

# RETAIL ROUNDUP

OCTOBER 22

 altavia.hrg



# WELCOME TO THE OCTOBER RETAIL ROUNDUP



**From retailer-led events and brand-specific campaigns to sales promotions and experiential activity. We cover them all in our reports!**

**As the season changes and consumers re-appraise their shopping habits in light of significant economic pressures and darkening evenings, we look at how three retailers have introduced new concepts in an attempt to interest and excite shoppers with Sustainability also high on the agenda for all.**

**Aldi introduced their new eco store in Leamington, River Island launched their concept store River Studios in Rushden and Hotel Chocolat's new Factory café and shop opened in Northampton.**

**In addition, we have a quick look at the best and worst in the grocery multiples this month.**

A handwritten signature in black ink, reading "PH Howell".

**Paul Howell**  
Client Growth Director  
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### The Right Stuff!

As usual, extra points for ALDI who continue to get it right with the opening of it's first Eco concept store

Starting from the outside, wood cladding covers the building and features on signage. There are bike shelters, electrical vehicle charging points galore and solar panels on the store roof.

A lovely touch is the introduction of bird and insect boxes to help promote local wildlife rescue, supported by wildlife friendly landscaping.



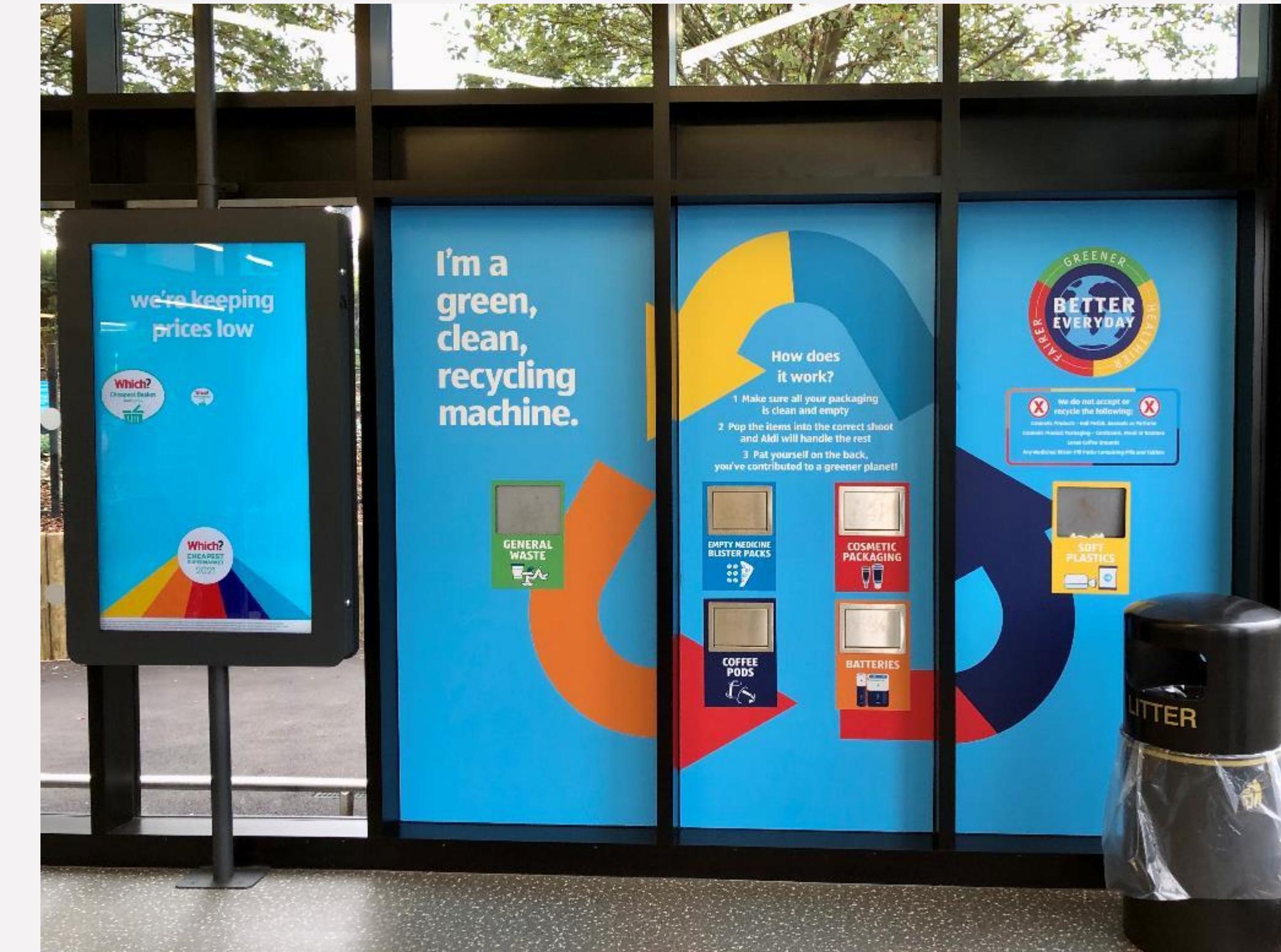


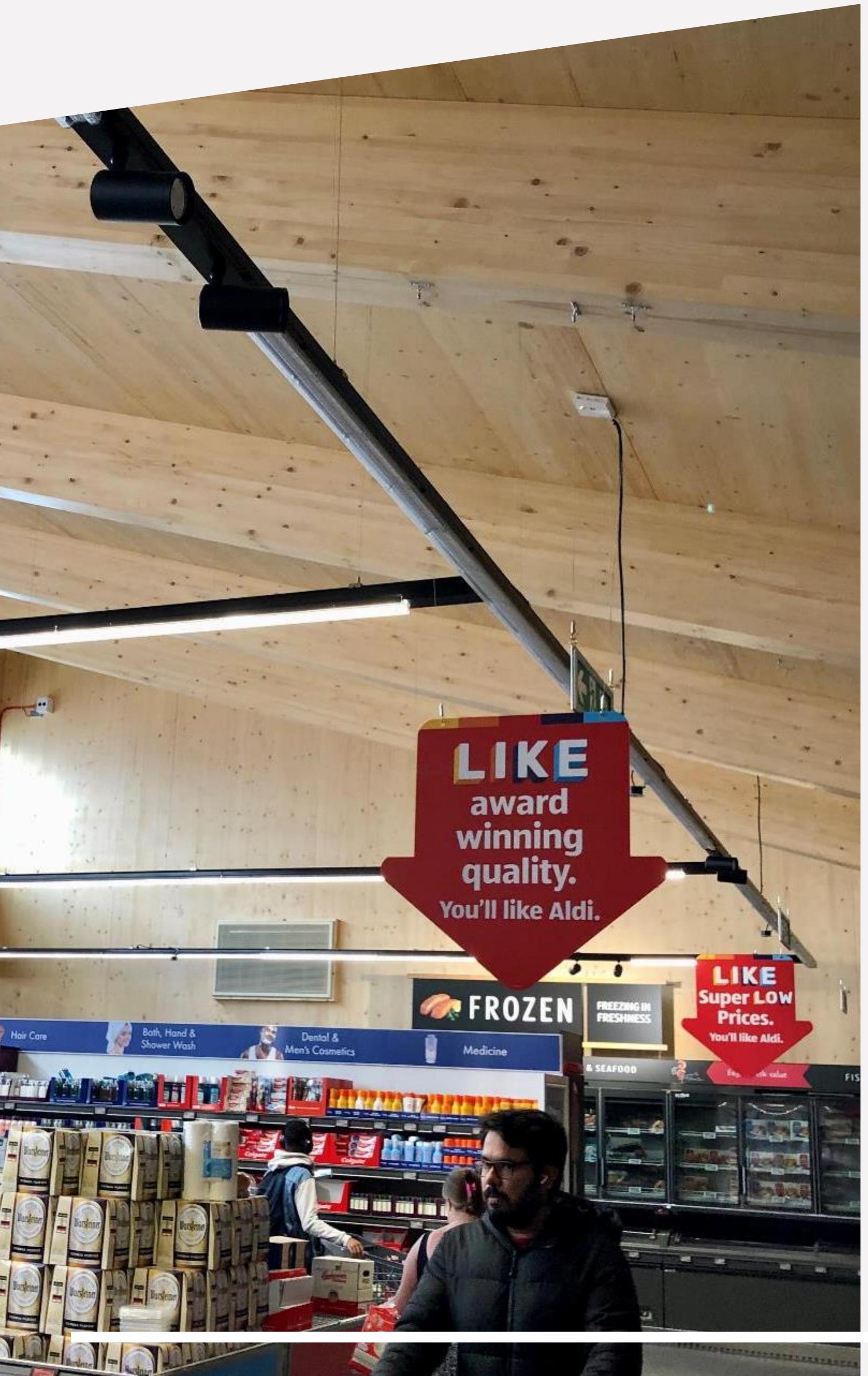
In-store we continued to see the use of sustainable building materials throughout the structure.

