



🏠 Sports Simulator Limited, Curtis Road
Dorking, Surrey, RH4 1XD, London.

✉ sales@sportssimulator.com

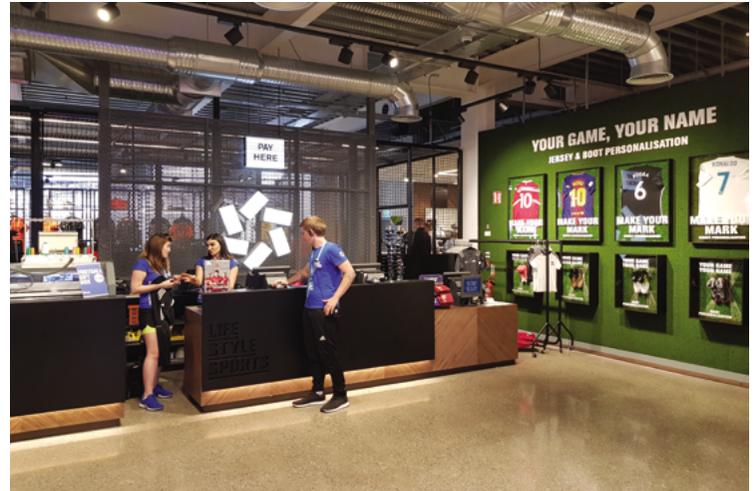
🌐 www.sportssimulator.com

☎ +44 (0) 1306 741888

“The Activation” for Sports Retail Stores

Currently

Sports Retail Stores are generally located within town centres, or out of town shopping malls. Stores are designed by professionals to ensure that the most popular local sports labels are offered for men, women, boys and girls. Offering a wide range of branded sports clothing and footwear, for the most popular sports played and supported within the local region. Cosmetically stores look very attractive; appealing to both sexes and a wide range of age groups. Youth will often visit many different sports retail stores and buying different branded products, until they become hooked on a specific retailer and brand(s). Currently buying decision will be influenced by sporting heroes / heroines, latest trends, friend’s advice, cosmetically appearance, discounting and general mood. So, in the first years of sports brand purchasing, there can be a randomness in the buying decision. However once customers have decided on a preferred brand or team, they are likely to stay loyal for life, which has major financial benefit’s, for the Sports Retailer.



