



wiganplus

Let's go to town, together!

A little introduction

IT'S WIGAN, BUT NOT AS WE KNOW IT.

WELCOME TO wiganplus.

Our high street is under threat. Our budgets are squeezed. Our customers are smarter and our markets are moving faster. But this is Wigan. The home of goal scorers, tackle makers, pie eaters, trumpet players, coal heavers, deep thinkers, and crowd pleasers. And business. Homegrown, grassroots, hard grafting business. We're not going to sit around while the things that make our town great crumble around us.



Quiet Tuesday morning?

Fill the place up with a time specific offer that will draw footfall direct to your door.

Trouble reaching teenagers?

Target our members with a specific offer for their age range.

Know your niche?

Hit more customers by targeting your preferred interest group.

WiganPlus is a card that rewards those who shop in our town. Our town, our card.

It's really simple:

Our members get access to great local offers while our partners (that's you) can personalise offers and rewards direct to who you want to target.

Our collective vision:

1. Greater footfall and loyalty to local businesses.
2. Better deals, service & experiences for our members.
3. Increased buying power to the people of Wigan.
4. More informed businesses meeting the demands of their community.
5. A better Wigan for everyone involved.

Let's talk:

We want to hear your comments, your needs and your pipe dreams. Managing Director to Shop floor we're all in this together. We'll even put the kettle on.

info@wiganplus.com

01942 247091

5 Standish Gallery
(next to Clarks),
The Galleries,
Wigan.
WN1 1AT.

A little introduction

SIMPLE IS BETTER:



1

Our members carry a card.



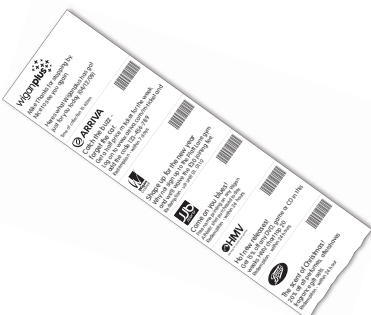
2

We market partner offers to our members through our online, email, in-store and PlusPoint channels.



3

Members touch the card on one of our PlusPoints scattered around the town centre to receive their chosen offers.



4

They print their offers and hit the local shops.

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WiganPlus exists to benefit our community. That means YOU.

ARE YOU PART OF THE MOVEMENT?

Members

Our cards are available to anybody that lives, works, shops in or visits Wigan. Our members receive **exclusive local offers** specific to their interests.

Partners

Our partner accounts are open to businesses in Wigan that want to **communicate better**, become more informed and **drive more footfall** through their door.

Associate Partners

Our associate partners share our aims and care deeply about **Wigan's future** but don't necessarily have regular 'offers' to communicate. Our associate partners use wiganplus to **benefit their staff**, advertise events, **communicate** local news and **create awareness** of local issues.

To sign up go to www.wiganplus.com or call **01942 247091**.

Adding offers

To become a partner- just go to wiganplus.com and sign up. Then...

MAKE THEM AN OFFER THEY CAN'T REFUSE.

Go to www.wiganplus.com and click on "sign in". To upload an offer...

STEP 1

Login to your partner account.



STEP 2

On the "Offers" tab click "Upload New Offer" and enter your offer. (If you need help just click on the "Help" tab for a detailed how-to).



STEP 3

Tailor your offer to hit the right people using the preference categories.



STEP 4

Upload! Then get ready for the customers to roll in.

AND PLEASE...

Remember to keep the redeemed vouchers for us to scan.



Independent:

Anna's Tasty Bite

EXTRA TASTY DEALS.

"We were struggling to think of ways to do more advertising for our small business," says Anna as she chops up another cucumber for the day's sandwiches. Anna and Sandra have run Anna's Tasty Bite for 3 years and are located in the Royal Arcade just off Standishgate in Wigan centre. "One of the biggest challenges we face is that we're tucked away inside the arcade. We're hard to find. People are still unaware of this building even though it's been here for donkey's years. Maybe they're scared of what's lurking behind the doors or something I don't know!"



