



changing the customer experience

**April 2018**

**Consumer Behavior Specialists**

**Branding | Marketing | Commercial Interior Design | Merchandising & Display**

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## Marketing Tip

### 3 Ways to Minimize the Pain of Paying

The use of brain scans has shown that when people spend money, the pain centers in their brain are activated. Neuromarketing pioneer

[Roger Dooley](#) discusses several strategies in his book, *Brainfluence* (which we highly recommend), to help make it easier for consumers to spend money. Diminish the pain point of spending for your customers by applying these three strategies in your business:

1. Which of the following restaurant menu items would you most expect customers to purchase?

Spaghetti....\$14.00

Spaghetti....14

Spaghetti....fourteen dollars

Research shows that customers are far more likely to spend more money when pricing is noted as a number with no dollar sign or decimal. Simply the sight of a dollar sign triggers the pain of spending, so bump this symbol from your menu or price tags when possible.

2. When faced with a choice between two or more products, our brains are always ready to compare value and benefits. Choosing between only two options can be difficult for consumers and cause irritation. Roger Dooley advises adding a third option as a "decoy" to help sway people's decision-making process. A third choice that is similar to but less attractive than the product you want to sell most of will help nudge your comparison-making customer toward your desired sell.

3. Keep in mind that while shoppers do like having a few product choices, multiple choices can be overwhelming. Researchers compared displays in a grocery store — one with six types of jam and the other with 24 types of jam — and found that while customers were more likely to stop and look at the display with a larger selection, they were much more likely to make a purchase from the display with only six types of jam. When offering choices in your business, find the sweet spot for your customers. Give them enough choices to find a product that fits their wants and needs, but not an overload of choices that will fatigue their brain and make purchasing decisions difficult.

## Main Street Update

### Making Memories with a Main Street Makeover



We recently partnered with the Wisconsin Economic Development Corporation to launch

Wisconsin's Main Street Makeover Contest, which awarded a \$10,000 makeover to a Wisconsin Main Street Business. [Annie's Fountain City Cafe](#), a favorite local gathering spot and coffee shop in Fond Du Lac, WI, was awarded the makeover based on their existing business success, community involvement and support, and clear vision as to how to take advantage of the makeover in the future. The Fond Du Lac community proved just how much they valued Annie's — they raised an additional \$34,000 in funding and in-kind donations to help Annie's dreams for her space come true.

