

Thought Leadership

Generating insights to get your voice heard

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What & Why

What is thought leadership?

The process of positioning your brand as an industry expert with the goal of providing valuable insights to guide and influence the sector.

Why consider it?

Thought leadership content marketing is a proven strategy to raise your company profile, get media exposure, and win new business.

Working with Retail Economics

Our research shapes debates



Associate with our brand



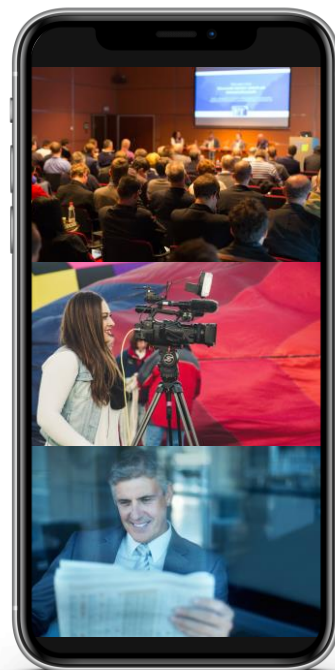
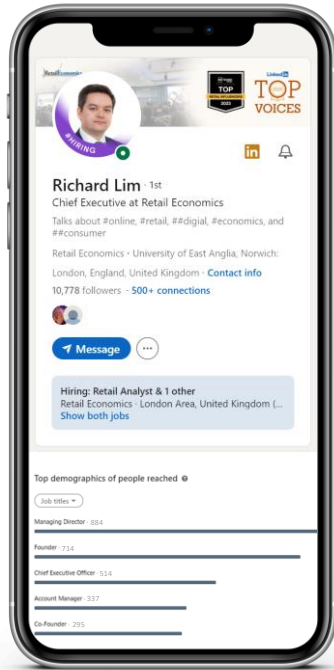
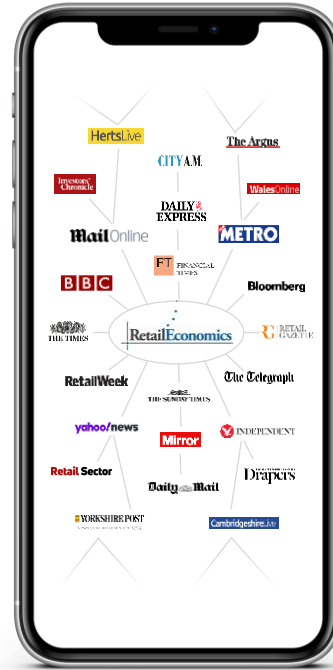
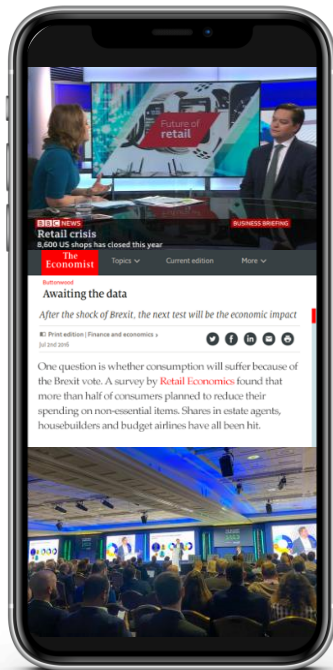
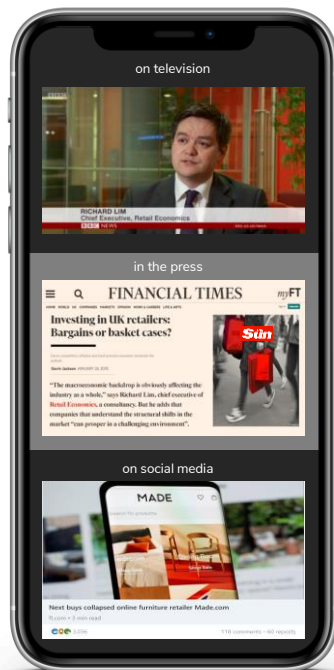
Tap into our media networks




Leverage our social outreach



Get media exposure & generate sales leads!



