

Press Release

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## Christmasworld: Retail BLVD generates new impulses for the 'customer journey'

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Christmasworld, from 24 to 28 January 2020, is focusing its product range on the success factor: customer experience at the point of sale. But how can retailers reach out to customers before they make any decision to purchase? How can their interest be awakened? And what different types of buyers are there? Together with the Institute for Retail Research (*Institut für Handelsforschung - IFH*) in Cologne, the Retail Boulevard (BLVD) 2020 will focus on the 'customer journey', by illustrating in different stores the steps towards the purchasing impulse and good customer relationships.



Customers primarily place importance in stores on comfortable shopping, good service and the shopping experience. The Retail BLVD shows how different customer needs can be addressed, both online and offline. Source: Messe Frankfurt Exhibition GmbH / 2dezn

Customers expect a broad product range, a digital presence, a feel-good atmosphere and a personal consultancy service from retail stores. This is highlighted by the current study from IFH Cologne, 'Structural Change in the Retail Sector: from the customer's perspective', which was commissioned by Messe Frankfurt. In addition, the study identifies three different types of shopper, who need primarily to be convinced they will get more convenience, service and a better experience in the wake of digitalisation. How retail shops can implement these success factors will be shown in the redesigned 'Retail BLVD', in Galleria 0 at Christmasworld. IFH Cologne has brought a large number of experts and service providers on board, who will inform us about how different

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customer needs can best be served, in three stores set up along a shopping street: the 'Social Media Playground House', the 'Convenience House' and the 'Experience House'.

"Last year we staged an attractive product combination of seasonal and floral decorations at the point of sale for five different kinds of retail store. We're now developing the Retail BLVD in terms of the different phases within the 'customer journey'. In 2020, we're bringing customer interest into focus as a first step and gearing ourselves to the needs of experience-, convenience- and service-oriented types of shopper. Working with our partners IFH Cologne, we are concerned with solutions for the retail trade which can be simply and quickly implemented", says Eva Olbrich, Director of Christmasworld, Messe Frankfurt Exhibition GmbH.

In each store, experts from IFH Cologne will invite you to interact – with short presentations, explanations, and live demonstrations, for example about seasonal window dressings that can be quickly implemented and modified. In addition, there will be guided tours through the Retail BLVD three times daily.

In the central marketplace '**Market square**', visitors will be invited to exchange experience and knowledge and there will be opportunities for networking. Comments can be written on a board and will be addressed in the short presentations. Active exchanges, questions and feedback will be expressly encouraged. There will also be short presentations twice a day on the different types of shopper that IFH has identified.

The infographic is divided into three vertical panels. The left panel shows four women shopping with the text 'EXPERIENCE-oriented shoppers'. The middle panel shows a man in a striped shirt reaching for a product on a shelf with the text 'CONVENIENCE-oriented shoppers'. The right panel shows a man in a white lab coat looking at a book with the text 'SERVICE-oriented shoppers'. Below these panels is a white box with a black arrow pointing right, followed by the text '3 SHOPPER TYPES' and '3 different attitudes & needs'. At the bottom right of the infographic, there is a small source note: 'Source: IFH Cologne | Messe Frankfurt Konsumentenbefragung und -typologie (Consumer Survey and Typology)'. The logo 'messe frankfurt' is in the top right corner.

**The IFH study 2019 is based on three types of shopper**

"Shoppers can be categorised into three different types in terms of their basic attitudes and needs. In the Retail BLVD, we'll be illustrating the classic customer journey from shoppers' needs to good customer relationships. We'd like this to give trade visitors new impulses for communicating with their customers", as Boris Hedde, Director of IFH Cologne, comments. The experience-oriented shopper enjoys buying in bricks-and-mortar shops and appreciates being able to handle and try out (new) products. The convenience-oriented shopper, on the other hand, finds shopping in bricks-and-mortar shops tiresome and wants to get to the product they want as quickly as possible. The service-oriented

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shopper expects special customer service and consultancy, which they find predominantly in specialist shops.

"We'll be bringing partners to the fair who are able to use their expertise to facilitate persuasive product combinations, customer service and consultancy in retail shops, which appeal to every type of shopper. We want to show how shopping can function in the future and how digital solutions can be integrated into the experience", as Eva Olbrich, Director of Christmasworld, adds.

### **Customer journey vol. 1: from the product to the customer in three stores**

In the '**Social Media Playground House**', the digital channels, Facebook, Instagram, Pinterest, Snapchat and You Tube, will be presented in short ten-minute talks. These channels are used more and more frequently by consumers as a source of information and inspiration, which means that a social media presence is becoming ever more important for retailers. Visitors will learn which channels they should use for their target group and what this can look like in practice. In addition, the talks will address questions such as: when is influencer marketing worthwhile and how does a possible cooperation work? Screens will visualise possible stories, posts and influencer activities. An experimental area will invite visitors to try and test things out.

In the '**Experience House**' and the '**Convenience House**', there will be an equal focus on information, consultancy and service – but from different perspectives: in the '**Experience House**', visitors will be made aware that in future the customer expects a special shopping experience and would like to be inspired and amazed. Multisensory marketing and an unusual shop design and decorations, for example, play an important role here. In addition, it will show how digital services can intensify the shopping experience in the store and how important, in this respect, well-trained employees are on the shop floor. Visitors will be given practical tips on this.

In the '**Convenience House**', the purchase transaction needs to be quick, simple, and convenient – this is the inspirational factor providing guidance here for this for type of consumer. How can I offer more convenience combined with digital services? How do I make purchasing easier for my customers? How do I enable them to use Click & Collect and mobile payment apps to avoid queuing at the till, or help them to use smartphone scanning for more personalised offers? How can the Alexa digital voice control be used in retail stores? Specialists from the IFH Cologne will present the visitors with digital solutions that they can try out themselves.

### **IFH Köln: Expert for retail and wholesale in the digital era**

As an industry insider, IFH Köln provides information, research and consulting on issues relevant to the retail and wholesale trades in the digital era. By observing markets, customers and competitors, IFH Köln offers an all-round perspective that forms the basis for trade-relevant strategies. With tailor-made projects, they support clients when it comes to strategic questions concerning digital strategies, the development of new markets and target groups and channel-excellence issues. Under

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the ECC Köln digital brand, IFH Köln has been active in e-commerce and focusing on future-oriented subjects for the trade since 1999. Further information at [www.ifhkoeln.de](http://www.ifhkoeln.de).

**Note for journalists:**

You will find further information and high-resolutions photographs at: [christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com)

**Press releases & images:**

[christmasworld.messefrankfurt.com/press](http://christmasworld.messefrankfurt.com/press)

**Social media:**

[www.facebook.com/christmasworld](http://www.facebook.com/christmasworld)

**Christmasworld: Seasonal Decoration at its best**

Christmasworld is the world's most important order venue for the international decoration and festive articles sector. Held annually in Frankfurt, it presents the latest products and trends for all festivities of the year and provides innovative concept ideas for decorating large-scale and outdoor areas for the wholesale and retail trades, shopping centres, DIY markets and the green sector. Christmasworld is characterised by the complete spectrum of festive decorations while a wide-ranging complementary programme with Trend Show, special exhibitions, events and expert lectures is a valuable and informative source of supplementary inspiration for everyday business life in the sector. The 2019 event was attended by 1,085 exhibitors from 44 countries and over 45,300 visitors from 123 countries  
[christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com)

**Conzoom Solutions – the platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers. [www.conzoom.solutions](http://www.conzoom.solutions)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

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