To reduce waste plastic and limit packaging, a nuts and coffee refill station was available with clear instructions and benefits to the shopper. Unfortunately as we have noticed with refill stations in other stores, mess is an ongoing issue that retailers need to address.

Comms throughout store highlighted the environmental benefits of the changes made reinforcing their green credentials.

A recycling machine was incorporated into the store exit. This was clearly labelled and easy for shoppers to follow.





Noticeably, there was a reduction in traditional printed POS materials in favour of digital signage, particularly at shelf level.

Not only does this reduce the carbon footprint of printed material going into store, it also frees up time spent updating and installing graphics.

The store can now change pricing and messages in real time.





## Missed Choco-tunity!

This new store format offers a factory shop and café from premium chocolatier, Hotel Chocolat.

Unfortunately the experience was a touch underwhelming. The store is situated in an industrial park near J16 of the M1 and so has negligible retail stores nearby. To drive shoppers to store it either needs to offer discounted products much like other factory outlets, or offer an experience that you cannot find elsewhere, akin to Cadbury's World or the Johnnie Walker experience. Sadly, it offers neither. The store resembled a basic interpretation of the standard Hotel Chocolat estate with nothing new or unique to engage shoppers.



# HOTEL Chocolat.

The retailer's commitment to ethical sourcing and the environment was represented in store via large format graphics in key positions supported by natural fixturation for product displays.

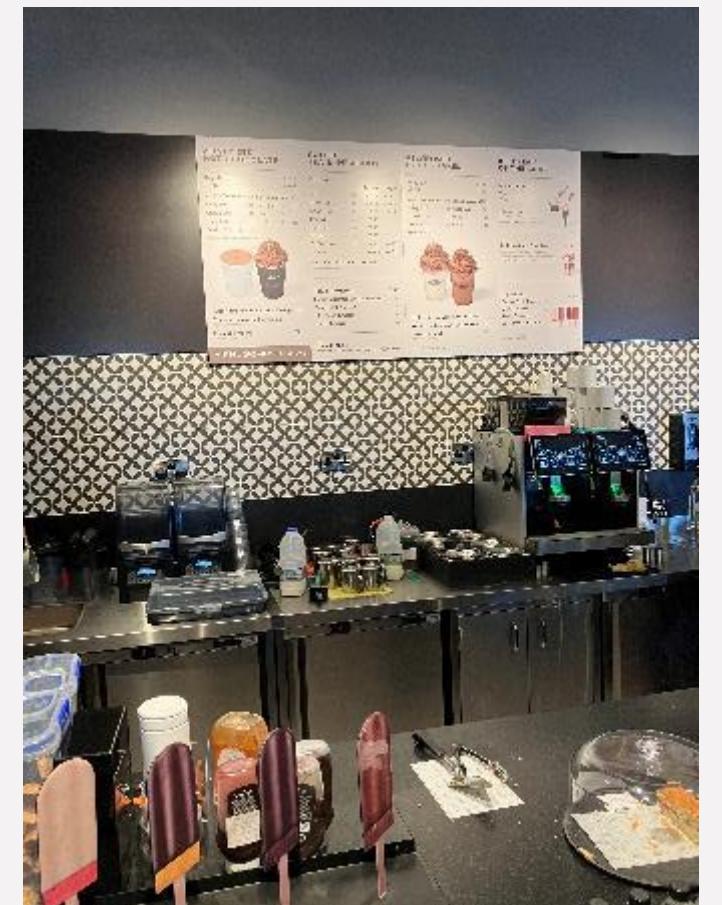
Showcases displaying the contents of boxed product were a nice touch to aid shopper decision making.



# HOTEL Chocolat.

The café experience was also quite basic and not reflective of the premium brand offering.

It will be interesting to see if this is because its recently opened and is a work in progress, if not the retailer really needs to up it's game in order for this to become a destination outlet.

