

# Success story revitalisation Rathaus-Center Pankow

Düren/ Berlin-Pankow

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2018



# PARTIAL REFURBISHMENT BASEMENT

2018

**JAGDFELD**  
REAL ESTATE



# REFURBISHMENT 2018



JAGDFELD

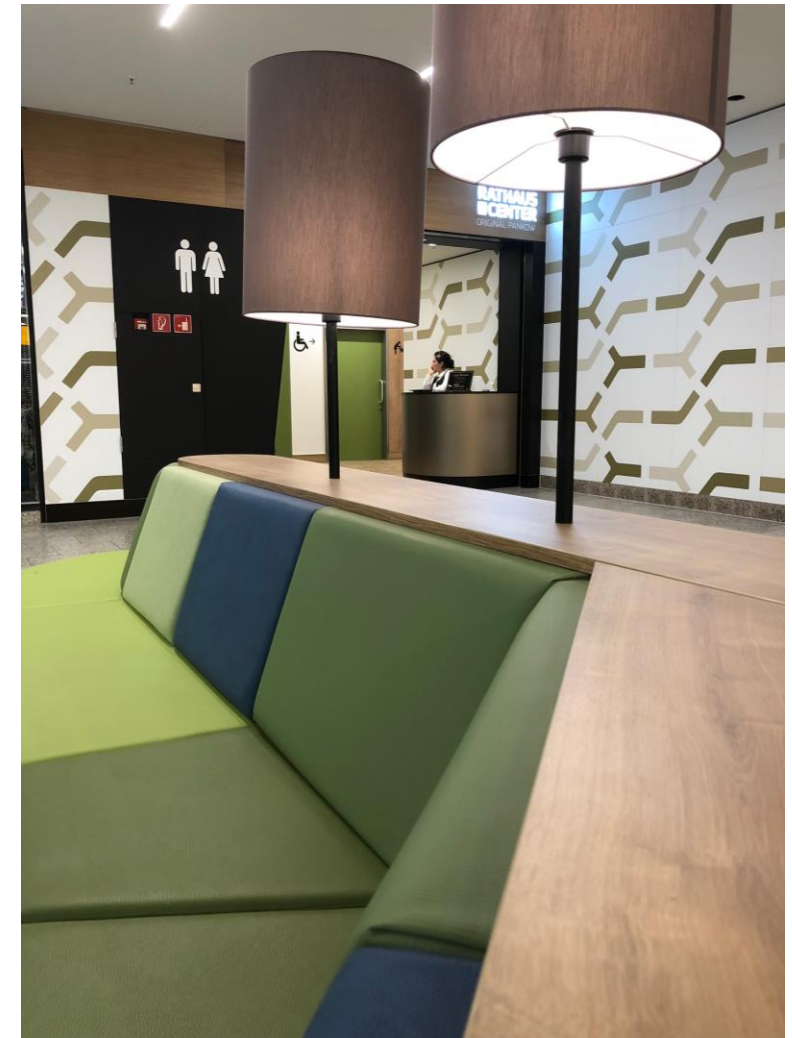
REAL ESTATE | Real Joy.

The Rathaus-Center in Berlin-Pankow is a classic district center from the late nineties, aging in some places, with an area of around 30,000 sqm. It is a practical example of a successful revitalisation concept based on the Limbic® model used by Jagdfeld Real Estate.

In order to enhance the ambience in the center and increase the feel-good factor as well as the length of stay, several revitalisation measures have been planned since 2018 until 2022, which were derived from the neuromarketing approach Limbic®.

At the beginning, Limbic® answered the questions: who exactly are the target groups apart from all socio-demographic characteristics and what is emotionally-based important to them in the center?

In 2018, based on the resulting findings and the detailed briefing from the architects, the customer service areas were optimised and redesigned in a first construction phase, such as customer toilets, nappy-changing room and lounge area.