### **48-Hour Makeover By-the-Numbers**

Gallons of paint used: 13

Pictures hung: 63

Miles walked: 49

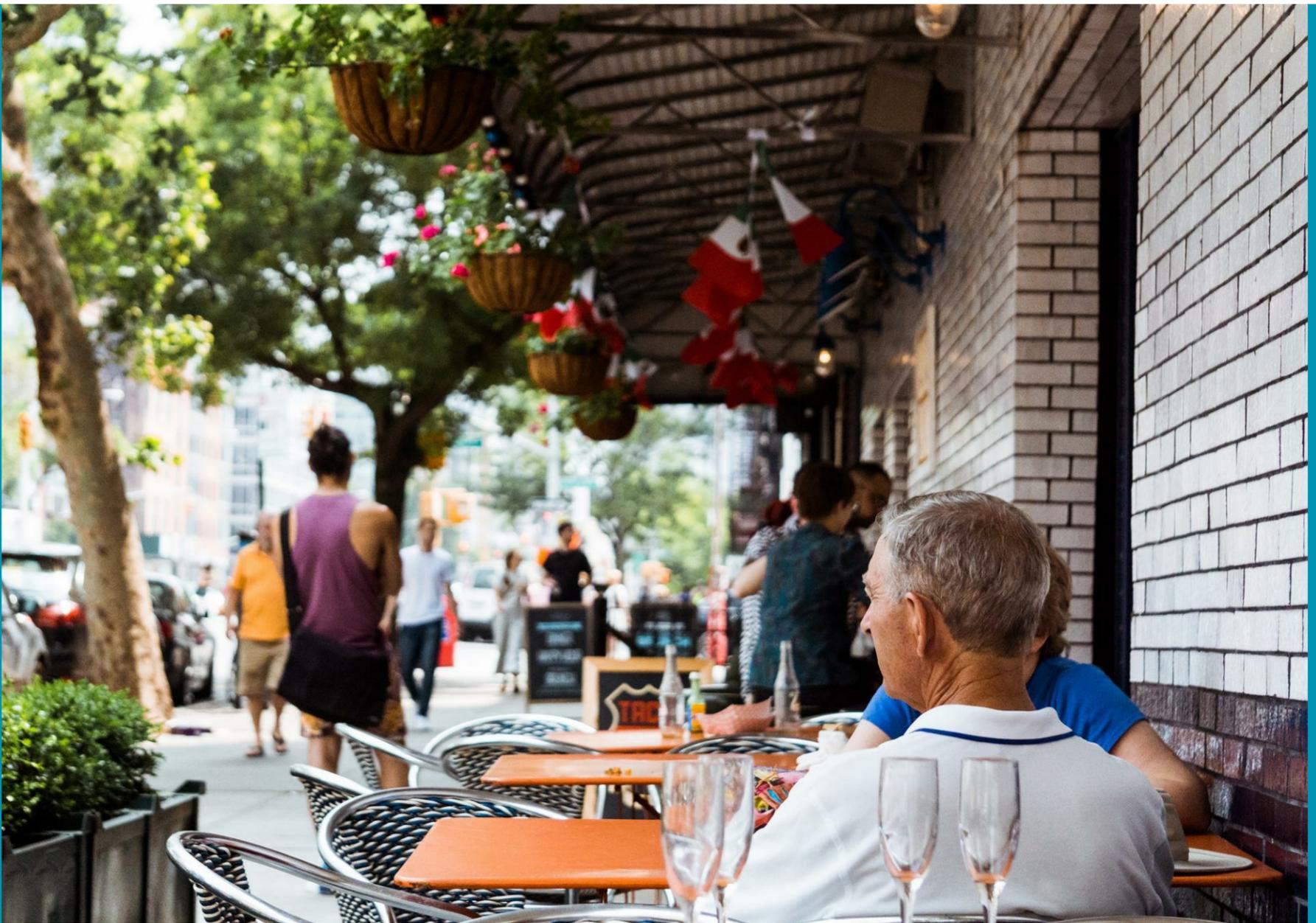
Scones consumed: 53

Our team helped design a new look for the space that was bold, fresh and clean while still maintaining the integrity and vibe of Annie's treasured brand. We designed a new layout, updated her color palette, coordinated a new retail area, merchandised her product lines, created window displays, developed clear, branded signage, and displayed Annie's various vintage collections along the walls. When the project was finished, the City shut down the street and customers gathered for a Grand Unveiling. City officials kicked off the event and Wisconsin's Lt. Governor, Rebecca Kleefisch, provided the countdown to the tarp pull that revealed the fabulous new storefront.

[Click here](#) for additional video footage on the project.

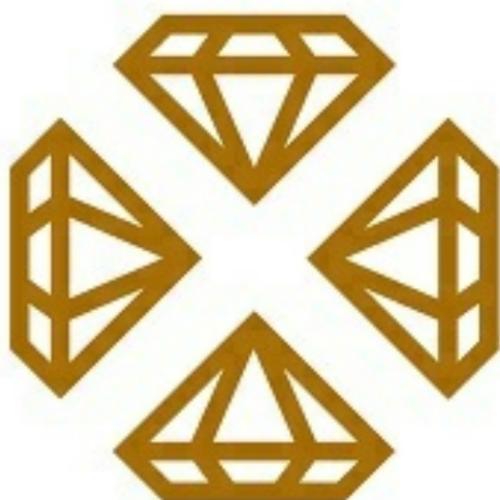
### **On the Safe Side**

As summer rapidly approaches, it's important for Main Streets to ensure that they're providing safe, walkable spaces for pedestrians. Sidewalk cafes help to increase a street's walkability, as they provide an opportunity for visitors to linger and enjoy a space. Congress for the New Urbanism (CNU) suggests four strategies for keeping these areas safe:



- 1.** Reduce traffic speed near sidewalk cafes. According to CNU, cars in these areas should be moving no faster than people are walking. The absolute maximum speed that should be permitted is 35-40 mph.
- 2.** Use bollards as barriers between traffic and sidewalk cafe diners. They will increase both actual safety, and cafe goers' perception of safety.
- 3.** Implement sturdy, decorative planters as a second line of defense. They'll add an additional layer of safety while beautifying the space.
- 4.** Take advantage of on-street parking, especially on streets with faster-moving traffic. A row of parked cars between a sidewalk cafe and the street can further amplify safety.

For more tips on keeping sidewalk gathering areas safe, [click here](#).



DIEDRICH  
JEWELERS

## Client Highlight

### All That Glitters

We're happy to be working with longtime retailer, [Diedrich Jewelers](#), to renovate their store in downtown Ripon, WI.