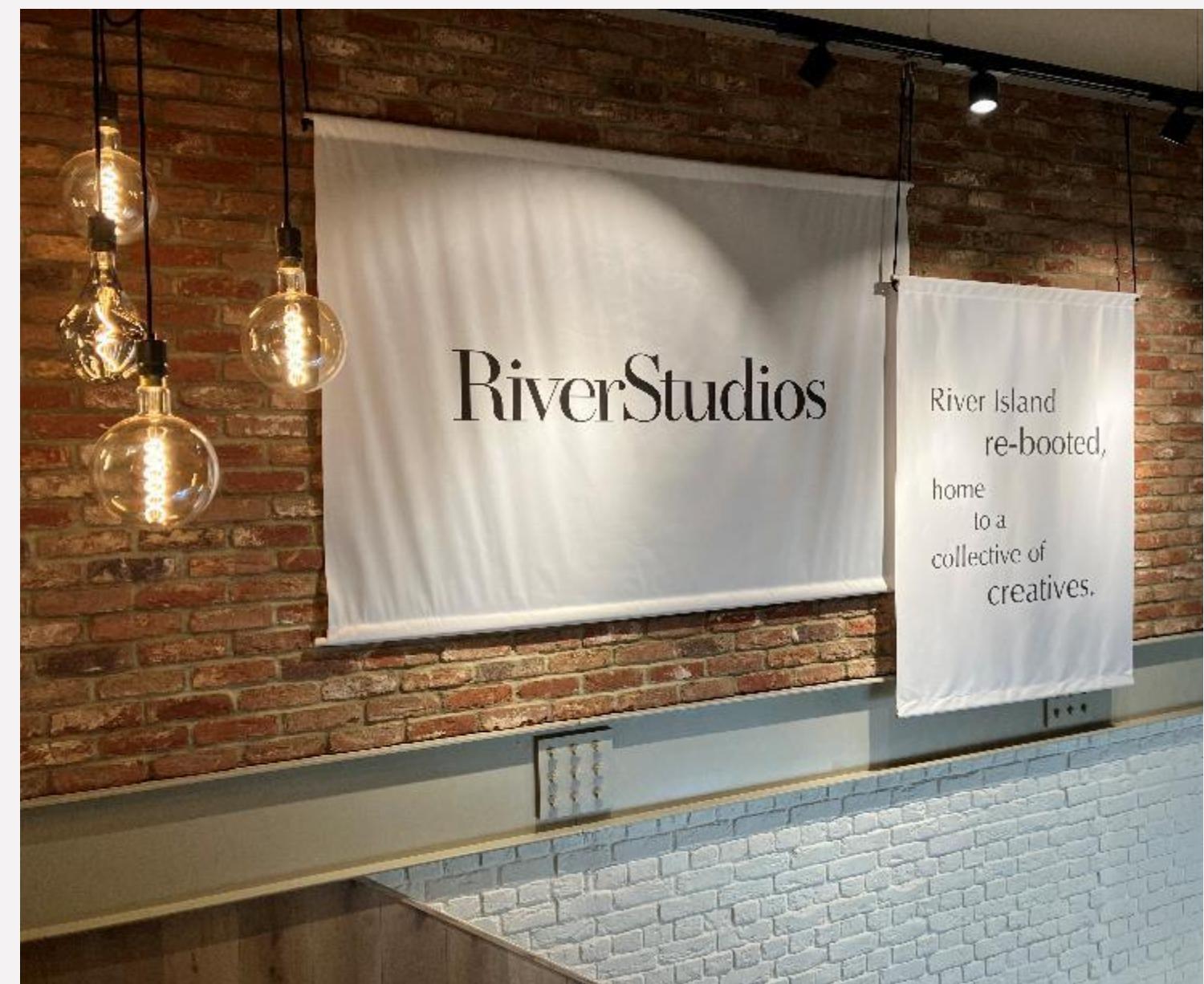


# RIVER ISLAND

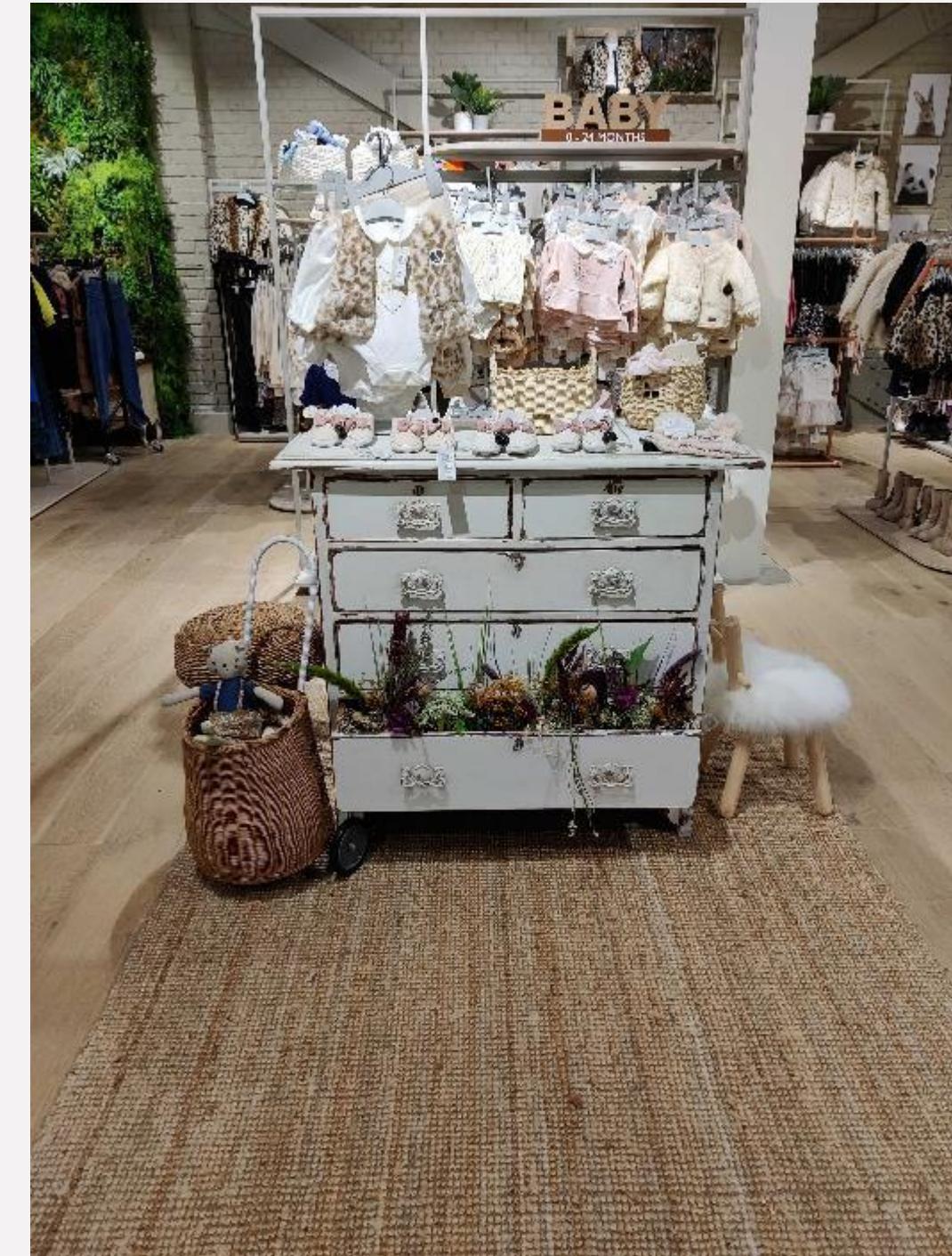
**The same but different!**

The new River Island concept, River Studios, as the brands says, is a re-boot of the existing retail concept. The store has attempted to create a more contemporary boutique feel by introducing quirky furniture and fixtures to support product displays. Whilst this is intriguing and adds theatre to the store, it is a bit at odds with the mass produced nature of the River Island products.

The store tries lots of sensory tactics to entice shoppers in, from sound and movement through to smell. These were effective at leading you into store.



# RIVER ISLAND



# RIVER ISLAND



Throughout store environmental messages are aplenty. From carbon emission pledges, recycling clothes to sustainable materials and biodegradable mannequins, the retailer has done a great job at raising their green credentials.



# RIVER ISLAND

**THE  
KIND  
SOCIETY**

*We're making fashion a force for good.*

That's why we've taken responsibility:  
it's time for a kindness revolution.

Whether it's eliminating single use plastic  
from our packaging or designing with materials  
that are better for the planet:

**WE'RE IN PURSUIT  
OF MAKING FASHION  
THAT DOES  
GOOD.**



Technology plays a huge part in this new concept  
and River Island haven't fallen into the trap of  
tech for tech's sake, it's actually really useful.

All products have an RFID tag in the pricing label,  
which is instantly recognised when hanging a  
garment on the rail in changing rooms. The built-in  
tablet allows you to browse other sizes and  
colours and to interact with staff when  
requesting alternatives, really adding to the  
shopping experience.

Soon to be introduced to the store is Chloe, an  
AI assistant promoted as a virtual stylist to offer  
advice. We are intrigued to see how this works  
and complements the tech already deployed.

