

## SOCCER NOW POSSIBLE INSIDE SPORTS STORES AS FOOTBALL SIMULATORS NEED MINIMAL SPACE, SO PERFECT ACTIVATION

Sports stores have requested a major in-store attraction that ensures most shoppers will return to the store on a much more frequent basis. Instead of visiting once every 6 months, they will now look to return every month. Activations that allow customers to kick real footballs are very important, this enables in-store contests and engagement with store staff who can explain the benefits of their latest products. Parents viewing the store as an attraction to visit with no entrance fee will ensure increased retail spending within that store. Realising that space is in short supply within stores, the smallest possible Football Simulator has been designed to take up minimal space and rejuvenate high streets and malls. The diagram below shows that the overall space needed is very small and that the simulator can be custom fitted around retail displays. Those retailers that invest in an in-store attraction will prosper with sports fans wishing to be entertained whilst spending on new boots, trainers, or their teams' apparel. With football being the world's most popular sport, it is important to offer a variety of challenges. With the sports simulator offering 40+ game challenges and over 340 sporting venues, fans can enjoy the excitement of kicking a football inside their team's stadium or famous cities which both pleases customers and increases brand loyalty.