We'll be remodeling the space from floor to ceiling, including new fixtures, finishes, signage and displays. It's going to be fabulous and is sure to be the gem of downtown Ripon when we're finished. The makeover will be unveiled in November during Diedrich Jewelers' 95th Anniversary Celebration. If you're in the Ripon area, stop by!

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## Design to Watch

### Meditation Bus

Aidia Studio and McKenzie Design Firm took the phrase "sit back, relax, and enjoy the ride" to a whole new level when designing Be Time, the first upscale mobile meditation studio in New York City. Located on a 300 square foot Coach Bus, the Be Time meditation studio provides a transportable place of solace for people living busily in the city that never sleeps. The space is equipped to host 14 meditation students at a time for 30 minute sessions. The designers strategically utilized cork to control acoustics and reduce vibrations from the bus' movement, and incorporated an infinity mirror to elongate the studio. Even with limited space, the designers created a fully sensory experience — the bus is outfitted with color-changing LED lights, aromatherapy diffusers, and soothing music to engage customers.

[Click here](#) to read more.

Image Source: [www.interiordesign.net](http://www.interiordesign.net)

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# SOCIAL MEDIA MASTERMIND

WEDNESDAY, MAY 16<sup>TH</sup>

11:30AM - 12:30PM

\$20 MEMBERS / \$25 NON-MEMBERS  
INCLUDES LUNCH!



WAUWATOSA

**USING  
SOCIAL MEDIA  
FOR CUSTOMER  
SERVICE**

**PANELISTS:**

**CHRIS SHERMAN**  
BRILLIANT DPI

**ALLIE JEKA**  
RETAILWORKS

**BRITTANY SCHUMACHER**  
PABST THEATER GROUP

## Social Media Mastermind

Are you taking advantage of your business' social media channels as a method for connecting with your customers? Local First Milwaukee is hosting a Social Media Mastermind Lunch and Learn to teach business owners strategies for using social media as a customer service tool. Our Social Media Strategist, Allie Jeka, is pairing up with Chris Sherman, Owner of Brilliant DPI and Brittany Schumacher, Digital Marketing Manager at Pabst to lead a panel that will give business owners valuable tools for using social to improve their customer experience. The event will take place on Wednesday, May 16 from 11:30 a.m. to 12:30 p.m. at Red Dot in Wauwatosa, WI.

[Click here](#) to purchase tickets to the event!

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## New Product We Love

### Tile & Tunes

Clayhaus Tile Founder and longtime musician, Jason Coleman, got extra creative when dreaming up new tile collection, Cassette Decos. The cassette tape-shaped tile was inspired by the trend of returning to old fashioned music technologies like vinyl and cassettes. The product is made from scratch, customizable and easy to install.

[Click here](#) to learn more.

Image source: [www.clayhaustile.com](http://www.clayhaustile.com)

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### Brand Science

Earlier this month, our President, Lyn Falk, and Brand Strategist, Laura Leszczynski, gave a presentation at the Club Managers Association of America's Midwest Regional Educational Forum in Chicago. They discussed how Club managers can use neuromarketing and the science

of retail space design to revamp their clubs to transform the Members' experience. Here are a few tips from Lyn and Laura's presentation, which can also be applied to any business setting in which customers are purchasing a product, service or brand experience:



- 1.** The influence of brands has declined over time. People used to choose brands early in life and stick to them. Today, consumers are consistently making new decisions. Because of this, you need to repeatedly impress consumers from multiple touch points: Your website. Your social media channels. Your physical space. Your customer service.
- 2.** Prime visitors for a positive experience in your space by making sure your 3D environment makes a great first impression. Consider the aroma/odor, theme, illumination, music/sound and focal points in your space. How will someone feel walking into your business for the first time?
- 3.** The human brain seeks pleasure and avoids pain. It is drawn toward clarity and away from confusion. Make it easy for consumers to form a positive connection with your brand by using simple, clear messaging.

Image source: [www.cmaa.org](http://www.cmaa.org)

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## Calendar Countdown

We've got some exciting upcoming events on our radar:

**2 days** until the [Hospitality Design Show](#) (5.2.18)

**11 days** until the [2018 Sculpture Milwaukee debut](#) (5.10.18)

**38 days** until the [Shopper Brain Conference](#) - Lyn Falk is speaking! (6.7.18)

**42 days** until [NeoCon](#) (6.11.18)

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**The coolest thing one of our team members did this month?** Our Display Artist, Sue, took her family to visit City Museum in St. Louis. The museum is a ten-story art installation/playground where visitors can climb through tubes, navigate mazes, and whiz down a 10-story slide. Weeeeeee!!