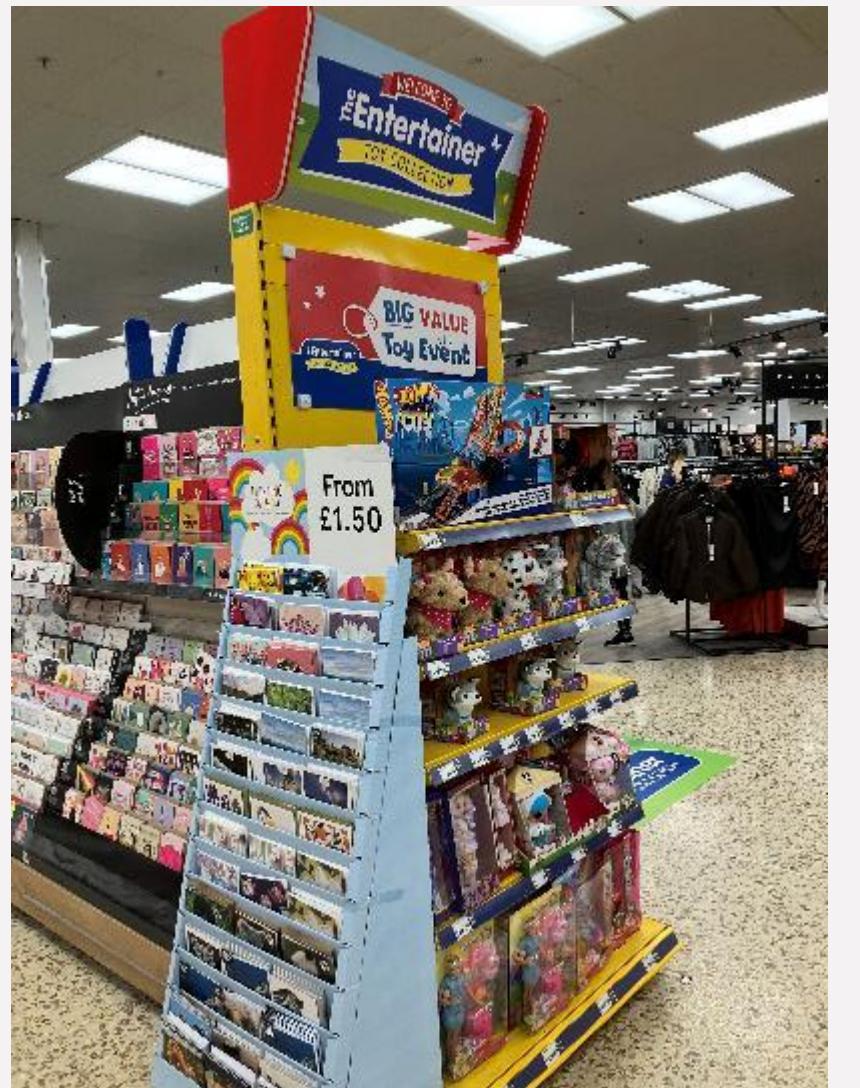




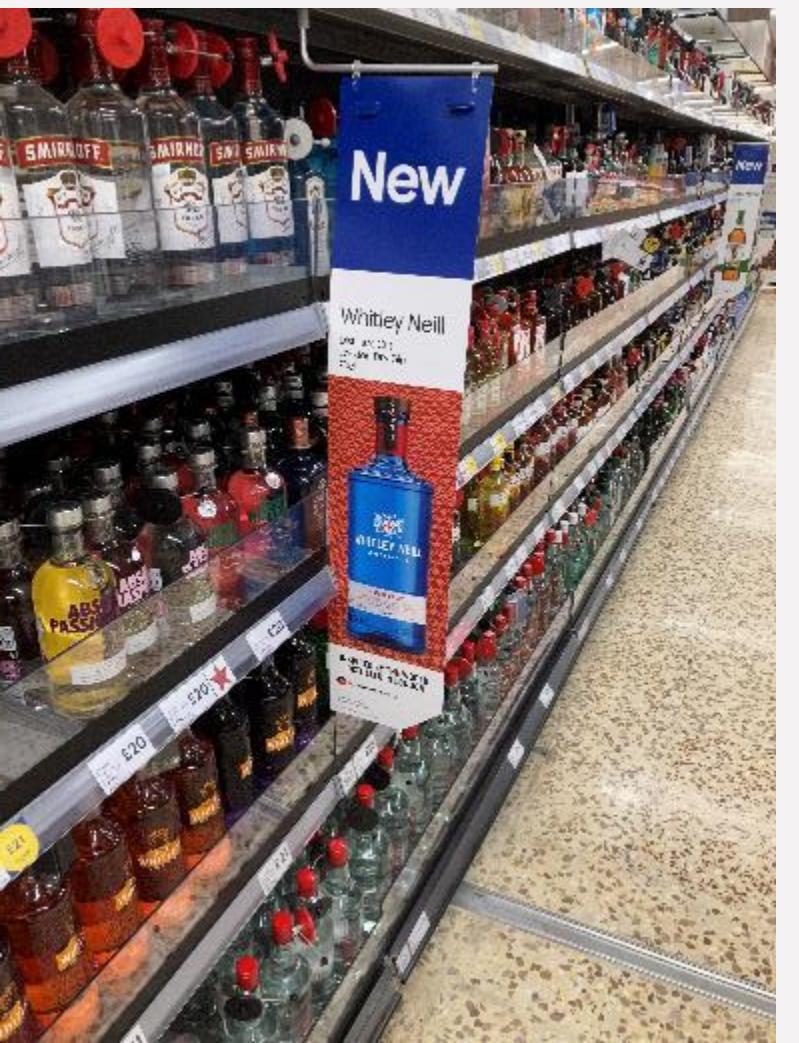
## Fun & Games!

This month we saw a partnership with The Entertainer appear in store in an attempt to bring much needed life to the Tesco toy aisle.

