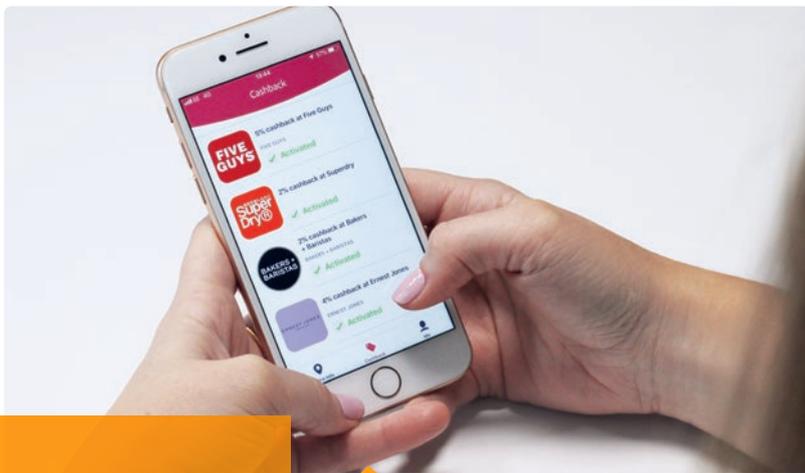


# Surprising the **visitors** of tomorrow

The future is about to arrive for intu's visitors and customers – with innovative ideas and market-leading initiatives planned for 2020 and beyond



## intu in your Pocket

intu Pocket, our innovative app-based loyalty programme, helps visitors make their money go further by providing special offers and cashback on their purchases, including car parking.

By rewarding their spend in our centres, we encourage them to come back more often.

It gives our customers more opportunity to publicise their great offers and drive footfall into their stores. Brands can set up different offers for specific times of the day or week, for individual stores across their portfolio or spending thresholds.

To obtain their cashback rewards visitors link their bank cards to the app, which enables us to understand more about their shopping habits and what makes them tick while they are in our centres.

Since intu Pocket launched in July 2019, 18,000 members have signed up and it has generated £183,000 in sales.



## Creating places people love to be

Placemaking is at the heart of our business – and of our programme to transform our centres. It has many elements, from our world class service to our events programme, as well as using design to shape environments to give our visitors a sense of emotional connection.

By mapping the visitor's journey through the centre we can use mall decoration, artworks, graphics, furniture and planting to lead them round, while creating a personalised local experience with a joyful intu twist.

At the new Barton Square development at intu Trafford Centre, opening in spring 2020, this includes bespoke art, hanging decorations that tell stories and a bold sculptural arch that creates a sense of arrival.

