# WGSNLx 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".





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

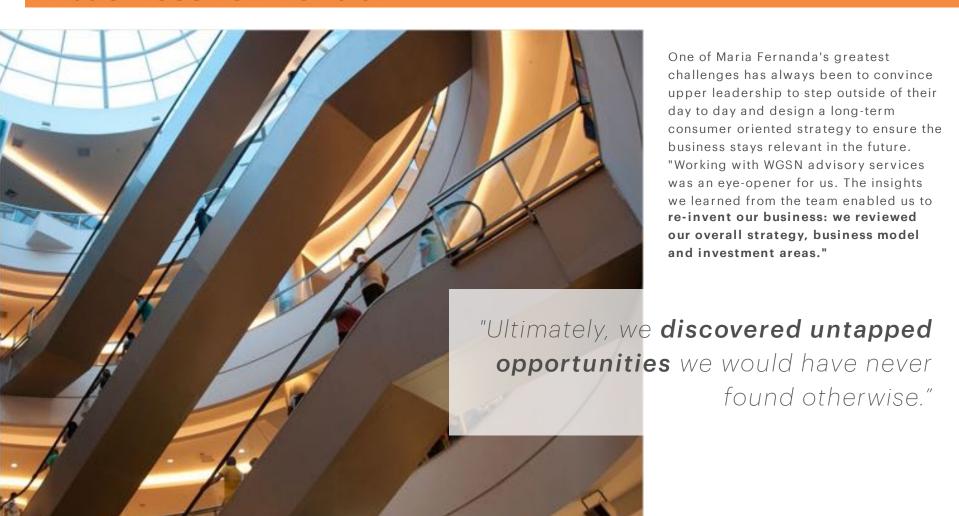
#### **WGSN x BR Malls**





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

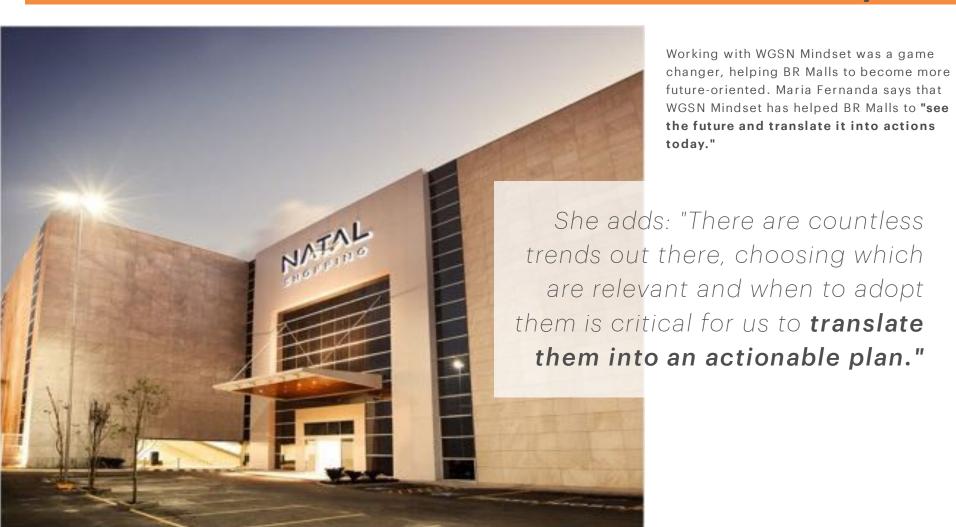


#### WGSN x BR Malls

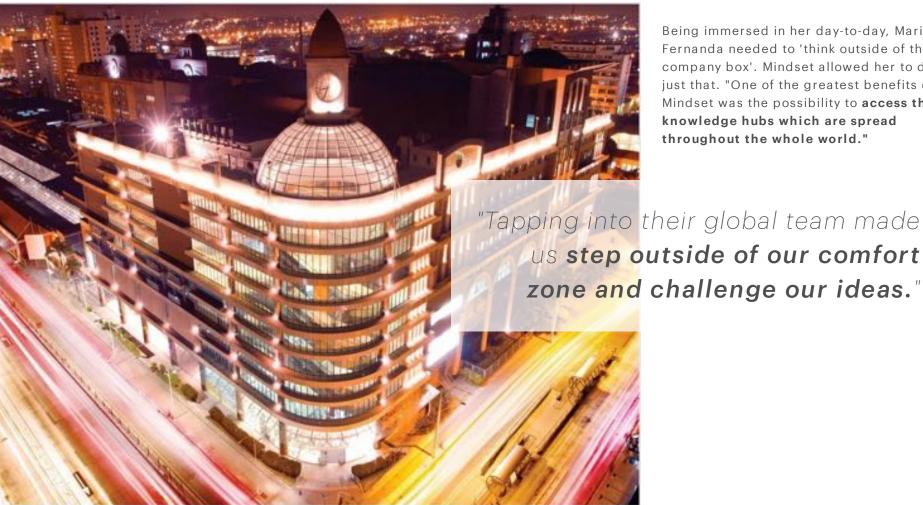


The project was divided into four phases. The first phase was to understand employee mindsets and the company culture through internal interviews. Then, WGSN interviewed shoppers to understand their demands, offers and experiences. After conducting field research, WGSN met with retail and consumer experts 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 cocreate an action plan with the company through an interactive workshop. These recommendations are currently being beta tested at one of of the company's largest shopping malls.

### "We translated trends into concrete actions for today"

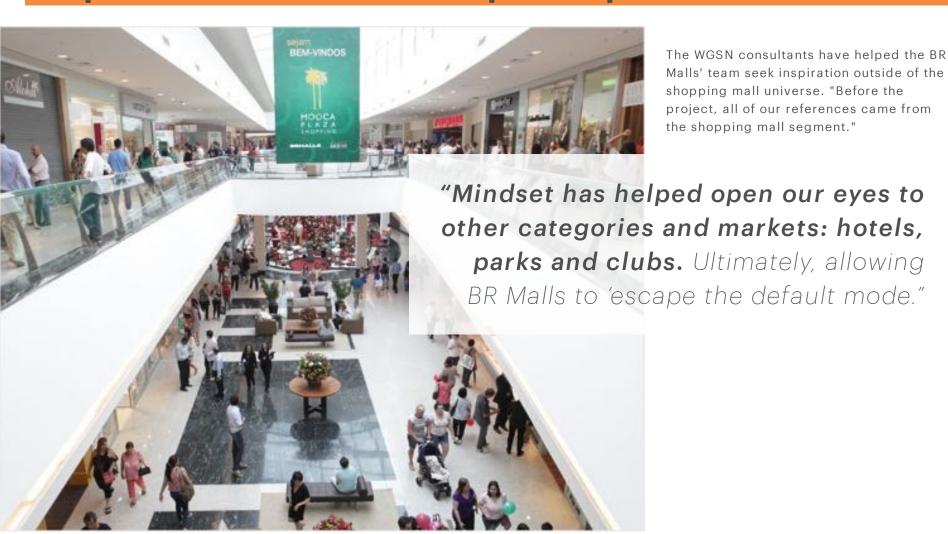


#### "Accessing WGSN's global knowledge was a game changer"



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."

#### Inspiration comes from unexpected places



#### **WGSN x BR Malls**



#### 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.

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