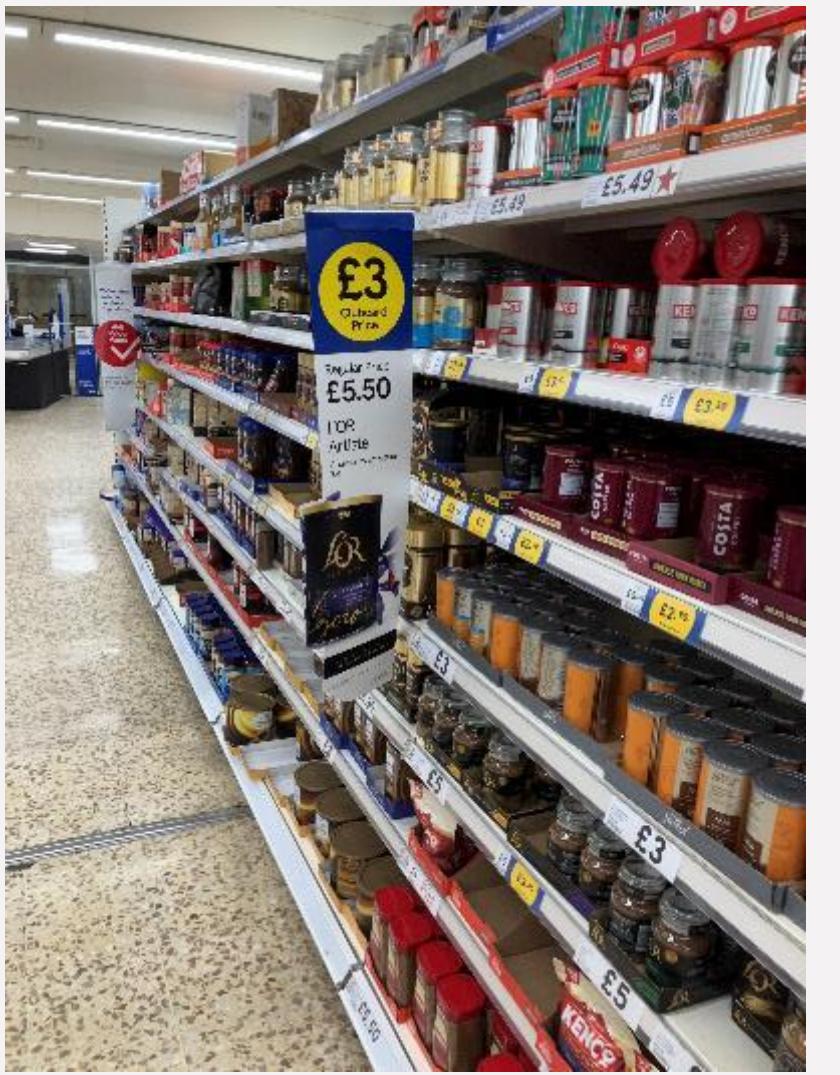
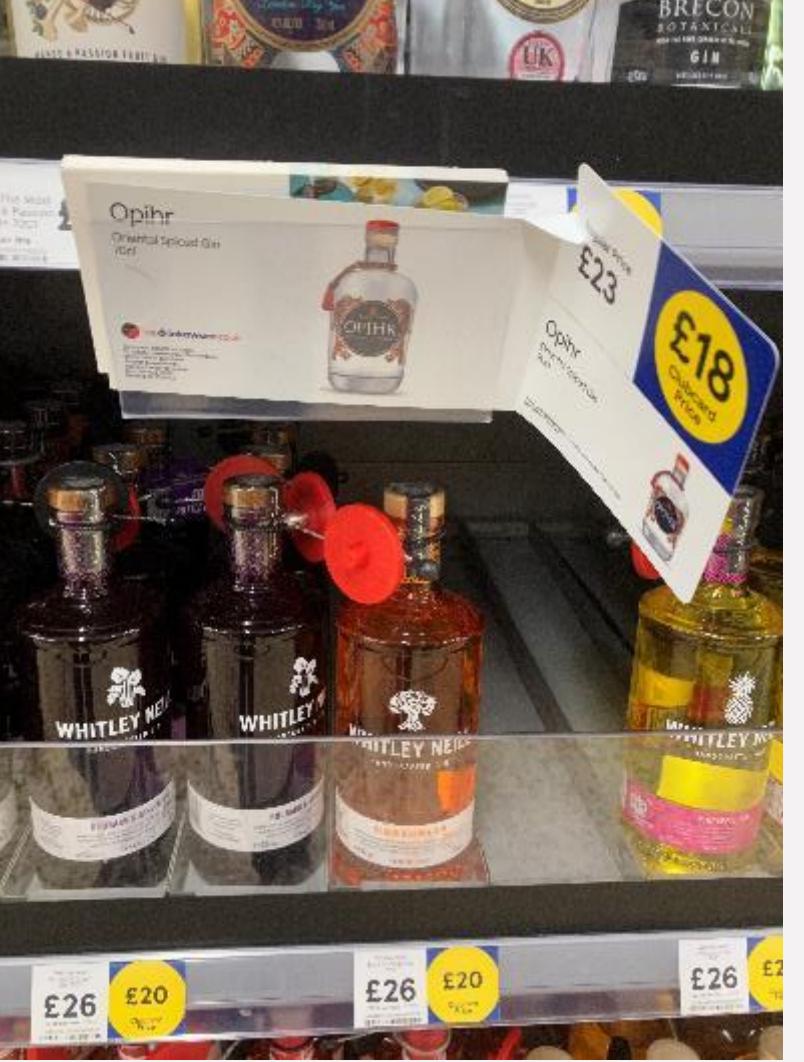
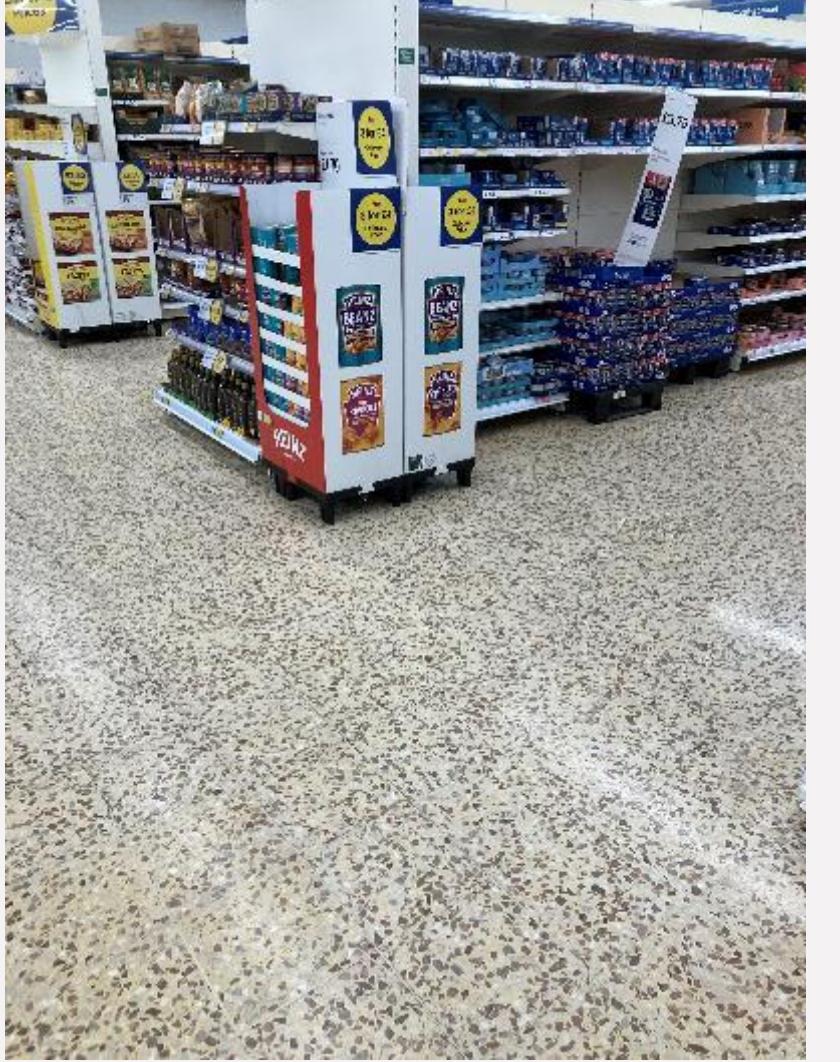
In addition, Halloween activity ramped up from a retailer and brand perspective and we saw more in aisle activity in HFSS categories.



# TESCO



The Tesco logo consists of the word "TESCO" in a bold, red, sans-serif font. Below the text is a graphic element consisting of five blue, slanted parallel bars.



# ASDA

## POS, Mess!

A mixed bag in ASDA this October, starting with the good with in-aisle branded takeovers...

