**Context**

**What is the problem?**

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

**Action Canvas - Idea 4 / Sensory Marketing**

**The European Senses District**

**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
- Diversification of reasons for attendance
- Increase in the number of people visiting the neighbourhood

**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.

**Slogan**

**What is the catchphrase of your project?**

Let’s live, let’s sense

**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?

**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.

Creating 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 problems 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.

**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

**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)

**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

**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 pre- en the case. It is now impossible to determine the nature of the techniques but the tone is set: “sky is the limit”

**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

**Risks**

**What are the potential obstacles?**

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

Contact Fran Verwimp if you would like to find partners for the development of this project. Fverwimp@hub.brussels