

MEDIA RELEASE

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Revenge Shopping –

How Aussie Businesses Can Capitalise on the splurge!

As Australia slowly emerges out of lockdown, revenge shopping is on the rise with customers flocking to retail stores to spend their lockdown savings, and Custom Neon have the tips retailers need to prepare.

Revenge shopping is when customers splurge after a frugal spending period. Many Australians cut back on spending during the pandemic, and now that the country is coming out of lockdown, revenge shopping is on the rise. Custom Neon have compiled a list of tips that retailers can utilise to avoid chaos. This includes stocking up your inventory, levelling up on your customer service skills, updating store signage, practicing safe social distancing and sharing enticing in-store incentives.

“Prompt customers to visit your store with exclusive in-store deals and incentives” is just one tip author Courtney Stables includes.

Revenge shopping is a great time for brick-and-mortar retailers, as it means more people are spending money, taking the retail sector from doom to boom.

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Custom Neon (https://customneon.com.au) are a Geelong-based business that creates handmade LED neon signs, light installations, lamps, and wall art. Since starting quite serendipitously in 2018, as a maternity leave side hustle, Co-Founders Jake and Jess Munday, are on a mission to become the world’s premier LED neon supplier and designer. With more than 30 team members spread across Australia, United Kingdom, and United States, they take great pride in their high-quality products, excellent customer support and their ongoing charitable endeavours.