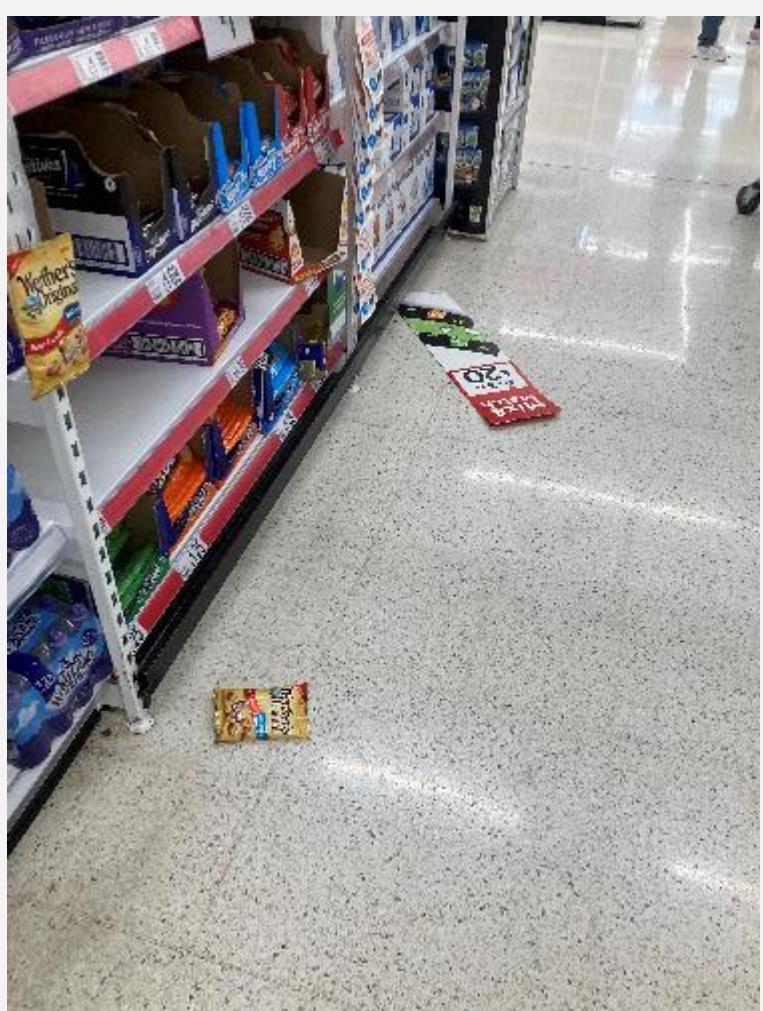
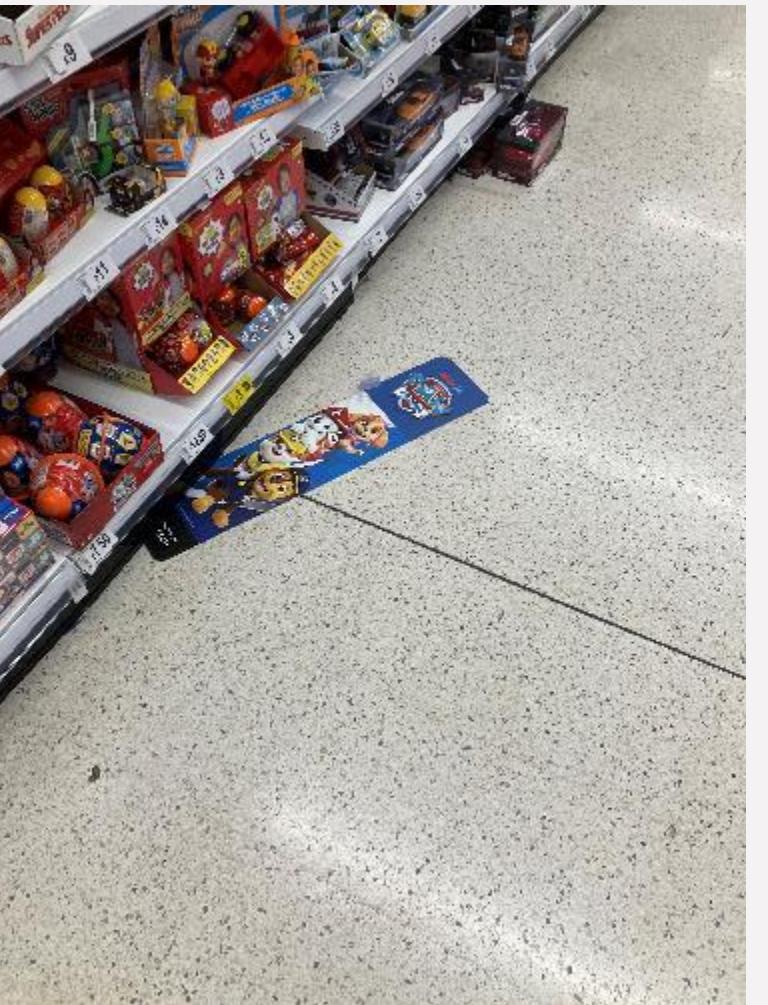
Brita's branded bay stood out with its digital signage along with Walkers.

However, the store was a complete mess, with aisle fins scattered on the floor in a number of categories and empty SRP's dumped in front of fixtures. Maybe it was unlucky timing but not what you want to see in a major grocer.





