



Dream Shopping

Your purchase – your advantage.

dreamshopping.eu



The shopping experience

It turns what was until now the unpleasant payment procedure at the checkout into an unforgettable experience, which just cries out to be communicated to friends and acquaintances.

Increased competitive forces in retail trade.

Fundamental alternative to gaining competitive commercial advantages over competitors by using hope-building measures from the field of marketing.

It takes your customers to the next shopping level!

The customer finds out as soon as they have paid, whether they personally benefit

More and more customers are getting lost in the jungle of discounts offered by the chain stores. Even professional bargain hunters are about to lose their overview over the numerous special-offer prices. The exception has become the rule - it is difficult to keep your bearings.

Customers have been unable to understand price comparisons in stores for a while!

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In this situation a revolutionary, new system offers a remedy: Dream Shopping™. The principle is simple: The customer buys one or several goods and at the checkout their personal advantage is calculated and displayed at the terminal after payment. The maximum advantage is 100 percent of the value of the purchased goods.

Additional advantage at no extra cost - shopping becomes more emotional for the customer. For retail trade the system is an opportunity: Discount policies which are becoming more and more complex are leading to growing customer frustration - Dream Shopping™ is the clear, comprehensible answer.



Motto: Your purchase - your advantage.

Minus 25 percent - but when exactly? Or was it just minus 15 percent?
Do I have to have my bonus card with me? Is the offer only valid if I buy two? Or three?

In times of global economic crises and uncertainties the customer is subconsciously seeking options to benefit from in their daily shop. Perks are very desirable but usually unattainable. That is now over. Who has never had the following experience? The consumer is inundated with advertising and information from retailers. Discounts for individual items are the order of the day when you're shopping!

The shopping experience in stores. During the daily shop, the consumer experiences first-hand the reward of not having to pay. The prize sum per individual purchase of up to two thousand Euro Value of goods based on personal advantages implies entertainment, fun and excitement to the majority of consumers.

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“No-one can understand it”

I don't know which supermarket I should go to any more, because “apparently” everything is cheaper everywhere!

In future the following applies: The new business model is a much more important source of competitive advantage than new products and services. Products will still count, but they are much more vulnerable to being copied than a bundle of complex processes. From now on, competitive advantages emerge from the marketing and service pre-purchase bundle.

Source (Fachverlag für Marketing- und Trendinfo, der Verlag für die Deutsche Wirtschaft AG)

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Daily shopping problems...

... advertising brochures upon advertising brochures and again including a dozen of the most diverse supermarkets, discounts, special offers, BOGOFs etc.

“No-one can understand it”. “I don't know which supermarket I should go to any more, because “apparently” everything is cheaper everywhere”; it is known from research results from the field of neuromarketing that the human brain would like to be gratified as soon as possible.

“The customer finds out as soon as they have paid, whether they personally benefit”

To offer customers a unique shopping experience and to increase customer loyalty, and ultimately turnover, retailers today must offer customers the best service possible.

The customer buys goods and at the checkout the advantage is calculated and displayed at the terminal after payment.
The personal shopping experience: Customers receive an immediate price reduction with it. The maximum advantage is 100 percent of the value of the purchased goods. No cash settlement possible. No right of appeal.

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The checkout becomes a point of service.

However, the organiser assumes that goods have been purchased. A claim occurs on a win. The customer knows as soon as they have paid at the checkout whether they personally benefit - 100% advantage = 100% of the value of the goods!

The maximum advantage is 100 percent of the value of the purchased goods.
By doing this, a unique promise of gratification emerges towards the customer:
“I am looking after you, I am there for you!”



“A rapid sense of achievement is therefore in reach”

Leading retail professionals and marketing experts who have already tested the system state: “With Dream Shopping a sense of achievement comes within the reach of the customer and is positively associated with the daily shop.”

Because this venture is an activity with an extremely high memory factor, the shopping experience makes a lasting impression. Even waiting in the queue, which is often irritating, converts into something positive: Shopping with a buzz! “People who got hold of an advantage, generally share it immediately with friends and acquaintances. “That is why Dream Shopping makes you look forward to your next shop”.

Can consumers get something without paying when they shop? Yes, they can!

After their personal advantage has been calculated, an optional, regional or even seasonal profit on goods can additionally be raised. When these symbols match, you have an occasion-related advantage in the form of a “FREE product” as advertised!

Very suitable for product promotion*. Ideal promotion periods are for example: Easter, beginning of the holiday period, Halloween, Christmas, New Year etc.

It creates positive customer experiences

This is experience management in future for the customer first hand during their daily shop.

It creates a great emotional bond between the customer and the brand. The primary objective is to turn satisfied customers into loyal customers and loyal customers into “enthusiastic ambassadors”.

With this Dream Shopping™ is directly focussing on indirect effects such as word-of-mouth recommendations.

- + chance of an even more unique customer retention system
- + reduction of advertising / marketing costs
- + low cost per store
- + brand multipliers through the additional communication level
- + unique value proposition / unique selling proposition in the positioning
- + unique selling point



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For further information: dreamshopping.eu

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