

Amazon Brings Treasure Truck to the UK

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Photo: Amazon UK

Amazon is generating retail theatre and excitement by bringing its Treasure Truck concept to Europe. London and Manchester will be the first cities to experience the spontaneous games, giveaways and deep discounts.

Amazon has revealed plans to bring its Treasure Truck to selected UK cities, offering a new physical experience to generate excitement for the holiday season. London and Manchester will be the first cities to test drive the Treasure Truck, with more cities to follow.

The truck, which originated in Seattle in 2016, is now present in 24 US cities and features one surprise offer each day on a when it's gone it's gone (WIGIG) basis. The spontaneous, one-time shopping experience in the UK will feature games, celebrities, seasonal must-haves, delicious food and deep discounts on the daily products. Shoppers can follow the Treasure Truck through the UK website, the Amazon app, by text alert and social media.

The Treasure Truck is the second pop-up physical presence for Amazon this holiday season. A 'Home of Black Friday' experience was also introduced in Soho Square in central London on 24 November, with a multi-room modern 'home' featuring product demonstrations, gifting advice and a Prime Now delivery collection point.

Opinion

Multichannel Theatre

With the holiday season in full swing, Amazon is pulling out the stops to increase excitement around its brand. This is a strategy that is likely to reap rewards and ensure that Amazon is the first port of call for Christmas shoppers, both those that traditionally shop online and offline. Aiming to develop a more emotional connection with its customers, Amazon's Head of Treasure Truck in the UK, James Quick, reminisced that "We all remember the sense of excitement we felt as children when we heard the jingle of the ice-cream van, and we hope to bring that same feeling with Treasure Truck." It is multichannel retail theatre that is guaranteed to get people talking about Amazon and its brand – an ideal way to drive even more shoppers to its site.

In the UK this year, Amazon is operating within an intensely competitive market and it has also visibly stepped up its TV, radio and digital media advertising. The company, which has enjoyed a very strong year internationally to date, grew UK sales last year by 18.9% in local currency to GBP6.91bn (EUR8.44bn) according to LZ Retailytics figures. This year the retailer will be aiming to match this strong growth, but will need to work hard to persuade shoppers to spend more in such a tough and discount-driven environment.

If successful in the UK, we can expect to see similar Amazon initiatives potentially making their way to other markets, such as Amazon's largest international market in Germany. For this Christmas season in the UK, it is our opinion that Amazon will once again be the biggest winner and particularly bolstered by these latest initiatives. Its success, however, may well cause problems for other competitors. Already this week in the UK, Toys R Us has announced that it plans to close almost one in three of its UK stores once the Christmas season is over.