# ASDA

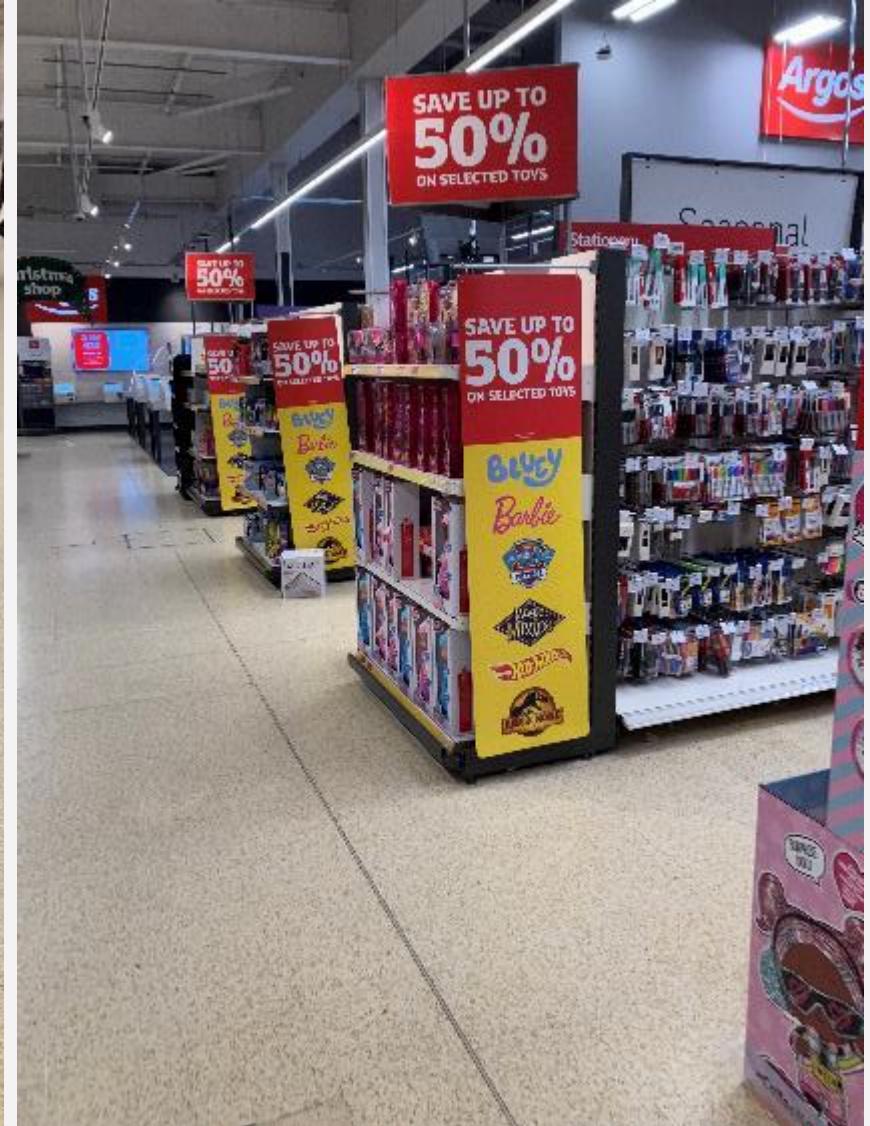
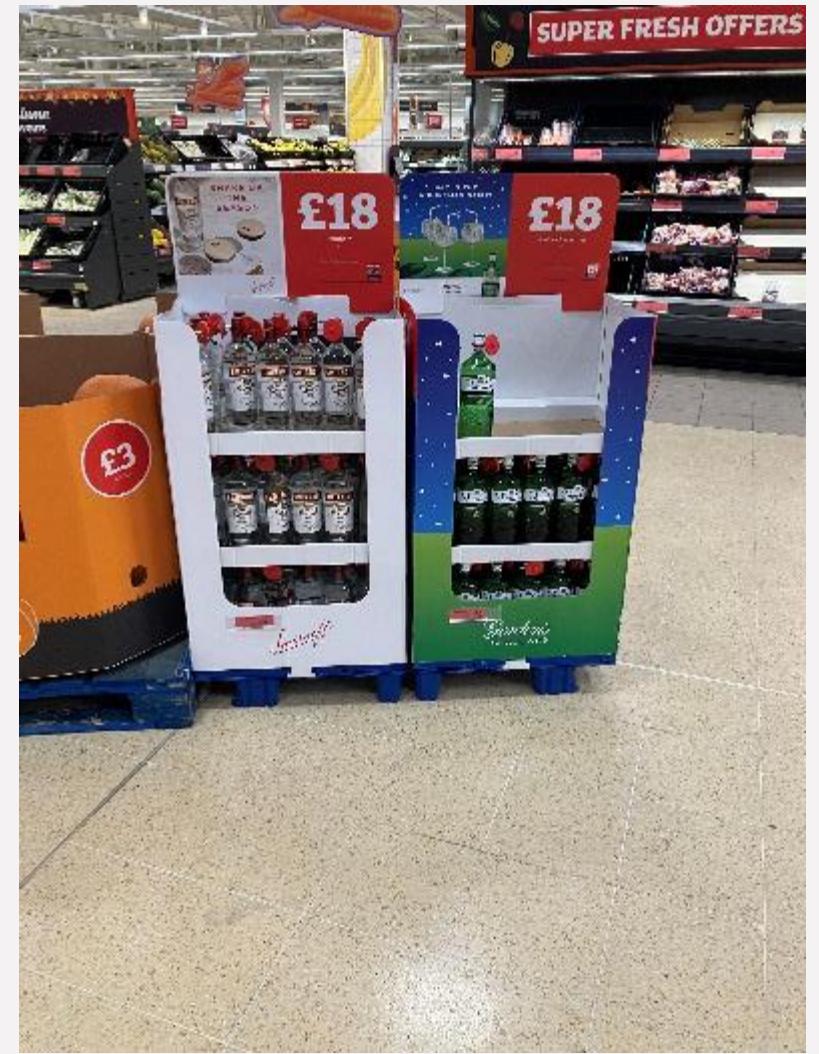
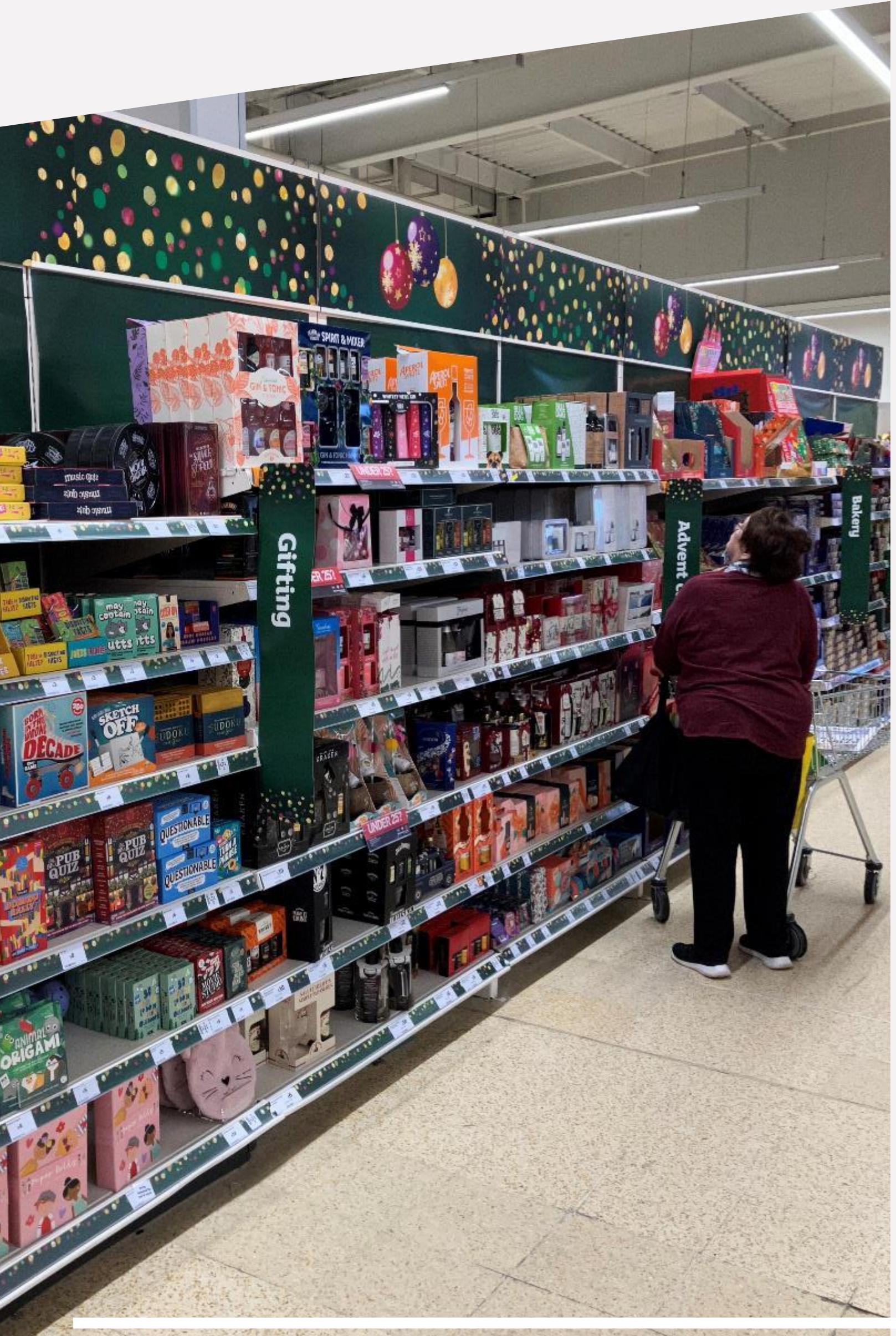


