Projects Director in an engineering consultancy, with 2 small children, living in Birmingham



ANDY, 61

Retired (but 'just as busy, if not busier than before!') and living with his partner in Bristol



ANGELA, 39

Cabin crew for Virgin, living with her partner, 2 children and their cat



KAREN, 52

Works in the pastoral team in a school and has two children



JAMES, 37

A sales manager, used to travelling across the country, living with his partner and their young son



JARED, 37

A primary school PE teacher, living in Twickenham with his wife and 2 cats. Currently recovering from Coronavirus – a "gruelling and frightening experience"



STELLA, 33

A part-time finance manager, part-time housewife living with her husband, a toddler and a new-born in London



GREG, 54

A salesman, supplying and installing graphics and branding for Chelsea Flower Show. Lives alone in London

LIFE IN LOCKDOWN

An 8 week ongoing project with a small panel based across the UK

A mix of ages, lifestages and working status (including furlough)