Projects: We work with the best



The Cutback Economy
Thought leadership looking at the impact of the cost-of-living crisis on UK retail, leisure & consumer sectors



The Weil European Distress Index (WEDI)
Index developed to measure the level of corporate distress across key European countries



Changing Consumer Values
Thought leadership research looking at how consumer behaviour is changing across Europe



Ecommerce Delivery Benchmark 2023
Trading into peak and multi-country forecasts for growth



The Connected Customer Journey
Industry report exploring how digital connectivity is impacting the retail customer journey



State of the Nation
State of the nation address for the UK retail industry



Strategy
Strategic consulting



Outlook for UK Retail & Consumer 2023
Annual industry outlook report



The Retail Experience Economy
Thought leadership looking at role of experiences in retail



Understanding Pensions in an Era of Disruption
Quantifying the pensions blackhole in the UK




A Life Well Spent
Financial behaviour, the enablement gap & fintech



COVID-19 & the Future of Takeaway
The economic, social & cultural contribution of the takeaway sector



Northern Ireland Voucher Scheme
Strategic guidance on launching high street stimulus scheme



Black Friday
Black Friday impact on Christmas retail sales



Structural Changes within UK Food & Grocery
Thought leadership research



Retail Supply Chains
Impact of cost of living on consumer behaviour



The Future of the European Apparel Industry
Thought leadership research



Strategy
Strategic consulting



Disruption 2.0 Here we go again
Research exploring how AI is impacting the UK retail industry



Market research
Online & delivery shopper trends




Market research
Black Friday, the Budget, Sales forecasts, Presentation




Personalisation Pays
The impact of personalisation on the customer journey



Market research
Digital content support



Trading into Peak 2022 & Beyond
Event support



Reaching Net Zero
Quantifying the path to net zero



Strategy
Strategic consultancy



Understanding the Retail Customer Journey in Fashion
Thought leadership research



Retailing Through Recession
Understanding the impact of basket abandonment



Black Friday Impact
Impact of Black Friday & FIFA on Christmas retail sales



SME Banking & Lending
International research on SME funding opportunities




The Digital Tipping Point
Thought leadership on key factors driving online shopping behaviour




Strategy
Strategic consulting



Valuing the Commuter Economy
Analysing the impact of commuter commerce on UK retail



Strategy
Economic modelling



Economic consultancy
Economic Contribution to the GB economy

Case study 1: The Cut Back Economy

Client



The challenge

Achieve widespread media exposure for the Grant Thornton brand, demonstrating its authoritative understanding on consumer cut back behaviour to powerfully position it to current and potential clients to win new business.

The solution

- 26 page report
- Launch campaign support
- Press releases



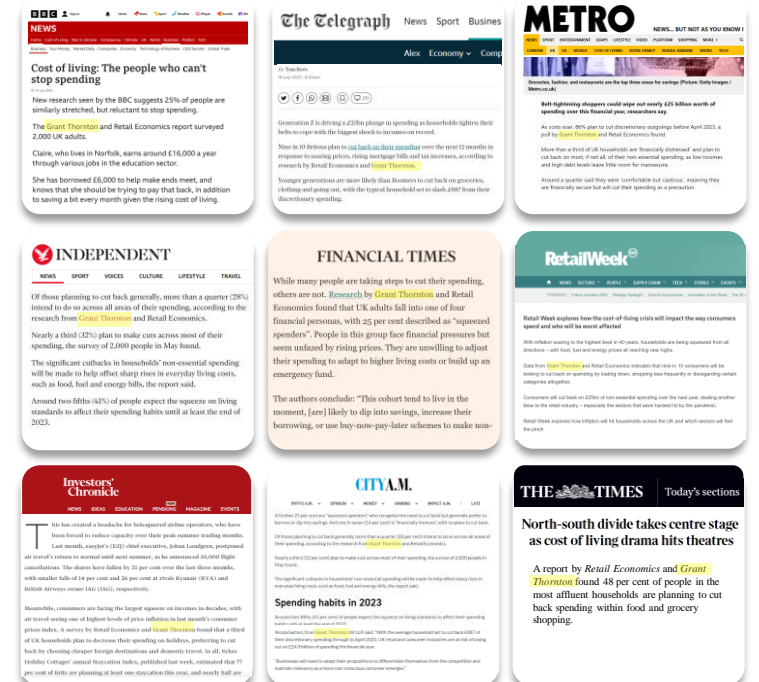
Media exposure

- ✓ 33 pieces of coverage
- ✓ 10 Nationals
- ✓ 9 Regional
- ✓ 14 Consumer & Trade
- ✓ Social media posts

Why the project worked

- ✓ Industry topic relevance
- ✓ Timely delivery
- ✓ Unique insights
- ✓ Genuine value to industry

Just some of the media coverage



Case study 2: Weil European Distress Index

Client



The challenge

Make Weil synonymous with a valuable industry index that measures financial distress across core industry groups across Europe, based on robust economic modelling as white labelled research.

