

# Action Canvas - Idea 4 / Sensory Marketing

The European Senses District

## Context

What is the problem ?

Neighbourhood with particular temporalities and a lack of life. Users find the district mineral and not very friendly. In view of its local and international reputation, it does not live up to expectations.

Do you have any other suggestions ?

## Challenges

What questions are you trying to answer ?

How can independent retailers be helped to remain competitive with large retailers?

How to improve the attractiveness of the district?

Do you have any other suggestions ?

## Vision

What is the ambition of the project?

Support independent retailers in refining their brand strategy by offering an alternative to traditional marketing: sensory marketing.

Do you have any other suggestions ?

## Goals

What are the expected results ?

- Increase in the number of people visiting the neighbourhood
- Increased time spent in the neighbourhood
- Diversification of reasons for attendance
- Increase in turnover of participating retailers

Do you have any other suggestions ?

## Target

For whom is the project intended ?

Retailers

Do you have any other suggestions ?

## Slogan

What is the catchphrase of your project ?

Let's live, let's sense

Do you have any other suggestions ?

## Idea

What is your solution, in a few lines ?

Creation of a toolbox to support retailers and other users of the European Quarter in the accuracy of their sensory marketing strategy.

Being on an agile platform, type and in perpetual enrichment, these tools follow the following creation process:

- Call for applications "retailer": registration of each volunteer retailer for the support process

- In parallel, creation of a "pool of experts" in sensory marketing

- Matching a retailer with a marketing expert

- In pairs: audit, definition of the problem to be solved and creation of duplicate corrective measures (tools to be transmitted to other retailers).

- Putting the tools online on the "sensory marketing" platform

- Use by any interested retailer of the proposed tools and best practices.

Do you have any other suggestions ?

## Proposed stakeholders

What roles and skills ?

- hub.brussels: initiation, coordination.

- Marketing agency: experts, support for participants.

- Participants: all interested users with a focus on merchants

- Large administrations and companies: ambassadors and "potential" funders

- Communication agency: awareness-raising on the theme + promotion of achievements.

Do you have any other suggestions ?

## Tools, technologies

Which methods, materials or technologies to use?

- The construction and identity of the final platform will be confirmed through a process of involvement of end users. It will make it possible to define the best tool to design for an ideal appropriation.

- Each tool will be developed according to a specific and precise case. It is now impossible to determine the nature of the interventions, but the tone is set: "Sky is the limit"

Do you have any other suggestions ?

## Risks

What are the potential obstacles ?

- Lack of interest, involvement in the project
- Lack of visibility
- Low use of the platform
- Lack of budget

Do you have any other suggestions ?

## Marketing

What is the project's communication plan ?

- Inform: in a contextual way, about the European Quarter
- Raise awareness: of the benefits of using sensory marketing techniques
- Convincing: to embark on the adventure
- Encourage: a reaction from users and other potential candidates (by promoting)

Do you have any other suggestions ?

## Budget

What is the estimated budget for the project ?

- Implementation of the project and the various structuring tools + communication: 50,000 euros

- Realization of 10 sensory marketing tools: 15,000 euros per tool.

Do you have any other suggestions ?

## Planification

What are the main stages of the project ?

1. Setting up partnerships
2. Engagement of private providers
3. Benchmark of existing similar solutions
4. Creation of an end-user group for information, co-creation and testing
5. Creation of program tools
6. Creation of a communication plan
7. Drafting, launching and communication of the call for applications
8. Project implementation and monitoring

Do you have any other suggestions ?