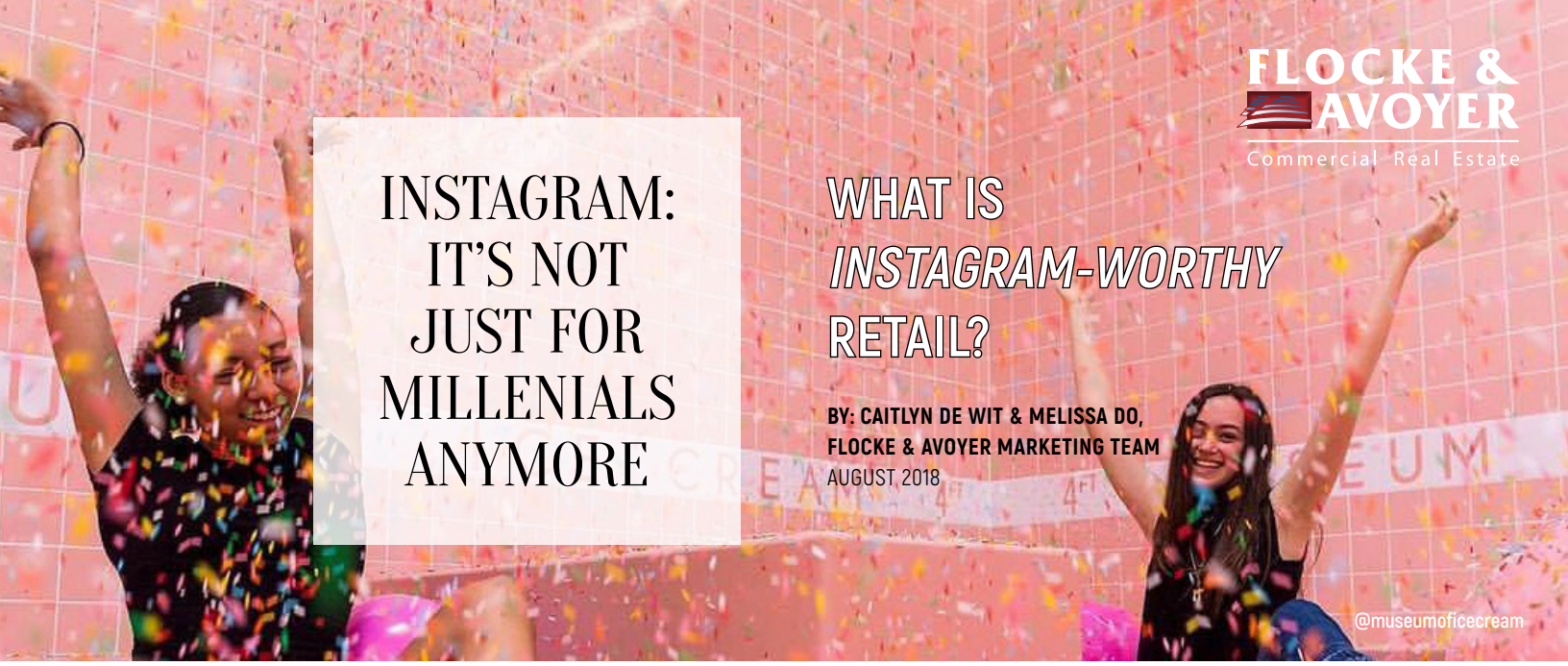

FLOCKE & AVOYER
Commercial Real Estate

INSTAGRAM: IT'S NOT JUST FOR MILLENIALS ANYMORE

WHAT IS *INSTAGRAM-WORTHY* RETAIL?

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AUGUST 2018

There's no question that social media has had a huge impact on the world we live in.

It's how we stay connected, how we share our memories, even how most of us spend our time. What began as a personal platform, social media has morphed into a key marketing tool for businesses of all kinds. Commercial real estate is no exception. Within the industry, retail and restaurants have been doubling down and going big on social media efforts – both digitally *and* in real life.

Most people assume retail and restaurant only use social media to advertise their business to customers...which isn't untrue, but that's not the only way companies are using social media to attract customers. Recently, we have seen just how powerful social media, specifically Instagram, can be in activating customers and creating buzz for businesses.