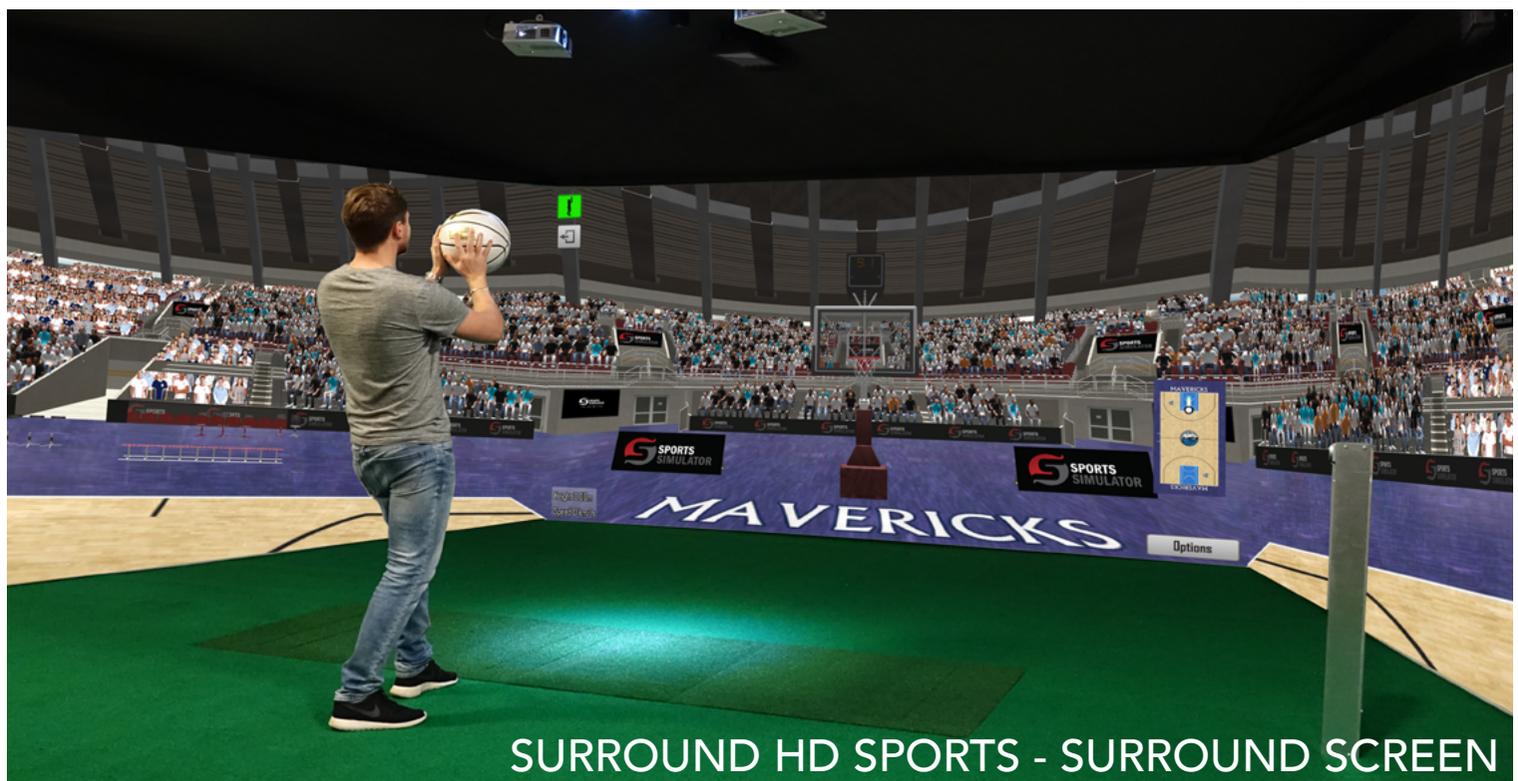
Requirement

It is important for retailers to entice customers to visit their Sports Store on a regular basis, so that they are able to spend more, on the latest range of Sportswear and Footwear. By increasing the number of customers, who will decide to stay loyal to a particular brand, the Sports Brand will be more than willing to support the Stores Retailer. By offering an In-Store Activation that will “re-enact” a current major Sporting Event, so that Customer’s will wish to visit the Store, to play within their “Team’s Stadium”, trying out the latest Game Challenge. By locating an In-Store Activation this will enable friends to engage in fun, with Today’s Sporting Event, which will have been extensively publicised. Whilst will the help of the Sales Staff, the friends are getting further into “The Brand”, that has probably just invested in marketing costs, at the event. This ensuring that the Sports Store and the Sporting Brand both gain maximum benefit, from this marketing tool, whilst gaining a continually vibrant store, that is a pleasure to shop in. The store will have 15+ Sports, 641+ Venues and 50+ Challenges playable.



Solution

By installing a Surround HD or Premium HD Sports Simulator, the "Ultimate Brand Activation", is ensured as it will be continually updated. So that all the most popular local Ball Sports, using all the leading Stadiums are playable. Utilising lots of different Game Challenges, the store becomes vibrant, as customers are regularly engaged with, easy to run In-Store Competitions. Sports such as Football, Rugby Union, American Football, Cricket, Basketball, Baseball, Tennis, Ice Hockey, Tennis, Rugby League, Australian Rules, Field Hockey, Gaelic Football, Foot Golf or Putting. Free of Charge Upgrades ensures other Future Sports; Archery, Bandy, Bowling, Curling, Dodgeball, Floorball, Futsal, Handball, Hurling, Korfball, Lacrosse, Netball, Softball and Volleyball are playable too.



Brand Loyalty Achievement

After much research the Ultimate Brand Loyalty, has been developed for the Sports Industry. Ensuring that Sports Retail Stores can easily become the "Ultimate Brand Activation" Ensuring the Youth of Today are enticed in Store on a regular basis, to play inside their own Teams' Stadium and have their Brand Loyalty Guaranteed for Life! - with 10 Seamless Steps.

- 1) Vicky fills out her Playing Card, name, email and telephone number.
- 2) Vicky kicks 3 shots inside her own Teams' Stadium.
- 3) Controller enters Vicky's details to her Player Performance.



- 4) Controller prints out and presents Vicky with her Certificate of Achievement.
- 5) Vicky leaves the store with her Certificate of Achievement.



- 6) Controller emails Vicky her Certificate of Achievement.
- 7) Vicky shares with all her friends on Facebook, Instagram & Twitter.
- 8) Vicky pins her Achievement to her bedroom wall, ensuring her Brand Loyalty.
- 9) Vicky's Friends go to the Store to get their own Player Performance.
- 10) Store Marketing emails Vicky the latest In-Store Promotions; Vicky Buys more Goods.