

# SUPPORTING LOCAL BUSINESSES

We live in a time where products and services have become increasingly accessible, which has resulted in us consuming more than ever. Internet commerce and large shopping malls have taken increasing proportions from local stores and businesses, especially during the pandemic. To change this norm, we have developed a network concept where local trade benefits both the consumer and the seller by bringing these closer together.

The concept is that an individual company or municipality places external shop windows, in the form of glass boxes, around the city center. Local shops and companies within the municipality / county will then have the opportunity to show what they have to offer through elaborate displays in these. The glass boxes will provide information about the products, the company and where you can find them through graphics on the outside walls. To not take attention away from the display, more info can be obtained by scanning a QR code on the box that leads to an app or a website. The companies that will mainly be displayed are small companies that make a living from the consumer shopping locally. To reinvent interest and give more businesses the opportunity to be showcased, the displays will be changed periodically.

Like mentioned, there will be an application available in connection with the displays. Here, all the affiliated companies in the area can be read about, but the consumer will also be able to get insights into exclusive offers available to them by supporting different businesses. The idea is that the consumer, by shopping from these local companies, will be able to collect engagement points which can then be used to get discounted purchases or receive special offers.

The whole concept is based on the fact that we want to capture consumers' attention and get them to shop locally by informing them of businesses and their products. These glass boxes, which are located where people move the most, capture the consumer's attention, but to implant a new way of thinking or idea requires more than that. We have therefore chosen to work with a brand color that catches one's attention and is easily recognizable. Our logo is therefore in the color yellow, and some sort of indication in this color will be placed in the entrance of each company associated to the network to inform the consumer.

## **Nudging:**

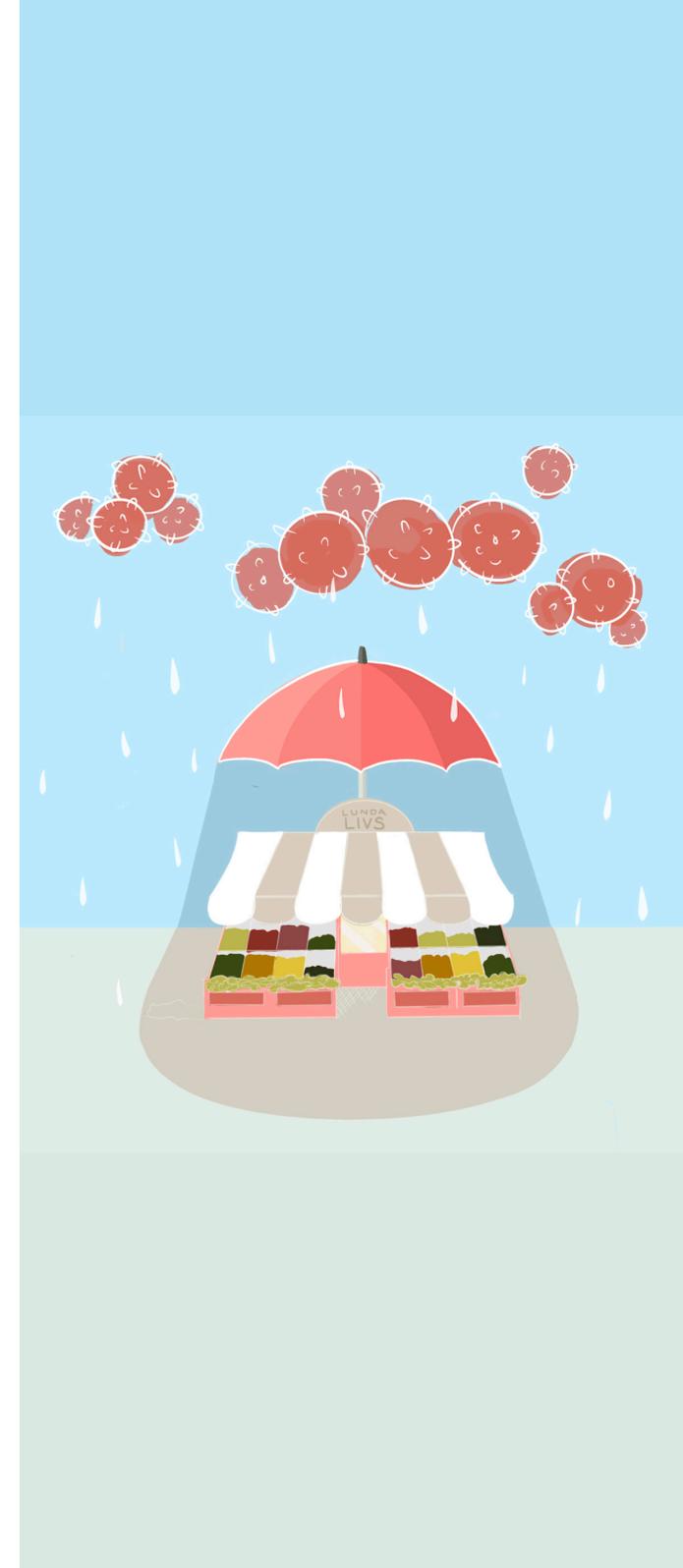
- The deployed boxes.
- Use of an indication.
- Strong "brand" color.
- The app.