The solution

- Quarterly report (award shortlisted)
- Launch campaign support
- Press coverage



Why the project worked

- ✓ Valuable industry insight
- ✓ Multi-sector coverage
- ✓ Use of complex statistical techniques
- ✓ Incorporates big data

Achievement

Project [shortlisted](#) by the Financial Times for the Innovative Lawyers Europe Award in 2022

Just some of the media coverage

The Telegraph: News Sport Business. Alex. Economy & Com. Levels of corporate distress in Germany are at their highest point since July 2020, when the world was in the midst of the global pandemic. While countries across Europe are facing a cost-of-living crisis caused by supply chain issues and Russia's invasion of Ukraine, Germany has been hit particularly hard.

CityAM: The European Distress Index, published by the Financial Times, is a leading indicator of corporate financial health across Europe. According to a new article in the index, corporate distress across Europe has risen to its highest level since 2020, with Germany and Ireland being the most affected.

Financial Times: FINANCIAL TIMES. The European Distress Index, published by the Financial Times, is a leading indicator of corporate financial health across Europe. According to a new article in the index, corporate distress across Europe has risen to its highest level since 2020, with Germany and Ireland being the most affected.

London Loves Business: Corporate distress across key European markets has intensified over the last quarter, according to the new Weil European Distress Index. The quarterly study, which launched in December last year and aggregates data from more than 170 listed European companies and financial market indicators, shows the degree of corporate distress across Europe is at its highest level since August 2020 and Ireland is now the most distressed country in Europe, after Germany.

Case study 3: Surviving the Cash Crunch

Client



The challenge

Position Alvarez & Marsal at the cutting edge of industry research to strengthen its brand equity in order to attract new clients. Publish timely research reflecting one of its core values of being 'action-orientated'.

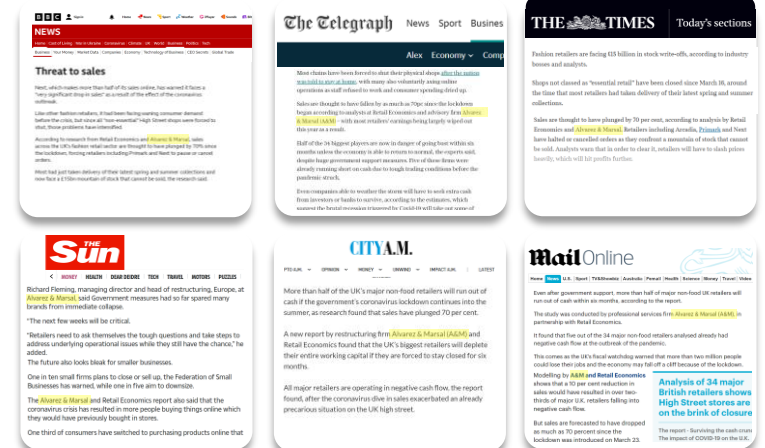
The solution

- 24 page report
- Digital content for launch campaign
- Press releases

Media exposure

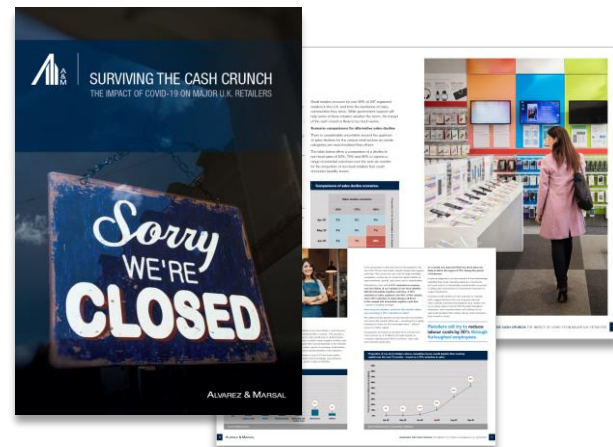
- ✓ 27 pieces of coverage
- ✓ 19 Nationals
- ✓ 5 Media interviews
- ✓ 5 Social media posts

Just some of the media coverage



Why the project worked

- ✓ Project was time critical
- ✓ Fast-tracked delivery
- ✓ Coveted industry insights
- ✓ Proprietary modelling