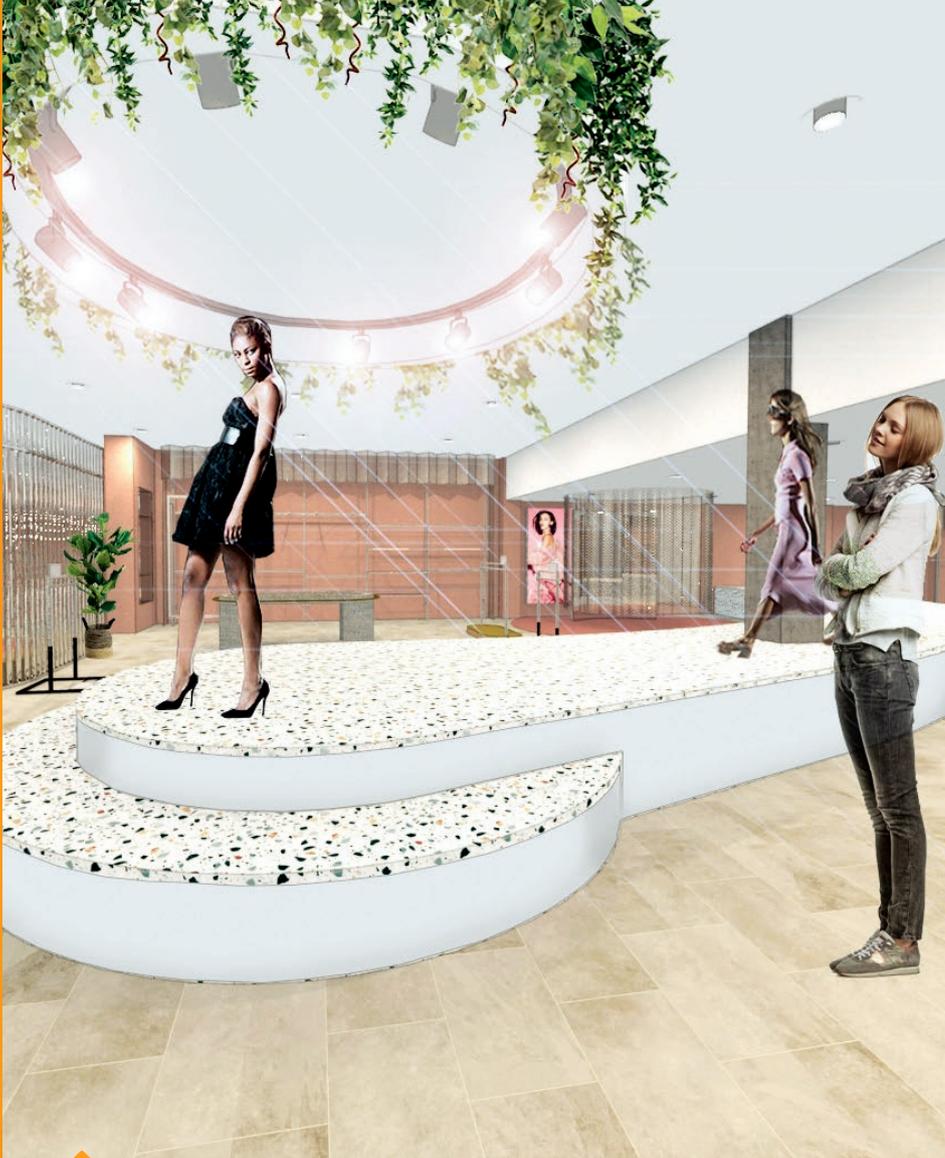
Clever interior design doesn't have to cost a fortune, but it can create an atmosphere of excitement and drama and give our visitors a sense of fun and connection.



## A moment of connection

To our visitors intu is more than just a place to shop – they want to experience a connection, something that makes them feel like they belong, and this is 'their' centre. So we have started to create moments during their visit that inspire them, or make them laugh. We call these 'instagrammable moments' – backdrops or activities that give them the opportunity to capture their experiences and share them online.

Moments like these – whether that is sitting on a 'selfie seat' or hanging from the ceiling in the Upside Down House – enhance our visitors' sense of place and connection with the centre. We get the benefit of user-generated content on social media as well as income opportunities.



### Online brands come down to land

Online brands are seeing the benefits of the massive footfall that goes through our shopping centres to reach new customers and take their businesses to another level.

Brands that have already opened physical stores with intu include Chinese online giant Alibaba, which has opened its first European store of AliExpress at intu Xanadú. Digital native cosmetics brand Morphe has opened three of its first six UK stores in intu centres. Several digital brands are in the process of signing up for our new retail concept Fashion House (see left).

Our expertise in the digital space, through [intu.co.uk](http://intu.co.uk), and our strong relationships both with digital brands like Boohoo and the digital teams of other top UK brands, allow us to lead in bringing online brands to earth.

### A new model for fashion

Fashion House, designed and curated by intu, is a new immersive pop-up that we are opening at intu Lakeside in summer 2020. It will be a multibrand curated space for trending online brands to showcase their ranges in a unique and engaging way. Each brand will 'own' its space, with shared changing rooms, a click and collect desk and the latest in showroom design – but we will operate the space on brands' behalf. There is also a central 'catwalk' area that brands can use to create exciting experiences to wow visitors.

This new concept will allow pureplay fashion brands, such as Gina Bacconi and Whyte Studio, to test their bricks and mortar appeal while at the same time giving our visitors access to new brands they can't visit elsewhere. It will be an innovative way of operating beyond a traditional institutional lease for smaller brands.



### Ahead of the trends

To keep intu at the cutting edge of the shopping experience our new insight team uses our data and insight to spot visitor and customer trends as they start to form – whether that's new uses for the store or the latest social media and shopping habits of the younger generation. That gives us the information we need to create new opportunities.

Right now, sustainable fashion is the hot topic and we're pleased that new sustainable fashion brand All Good Things has chosen two intu centres, intu Merry Hill and Cribbs Causeway, to launch its ethical fashion concept. Not far behind is the pre-loved fashion trend and we're already looking at ways to incorporate this into our tenant mix.

# and delighting the **customers** of the future