The **made-for-Instagram movement** involves the thoughtful display of design features and décor in and around a business that are visually appealing and would, quite simply, look good in a photo. Businesses are able to draw in new customers with something that they want to take picture of and share with their friends, then the actual product creates a loyal customer.

In commercial real estate terms, the made-for-Instagram movement is evident in build-outs and tenant improvement

Holy Matcha

An incredibly successful matcha tea shop located in North Park, Holy Matcha notably features a colorful pink and green build-out that has flooded Instagram.

Cauldron Ice Cream

Cauldron serves their unique flavors of handcrafted ice cream in a signature "puffle cone" that tastes as good as it looks on Instagram.

FOODIE FAVES

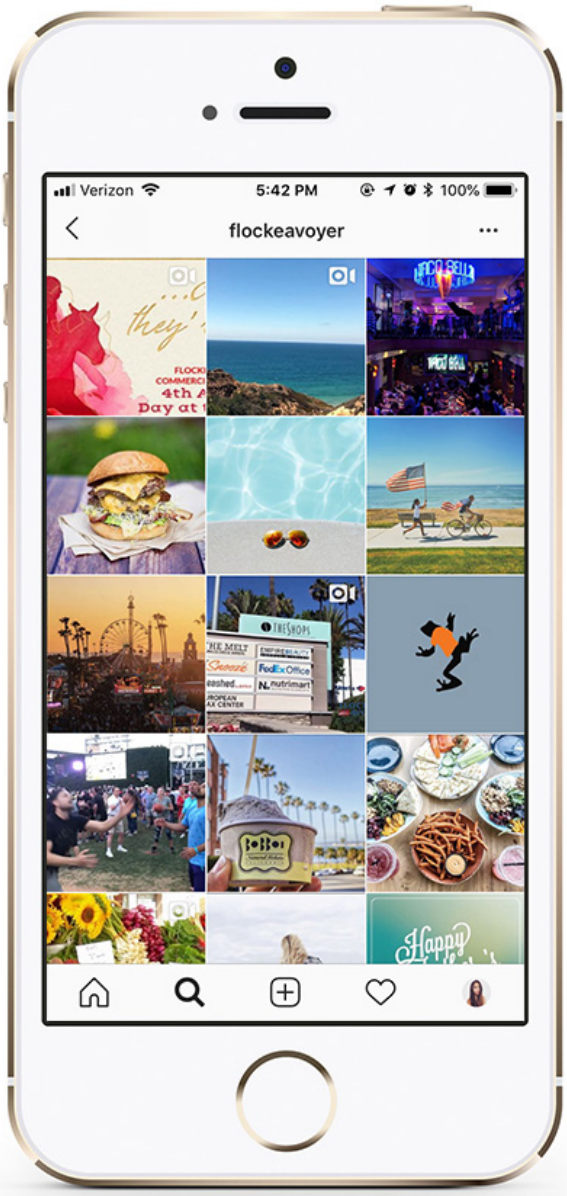
allowances. First-to-market concepts see the immense value of creating unique and visually appealing spaces to establish a customer base by bringing in people who may otherwise not be as willing to try new and untested products and services.

The desire to take the perfect Instagram photo has gotten so big that museums with exhibits that are expressly designed to look good in photos are cropping up all over the country. The interactive ice cream and candy-themed Museum of Ice Cream, which first launched in New York City, offers brightly-colored and playful exhibits (such as a giant pool of sugar sprinkles) that are perfect for posing in. The concept has since expanded to San Francisco, Miami and Los Angeles.

Similar San Diego-based concepts are also taking off. Wonderspaces, which first popped-up last summer in Mission Valley, returned this year to Downtown with stunning exhibits and visual illusions that translate well to photo. The Cado, an interactive avocado-themed pop-up museum set to open up this month in Liberty Station, will include avocado art of all shapes and sizes for visitors to take photos of and interact with.

Although the idea of designing and building visually appealing retail and restaurant space is not new, the made-for-Instagram movement has opened up a new avenue for emerging and established concepts to activate customers and bring in business.

See you on Instagram!
@flockeavoyer



STANDOUT INTERIORS

Raised by Wolves

Old-world decor and oak-clad walls give this hidden cocktail bar in Westfield UTC a sense of mystery and opulence that Instagrammers love to capture.

Pigment

As Instagram-worthy as any small store can get, Pigment in North Park is a beloved gift shop dripping in foliage and design accents that pop on camera.