# INITIAL SITUATION

## The basement before measures



# Limbic®

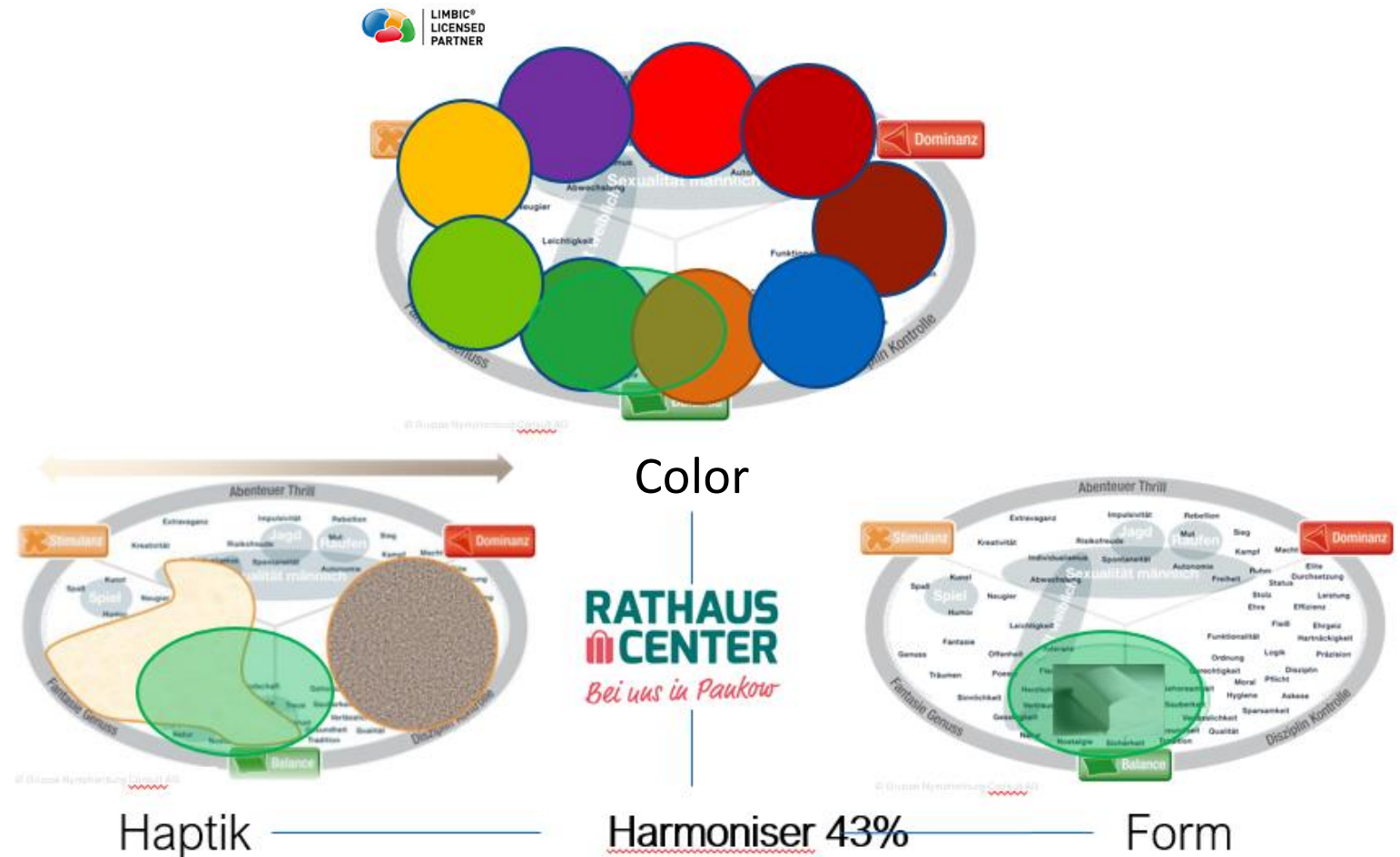
**RATHAUS  
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*Bei uns in Pankow*

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Based on the findings of the Limbic® retail management customer analysis, optimisation of the sector and brand mix has been and will be implemented successively, accompanied by optimisation of mall areas during revitalisation.

The starting point was the findings on target group potential and the expectations of these center-affine target groups with regard to brand offerings on the one hand and quality of stay on the other. The latter led, among other things, to adjustments in the color and material mix as well as haptics, mall design and lighting design.

The use of warm colors, smooth and soft materials with a wood look, and round shapes invite customers (with a strong proportion of the "harmoniser" type) to discover the mall as a place with a high quality of stay.





# PLANNING 2016/17

Kplus as an architectural firm was able to translate the design guard rails into concrete planning on the basis of the Limbic® analysis. Here are the first drawing designs from 2016 to 2017.



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# IMPLEMENTATION

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The Limbic® optimisations in the implementation of the refurbishment led to a stabilisation of frequencies, an above-average increase in the average receipt per customer and thus to an overall increase in sales. These positive experiences will be incorporated into the further revitalisation stages of the center in 2020-2023.





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# SUCCESS

This revitalisation example shows that through precise and deep analysis of the initial situation and professional stringent implementation, the change in consumer behavior and demands can be actively and successfully shaped.





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