

## How Does Retail Deal with Recession? Add Video....

Written by Bob Snyder  
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You read in the newspapers about the retail store closings, the staff cuts, and the elimination of frills. Yet most newspapers don't report on the fact that, despite trimming the budgets, retailers still need to take action to make themselves significant to their customers.

The goal of most retailers is to go customer-centric and you can't budget-cut or turtle-neck your way into the hearts of end users. The recession is a battle for the trade of fewer customers so retailers must devise customer programs, try various promotions, and adopt new marketing tactics to win the battle.



For an example of the type of initiative that still goes forward, Micro Anvika becomes the latest retailer to add a web TV channel, a product-specific video database that will appeal to the YouTube generation of buyers that hit their web site looking for product.

"UK's largest independent retailer of computers", Micro Anvika began trading in 1984 on London's Tottenham Court Road, the UK's premier computing and electronics shopping street, at the beginning of the personal computer revolution.

Rather than distract themselves from their core business, Micro Anvika didn't try to product build a web channel in-house; instead they turned to an online content partner, Flixmedia.tv.

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Flixmedia offers the production of online product videos (QuikClips) to manufacturers of consumer goods (including HP, Philips, Symantec, Dyson, Panasonic and Toshiba) and distributes the manufacturer content to a network comprised of publishers and retailers reaching out to their consumer audiences.

“This was a really easy decision for us, as it’s fully managed by Flixmedia,” says Nick Gatt at Micro Anvika. “It promises to be highly effective for our needs, as our customers respond well to varied content that talks their language.”

Dinesh Chand, Mobile Product Marketing Manager in UK for Samsung (another one of the vendors featured by Flixmedia), adds, “The TV channel is the natural next step for a retailer like Micro Anvika – bringing its many site visitors a continuous communications flow of product video clips, as well as the vendor-produced content that Flixmedia provides for the relevant product pages.”

Go [Micro Anvika’s Video in Action](#)

Go [Flixmedia, Content Supplier to Retailer & Vendors](#)

Go [Micro Anvika, Consumer Point of View](#)