

# press

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## Refresh, Revamp, Rebrand?

A recent article has suggested that retailers are diverting marketing funds into store re-furbs. No surprise there then. We have seen internet uptake over the last decade divert above the line spend into the store environment. To paraphrase an American client, “the war is in the store”.

The biggest change we have seen is the upsurge in retail marketing and instore campaigns which rarely have advertising air cover.

There is nothing new in the in store spend coming from the marketing pot. In the last recession “the austerity fit-out”, was a communication tool saying “we’re finding it tough too”, to the customer – it was a sweeping away of the eighties excess.

What I believe is partly driving this philosophy is good old R.O.I. The bean counters know that the first three years of the depreciation cycle on a new fit out deliver on average a 10-15% uplift in sales – the most valuable part of the cycle. Do your work now when shopfit costs are their cheapest for a decade and you are perfectly positioned.

However, a new fit out without a sober look at the product proposition is a mistake! If the product line up is not fresh and relevant then the fit out is simply set dressing.

My recommendation? Tighten up your instore marketing, become really innovative and respond to market pull. This will deliver the quickest most valuable return per pound, euro or dollar spent.

Avoid stretching your fit out cycle if you can, - watch and at least match your competitors’ activity. After all, the third thing that we can be sure of after death and taxes is that retail never stands still – even in a recession.

**-ENDS-**

### Notes to editors

#### About CADA Design Group Ltd

- CADADESIGNGROUP is an international brand and retail design consultancy, specialising in British design excellence with an international outlook.

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- The London based studios provide strategic consulting, fresh thinking and creative design expertise to a national and international portfolio of clients including Nike, Harrods, Dean & DeLuca, Delhi Airport, Cardiff Airport, Galeries Lafayette, Harvey Nichols, Pret A Manger, itsu, Chop'd and INTERSPORT.
- CADA Design Group has over 60 years experience between the team and clients in 28 countries.

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