

UNICROWD

THE 7 SECRETS OF MODERN RETAIL

SECRET #2

# WHAT'S THE BIG IDEA?

HOW THE STORY BEHIND YOUR BUSINESS CAN HELP YOU  
WIN MARKET SHARE



# WHAT ARE YOU FOR?

All successful retail business have a BIG IDEA - a clear, simple understanding of what they are for.

When you know what you're for...

- You can get great at being that thing
- Your staff will know what they're coming in every day to do
- You can show customers how well you do that thing

## WHAT'S THE BIG IDEA?

You Big Idea tells the human story behind your business.

Knowing your Big Idea:

- Makes it easier to direct investment
- Generates your mission and retail purpose
- Makes it easier to reduce purchase friction and increase shopper reward



## 5 MARKET-STEALING BIG IDEAS

**SUBWAY**

"Assemble sandwiches fresh to order"



"Democratise access to great design"

**BREWDOG**

"Make people as passionate about great beer as we are"

**ebay**

"Auctions of everything, by everyone"

**SPACE NK**

"A carefully edited selection of high quality, original and effective beauty products"

**Defining your Big Idea starts with understanding the emotional context behind a customer's decision to purchase from you**

**You must get to the heart of what you really sell**

## **WHAT DO YOU SELL?**

We're not talking the products on your shelves - they're just the tools that help you deliver what you really sell; the emotion behind those products.

**A cake shop doesn't sell sponge and icing - it sells the moment your child sees his Batman birthday cake**



**A DIY chain doesn't sell tins of paint - it sells the excitement of the newly decorated nursery**

**A sportswear retailer doesn't sell running trainers - it sells the feelgood factor of exercise**



**HOW DO YOUR CUSTOMERS FEEL ABOUT WHAT THEIR PURCHASE UNLOCKS FOR THEM?**



Retailers are trained to think in terms of product – buying it, moving it around, setting a price for it, visually merchandising it and training staff to sell it.

It's hard to break that training and think instead in terms of what people are really buying when they shop with you.

# BIG IDEA AND BUYER REWARD

**In Retail Secret 1: Kill Friction, Innovate Reward, we looked at the crucial relationship between reducing friction and increasing reward in your business**

Frictions are all the things that a customer must go through to buy from you. Rewards are everything they get out of buying from you.

Knowing your Big Idea - the emotional context behind what you offer - is critical because it unlocks your ability to make your efforts towards friction reduction and reward relevant to what customers actually care about.

**Go beyond product into what it unlocks.**

**That's the key to increasing genuine customer reward.**

## SPOTLIGHT ON IKEA



**"Democratise access to great design"**

IKEA stores are all about helping customers learn how to buy and place furniture together to create nicely designed rooms.

IKEA go further than any other furniture retailer to create coherent collections in-store that tell a story about the reward on offer here.

These attractive rooms can be recreated easily at home for not much money.

**IKEA use their Big Idea to communicate and deliver buyer reward.**



# WHAT YOU CAN DO RIGHT NOW

**1**

List the problems that your customers are solving with your product or services

**2**

Look at your Big Idea - what do you help customers achieve?

**3**

List all the ways shopping with you can improve people's lives or make them happier

**4**

Look for common emotional threads

**5**

These positive outcomes are the Reward you offer customers. List ways you could invest to boost reward.

**6**

How can you better communicate the reward you offer to customers?



# WHAT UNCROWD DOES

Uncrowd's experience analytics platform tells you how to be your customer's first choice across any shopper mission.

We collect objective data on friction and reward in your customer experience, and in your competitors' customer experience.

The Uncrowd platform automatically identifies gaps and opportunities for improvement that show you exactly how to beat the competition.

You see instant action plans, make real-world changes to your customer experience and track progress.

# UNCROWD

ADD UNCROWD TO YOUR ANALYTICS TOOLBOX

## UNCROWD.UK



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