

# WGSN x BR Malls



## Case Study

Maria Fernanda de Paoli, Head of Marketing at BR Malls, talks about how WGSN Mindset has helped her company to devise a long term consumer oriented strategy and create the "shopping mall of the future".

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<https://lp.wgsn.com/brmalls.html>

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Maria Fernanda heads up the marketing team and strategic planning at BR Malls, the leading shopping mall company in Latin America. Faced with her company's short-term focused culture, Maria turned to WGSN's advisory services, Mindset, to help her design the **"shopping mall of the future and have a deeper understanding of consumer behaviour, consumer insights and the trends of both today and tomorrow."**

# A business reinvention



One of Maria Fernanda's greatest challenges has always been to convince upper leadership to step outside of their day to day and design a long-term consumer oriented strategy to ensure the business stays relevant in the future. "Working with WGSN advisory services was an eye-opener for us. The insights we learned from the team enabled us to **re-invent our business: we reviewed our overall strategy, business model and investment areas.**"

"Ultimately, we **discovered untapped opportunities** we would have never found otherwise."

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The project was divided into four phases. The first phase was to understand employee mindsets and the company culture through internal interviews. Then, WGSN interviewed shoppers to understand their demands, offers and experiences. After conducting field research, WGSN met with retail and consumer experts along with economists and connected the insights with their own. They synthesised this research to provide actionable recommendations which they presented back to BR Malls. The final stage was to co-create an action plan with the company through an interactive workshop. These recommendations are currently being beta tested at one of the company's largest shopping malls.

# "We translated trends into concrete actions for today"



Working with WGSN Mindset was a game changer, helping BR Malls to become more future-oriented. Maria Fernanda says that WGSN Mindset has helped BR Malls to **"see the future and translate it into actions today."**

*She adds: "There are countless trends out there, choosing which are relevant and when to adopt them is critical for us to **translate them into an actionable plan.**"*

# "Accessing WGSN's global knowledge was a game changer"



Being immersed in her day-to-day, Maria Fernanda needed to 'think outside of the company box'. Mindset allowed her to do just that. "One of the greatest benefits of Mindset was the possibility to **access their knowledge hubs which are spread throughout the whole world.**"

*"Tapping into their global team made us **step outside of our comfort zone and challenge our ideas.**"*

# Inspiration comes from unexpected places



The WGSN consultants have helped the BR Malls' team seek inspiration outside of the shopping mall universe. "Before the project, all of our references came from the shopping mall segment."

*"Mindset has helped open our eyes to other categories and markets: hotels, parks and clubs. Ultimately, allowing BR Malls to 'escape the default mode.'"*



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## Key Takeaways

- Step away from a short-term strategy by devising a long term business plan with the help of WGSN's advisory team.
- Discover untapped business opportunities and step outside your comfort zone by accessing eye-opening insights provided by Mindset.
- Access WGSN's global knowledge hubs to step outside your day-to-day thinking. Inspiration comes from unexpected places.

# WGSN for Your Business



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