# Sainsbury's

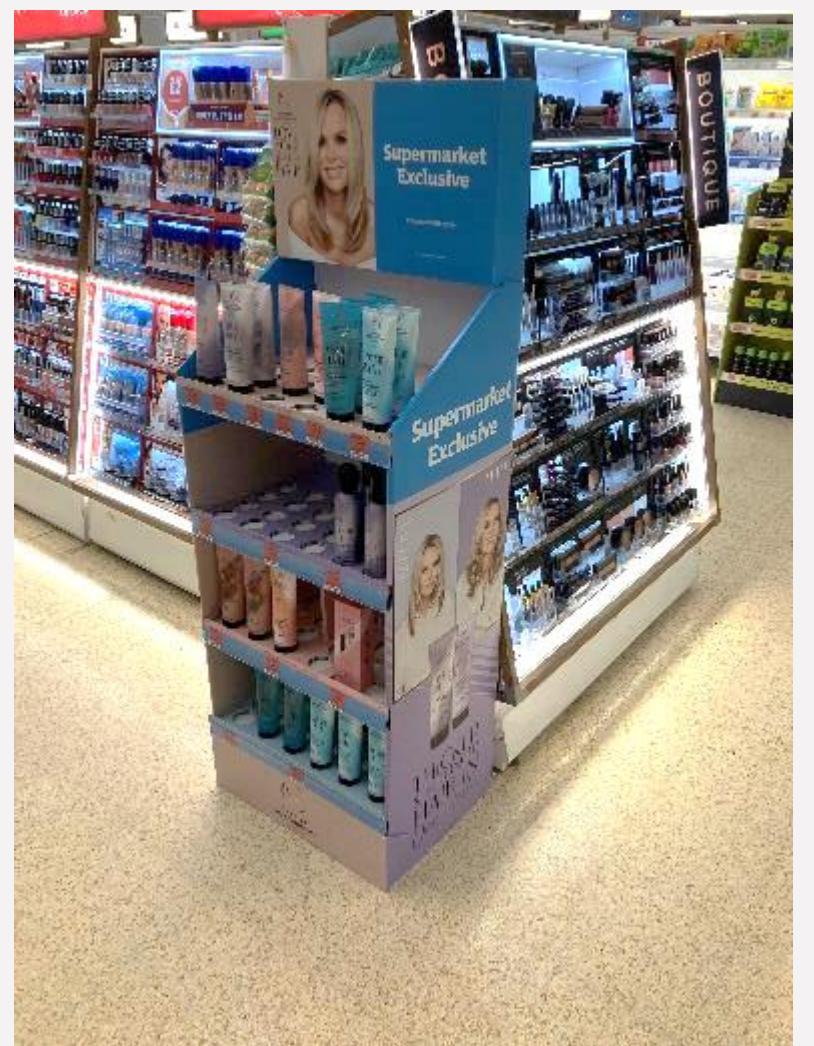
## Let's Celebrate!

A quieter month in Sainsbury's compared to what we've seen across the Summer.

Halloween and Christmas took centre stage, supported by a small number of shippers and shelf POS.



# Sainsbury's



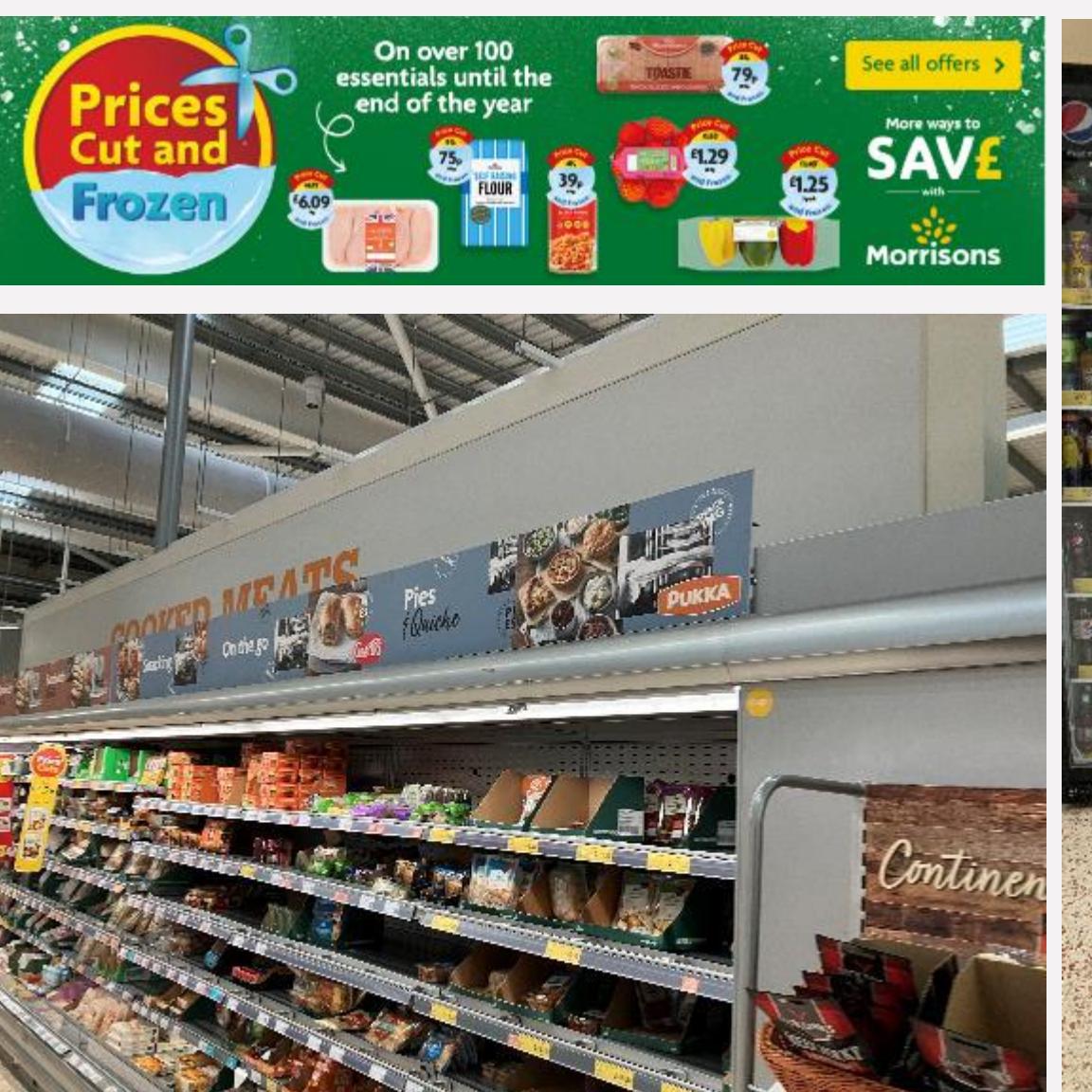


## A Cut Above!

Comms and media in Morrisons were almost exclusively centred around their price cuts campaign.

The campaign featured throughout store and in digital formats.

Halloween appeared in the power aisle and on gondolas across confectionary and BWS.



We hope you find the content of this report useful and would welcome any feedback.

Alternatively, if you have any retailers, you would like included, please let us know.

With more than 30 year's experience, Altavia HRG know how to create exciting new ways to connect with and convert shoppers.

For help or advice with your trickiest briefs, or if you have any questions please contact:  
[paul@altavia-hrg.com](mailto:paul@altavia-hrg.com)