## **Sender:**

The municipality, county or an individual company.

## **Receiver:**

Consumers & local companies.



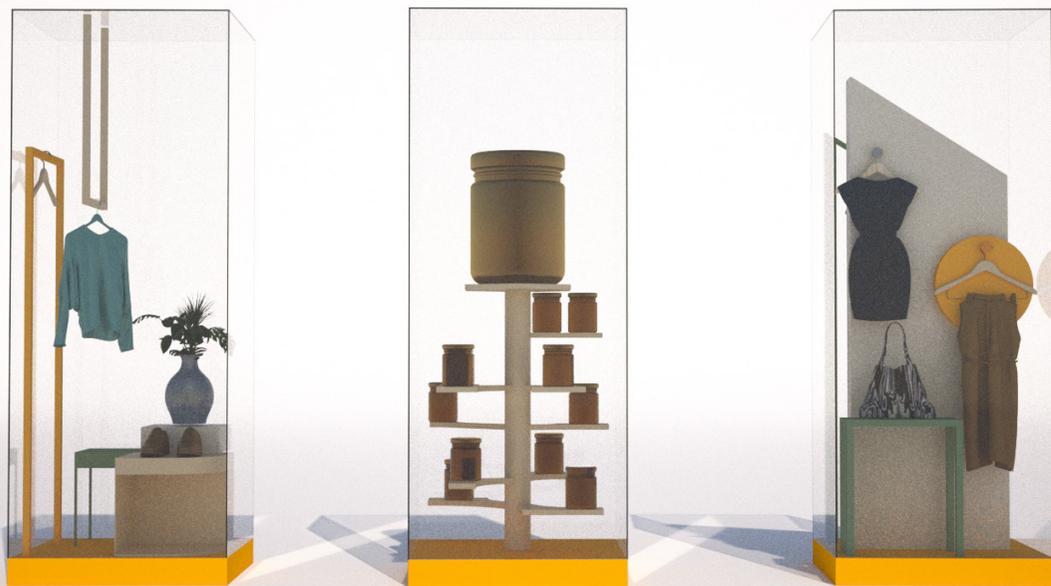


# LOKALA.

Buy Local. Be Supportive. Get Rewarded.

Anna Andersson / Pontus Endre / Moa Listi / Hedda Wachtmeister





# LUNDA HONUNG

by LOKALA.

Support this local by buying their products at ICA Malmörgården, Clemensborg or by visiting [lundahonung.se](http://lundahonung.se)



# LOKALA.

Support your local! Join the community & get awesome offers from your own town.