BOOK A CALL →

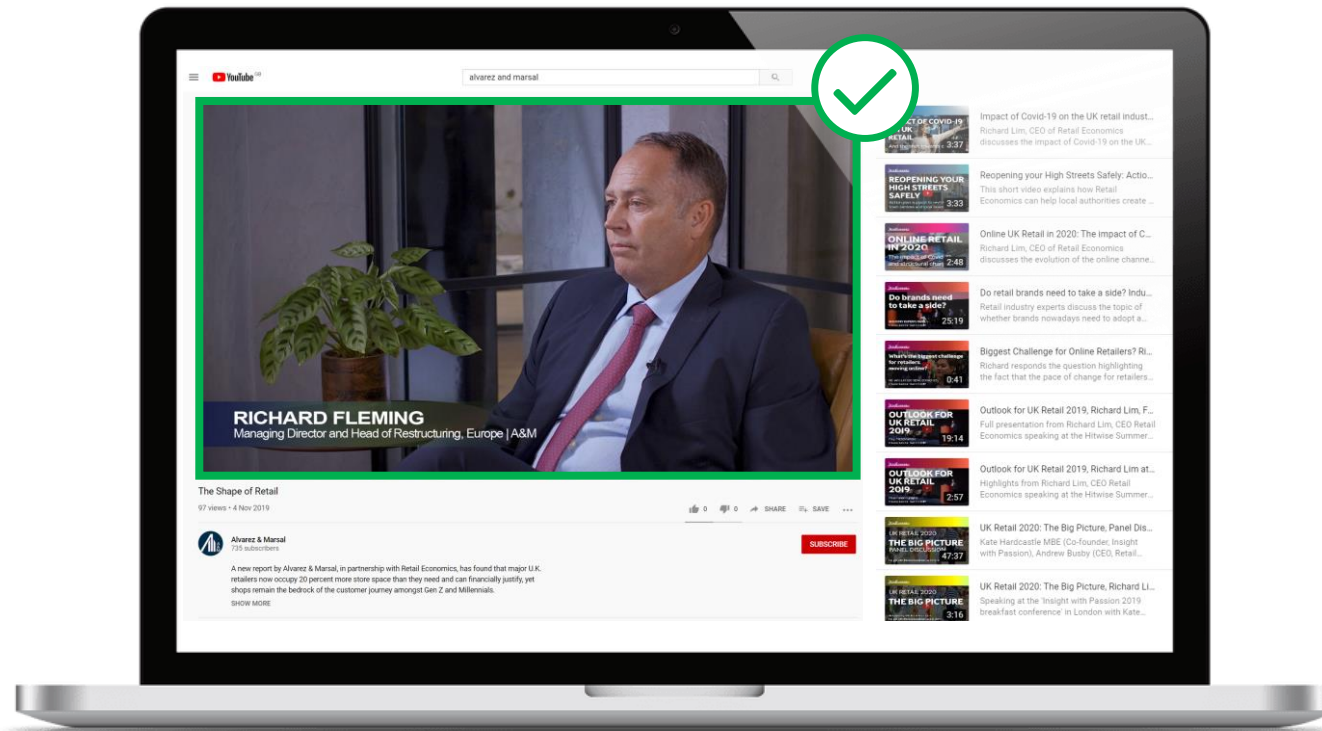
Discover what we can do for you





Selection of digital content we created for their launch campaign

Video content YouTube & Vimeo



<https://www.youtube.com/watch?v=h7NuuUZTIJY>

Infographics for social media posts



How it works

What you get from our proven **five-step** service model



Research ideas

You'll get headline-grabbing research ideas that we'll sell to the media early on in the process



Industry report

You get to relax. We'll do the heavy lifting: conduct the research, analysis and produce a stunning report



Marketing collateral

You can get a range of engaging digital marketing content to supercharge your launch campaign (e.g. video, podcast, infographics)



Media exposure

You get access to our powerful network of media & industry contacts, engaging press releases, & social media collateral to maximise your reach & impact



Sales leads

You'll get noticed by your target audience! Engage new and existing clients with increased brand equity and mark of authority.

Who are Retail Economics?

About us

We're an independent economics research consultancy focused on the consumer and retail industry.

- ✓ We're trusted economists, PR and retail experts
- ✓ We help you add genuine value to the industry
- ✓ We get your voice heard in a crowded marketplace



Retail Economics provides insightful and thought-provoking analysis – it's more than a subscription.

- Head of Retail & Leisure



Retail Economics provide us with the latest socio-economic data that enables us to understand the latest factors impacting customer behaviour.

- Commercial Insight Director



Why consider us?

We have a proven formula for success.

- ✓ We produce hard-hitting research
- ✓ We get you in the media
- ✓ We help you get quality sales leads
- ✓ Our track record speaks for itself



Retail Economics put in to context the volatile economic environment which adds significant value to our business.

- Business Development Manger



[BOOK A CALL →](#)



Don't wait for opportunities. Create them.

Let's start a conversation

With Retail Economics...

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- [Twitter](#)
- [LinkedIn](#)



GET A QUOTE →

Explore costs & options...

...you'll be in good company