"WiganPlus has brought new customers in... and they've been spreading the word."

WiganPlus has worked closely with Anna and Sandra to help them put on offers that draw people off the main high street and into their small shop. "It has brought new customers in... they've been spreading the word and coming back again. They always come back."

And what about their loyal customers? "The customers seem really happy with how the system works and obviously they're happy because they're finding new ways to save a bit of money. We like to put on offers that reward them for coming in day after day."



Shopping Centre: **GRAND ARCADE**

A BIT OF GRANDEUR.

As General Manager of Grand Arcade, John Sanson looks after over 40 national retailers all battling to make their mark in Wigan. "It's not easy and we're in difficult times but WiganPlus will benefit the whole of the town." Having an office in the Galleries is a great move. It's a major part of the success of the WiganPlus scheme that there is a hub that is manned all the time and has somebody that is friendly and available to help you."

Grand Arcade have been involved with the project for some time and John is looking to the future.



"The card could be used to create busy times that may otherwise be quiet."

"We're keen to get all our retailers more involved. I think the card could be used to create busy times that may otherwise be quiet and to link offers up that guide you around the town. We already have GAME, Wallis and Co-op Travel onboard and I hope that they will become good examples of how national retailers can localise their offers specific to the community of Wigan."



National Retailer:

GAME

GAME ON WIGAN!



Neil McCaughtrie, deputy manager at GAME in Wigan is sober about the nature of the high street. "It's a tough retail environment. The Internet is taking our customers away. We're not just facing competition from other retailers but people are becoming more savvy and we're competing with other online retailers, most of which are based offshore and don't pay VAT so they're 20% cheaper straight away." WiganPlus and GAME have worked in partnership to make their store on Standishgate more appealing to tech-wise customers.

"It's a really good idea for getting more people into the town centre and generating some business. Business is picking up and as the message gets out there it's only going to get better and better."

"We're targeting a mixture of new and returning customers. It's bringing some new people into the shop and some other people are seeing the offers and thinking 'Oh I go there anyway'. So that's rewarding our loyal customers and I think we're seeing them more often."

"As the message gets out there it's only going to get better and better."

WE'RE HERE TO GIVE YOU A HELPING HAND.



WiganPlus & the Retail Doctor- helping you to unlock your full retail potential.

WiganPlus have teamed up with Way Ahead to provide support to retailers using our platform. Way Ahead offers business mentoring and advisory services, consultation and business development.

Look out for our retail clinics where we can discuss your needs and offer some solutions.

Contact Way Ahead:

Alan Kilby

07727 144224

1 London Fruit &
Wool Exchange,
56 Brushfield St,
London E1 6HB

MAKE YOUR OFFERS EXCLUSIVE, ENGAGING & EXTRAORDINARY.

GIVE A LITTLE BIT MORE

Bonuses - If you have a restaurant, give away a glass of wine with dinner to introduce a new menu; if you sell to retailers, give them a display fixture with large orders; if you're in the cosmetics business, offer customers a free sample blusher when they buy mascara and lipstick. You can see how it goes... now invent your own!

BE THE PERFECT HOST

Host an event day - A "One Day Only" type of offer can be particularly effective in generating a sense of urgency in the buying behaviour of customers.

PUT TOGETHER A PACKAGE

Package some of your poorer selling products together with your most popular lines and promote them as a package. Packaged products make customers feel that they're getting a good deal for buying in bulk; it maximises your average transaction value, and it helps you move slow selling items.

HIT YOUR TARGET

WiganPlus allows you to target groups of people directly. Only the members who are the right age group, gender and best fit for your store will receive your offer. This means more sales, more offer redemptions and happier customers.

DEMONSTRATE

Free lessons on make-up, cooking, hair styling, sewing, gardening, DIY.. the list is endless. By seeing how to get the best use out of your products customers are likely to buy the stuff that helps them get the results they're after.

