Precision Acquisitions Direct: ‘Brands Need to Make the Most of the UK’s Record Breaking Heatwave’

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With the many parts of the UK hitting record temperatures over the last few weeks, consumers have been hitting the high street in force. Precision Acquisitions Direct, a leading experiential marketing firm are urging brand to make the most of this increase in footfall if they are to sustain healthy summer sales.

New data from retail platform Vend has revealed that the UK’s recent heatwave has had a great impact on consumer spending, with independent retailers reporting an 11 percent increase in sales.

About Precision Acquisitions Direct - www.precisionacquisitionsdirect.com

In the last few weeks, the UK has been basking in glorious sunshine, with some regions recording a scorching 34.5C, rivalling popular holiday destinations such as Ibiza and the Algarve. However, an unexpected consequence of these rising summer temperatures has been a spike in consumer spending throughout the UK. These sunny days appear to have brought customers out to the high streets in force, as according to Vend’s survey of 1,500 independent retail stores overall retail spending increased by 14 percent between the 17th and 24th of June.

The research showed a clear correlation between temperature and spending, with the hottest day of this period recording an 18 percent increase in sales. Food and drink retailers were found to have benefited the most from the heatwave with a 25 percent spending increase, as consumers flocked to restaurants and markets to take in the tastes of summer and seek out seasonal specialities.

Precision Acquisitions Direct was excited to see the impact the recent heatwave has had on the UK’s retail industry, and with temperatures set to return to high levels in the coming weeks, the firm is urging brands to make the most of this increased footfall.

With more consumers hitting the streets, Precision Acquisitions Direct believe brands must use this opportunity to take their products to a wider audience and meet customers in person. ‘this is a great opportunity for brands to get proactive, and take their services to where the consumers are. With a guaranteed footfall during the summer, there are hundreds of locations across the UK where brands can set up shop and meet with customers in person.’ Stated a spokesperson for the firm. ‘This approach creates a buzz that simply can’t be matched by other forms of marketing and is the fastest way to encourage word of mouth and reach new consumers’.

Through their ability to deliver top-quality results Precision Acquisitions Direct is setting the bar for engaging, interactive marketing solutions. Specialising in face to face, pop-up marketing the firm has experienced first-hand how this approach dramatically increases customer acquisition, retention and ROI. Currently working with a major player in the healthy food subscription sector, Precision Acquisitions Direct has been making the most of the summer sunshine and helping its client to achieve wider brand awareness.

http://smallbusiness.co.uk/temperatures-turn-heat-uk-retailers-2539284/

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