



VISUAL MARKET RETAIL

THE MARKET PROPOSAL

Connecting the global retail marketplace with curated news,
education, conversations, new products and much more.



The Mission

VMR will bring together the global retail marketplace via a web based platform offering inspiration 24 hours a day, 365 days a year. It will become the go-to global resource for retailers to both see what's new and exciting and find the suppliers they need to create and maintain their spaces.

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Changing the Status Quo

Traditional marketing opportunities are disappearing or changing at a fast pace. Trade shows are on hold with an undetermined future for 2021. Many print publications are opting to release in digital formats only. A paradigm shift is unfolding before our eyes. But, the need for suppliers to the retail industry to place their products in front of retailers has not changed. And the need for retailers to find ways to make their stores relevant and a destination worth shopping in have never been more important.

No one can afford to wait to see what happens before beginning to plan their marketing future.

With these changes comes less opportunity to come together as a community. Visual Market Retail was created as an answer to that void. All of the voices behind this effort come from, and believe in the industry. This space was created to promote the community of retail.

VMR offers suppliers a cost effective, efficient way to showcase their products- 365 days a year, 24 hours a day. It also offers them a way to stay current, update offerings, share their voice and market through all available means as the market changes.

Most importantly, retailers have a place to come without leaving their desks if need be, to find products, education, news, trends and more.

Note: All of the images, companies and content shown on this document are for visual and presentation purposes only.



Main Portal Web Site and Marketing Features



Fully responsive website with optimal functionality on all device types

- Home page showing features and links to the main portal areas and individual market areas
- Content featuring monthly trends, events, news from New York, Los Angeles, Chicago, London, Paris and across the Globe
- Company and product pages with filter searches
- Industry calendar each month listing up and coming events relating to the retail industry
- Twice monthly e-newsletter featuring trends and market information. This will promote the site in general as well as featuring links to your VMR specific sections
- Special promotions during specific events through out the year including via the VMR newsletter, featured agenda and social media
- Connections to VMR social media: Facebook, LinkedIn, Youtube, Twitter and Instagram
- Educational events will be hosted and promoted throughout the year via all outlets including the VMR newsletter, social media, press releases, print and digital advertising
- Dedicated extended search engine (SEO) alt tags
- Search criteria on all products and analytical performance report on the clients own area and the mail web site every 3 months



The Market Benefits

You will be provided with your own section that includes a product area featuring up to 10/20 products with downloadable tearsheets depending on package, news, videos and a company bio.

Additional benefits:

- Your company name/logo on all promotional materials, email blasts/e-newsletters
- On rotation, company name/logo listed on home page with a link to the company area
- The 10/20 products mentioned above can be replaced any time throughout the year as and when required as part of the package, along with liaison and support services. The replacement will be facilitated by our team with no self-administration required. Links back to your own web site to the relevant area will be applied
- The opportunity to play host/sponsor to one VMR educational event per year
- Video of showroom or facility visit to be featured on the event calendar - this is for anyone that wants to do a video presentation during the specific featured events
- Ability to list special company events in any highlighted event agenda



The Market Benefits continued

- To supplement the existing Retail mailing list VMR offer one electronic mailshot advertising the fact you have joined VMR with product highlights as required. VMR would send this mailshot to your own mailing list under a bonded arrangement. Mailing would include option to subscribe to VMR Newsletters. The effect would be that the Bi-monthly newsletter or any other promotional mail shots would then go out to an ever increasing Retail audience
- Prior to each highlighted event (at least 4 across 12 months) you will be featured in special event newsletters
- Opportunity to be featured in the VMR bi-monthly newsletter at least four other times during the year to promote their products or showroom or facility
- Social Media- VMR will post at least twice per week during the year on Instagram, Linked-in and Facebook and daily running up to a highlighted event. Additionally, a social media graphics package will be provided to utilize on your own channels to promote your participation in VMR

VMR newsletter featuring upcoming events, news & trends, product spotlights

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THE MARKET PRICING OPTIONS

The Market Package

Based on a **monthly agreement** all inclusive production and maintenance.

- **Option One** - One time initial set up fee of **£1,122** with subsequent future monthly payments of **£273**

Based on a **12 month agreement** all inclusive production and maintenance.

- **Option Two** - A 15% Discount for a payment in advance of **£3,506**
Saving £619 for the first 12 months.

All original and continual art and production updates are inclusive.

The process of adding company details, company news and products into the website will all taken care of by our team with no need to get involved with self administration.

Payment options are available



Package Includes:

- ✓ Up to five hero images on your introductory page header
- ✓ Up to **10** products with images, descriptions, downloadable pdf tear sheets with share and inquire function
- ✓ The above **10** products can be swapped at any time as required
- ✓ Up to **3** separate videos on your area which can be swapped out within one fiscal year (supplied)
- ✓ Extended company profile area
- ✓ Company services list with description
- ✓ Dedicated contact form with google map, contact details and company social media links and spam blocks
- ✓ Your News & Events which also appear on the main portal area
- ✓ Dedicated search engine (SEO) alt tags and search criteria on all products
- ✓ Analytical performance report on the clients own area and the mail web site every 3 months
- ✓ Electronic mailshot to retail & supplier lists every two weeks including news, trends, company/product spotlight and other promotional mail-shots
- ✓ Promoting your event links throughout the web site
- ✓ Retail industry calendar with monthly listings of up and coming events
- ✓ VMR company page with filter by company, product and industry sector
- ✓ Content featuring monthly trends, events, news from New York, Los Angeles, Chicago, London, Paris and across the Globe
- ✓ Full social media coverage applied to VMR Facebook, LinkedIn, Youtube, Twitter and Instagram accounts



THE MARKET PRICING OPTIONS

Additional Market Package

Based on a **monthly agreement** all inclusive production and maintenance.

- **Option One** - One time initial set up fee of **£395** with subsequent future monthly payments of **£65**

Based on a **12 month agreement** all inclusive production and maintenance.

- **Option Two** - A 15% Discount for a payment in advance of **£944**
Saving £166 for the first 12 months.

Package Includes:

- ✓ Up to **20** products with images, descriptions, downloadable pdf tear sheets with share and inquire function
- ✓ The above **20** products can be swapped at any time as required
- ✓ Up to **6** separate videos on your area which can be swapped out within one fiscal year (supplied)
- ✓ Individual join up emailer to your own mailing list bonded or shared with main retail list
- ✓ Opportunity to hi-light specific events or new products on the main portal
- ✓ Facility for word crafting to style with professional writer
- ✓ Selected home page swatches and spotlight products will be rotated through out the year

All original and continual art and production updates are inclusive.

The process of adding company details, company news and products into the website will all taken care of by our team with no need to get involved with self administration.

Payment options are available





Visual Market Retail was created by the Wests Design Group, to address the challenges facing the evolving retail industry. Please reach out to us to discuss how you can become part of this innovative new opportunity.

www.visualmarketretail.com

The Wests Group is a collaboration of creative talents that have been providing innovative design services for a wide and varied mix of clients for over 50 years.

We are a multi-disciplined design agency, offering innovative commercial design and online systems for all forms of electronic visual media communication, including traditional graphic design, illustration, corporate branding, interior and retail design, environmental design, retail fashion and art direction.

For over 25 years we have been in the forefront of this industry, supporting suppliers to retail in New York and globally.



Visual Market Retail (VMR) designed by
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