

## experiential retail

competing in an online world with "retailtainment,"  
a personalized, memorable experience that drives  
brand affinity and service

Less about the store, more about the story.

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### Mini Grants for Experiential Retail for Merchants?



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### Antique Shop idea

Wine tastings or "Ask An Expert" nights



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**Family-friendly activities**

Rock painting  
in-store

Rabbit named  
Snickers



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**Events:**

**Darkside  
Halloween Tour  
at Hartsville  
Museum**

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**Park(ing)Day**

The 3rd Friday in  
September

**PARK(ing) Day**, held every third Friday  
in September, is a worldwide event  
where **parking** spots are transformed  
into temporary public **parks**.

Hartsville's Park(ing) Day -->



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### Mahala Reese

Realtor + Mortgage lender at a boutique



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### Non-traditional lending

Cooking (cupcake pans, InstaPots) loaned with books for recipes

Musical instruments with books about Musicians

Backpacks and binoculars sold with books n birds and wildlife

Neckties



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### Reading Spa at Mr B's, Bath

Low-tech, but highly effective, [Mr B's in Bath](#) offers bookworms a spa-like experience in their store. Here you discuss your reading likes with a team member and they'll leave you with tea and cake, while they search out your perfect reading list.

When your bibliotherapist returns, they'll personally introduce you to each book before giving you the chance to choose the ones you fancy. There are no gadgets, or expensive stunts here. Instead, Mr B's is offering an alternative to impersonal one-click ordering and turning book-buying into something more memorable and luxurious.

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### PennState Extension

Library Community Bee Hives



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**X-Box**

Private gaming theme suites, available with online reservations, 2-hour slots, day and night, for 3 days

Every mother's nightmare



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**Loccitane**



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**TOMS: creating an immersive experience through VR**

In 2015 TOMS' placed VR headsets into 100 stores, enabling them to virtually transport customers to Peru to see the impact of their *One for One* giving campaign on local people.



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### Why a charitable pop-up shop is a great idea

Driving consumers to your store for a **charitable purpose** is also an idea brands are also successfully employing.

Harrod's recently unveiled its luxury charity pop-up store idea, located in a place called [Fashion Re-Told](#). All of the clothes sold were donated by Harrod's customers and employees, with proceeds going directly to The National Society for The Prevention of Cruelty to Children.

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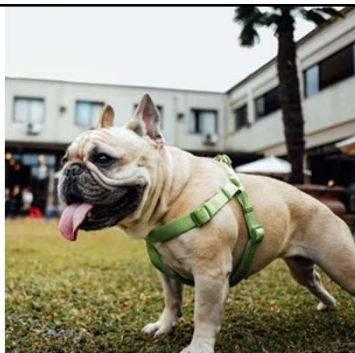
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### Meetup Groups

In addition to complimentary classes and a variety of in-store services, pet supplies store [Wooof](#) regularly hosts [Puppy Night](#), a meetup where dog owners socialize their pups and get them accustomed to interacting with strangers and other dogs.



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Ps., Puppies are cute, but also Olive is still available.



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