

WE NEED TO TALK ABOUT IT

Summary

Rødovre Centrum launched Europe's first menopause-focused retail campaign in partnership with the University of Copenhagen, aligning with the country's first national menopause study.

The initiative broke social taboos, elevated awareness and education, and activated co-created retailer programs, in-mall exhibitions, expert talks, interactive VR experiences, and staff training.

Integrated partnerships with health professionals and retailers enhanced credibility, drove measurable footfall and sales uplift, and influenced national dialogue and internal workplace policies.



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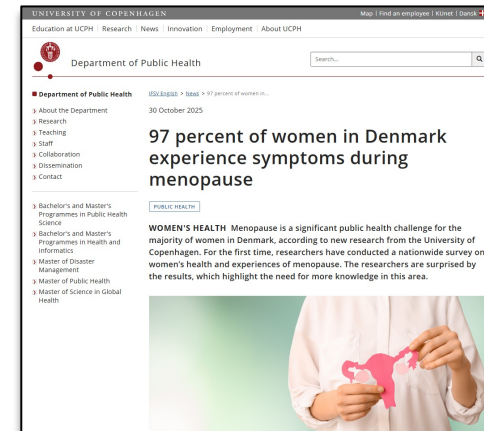
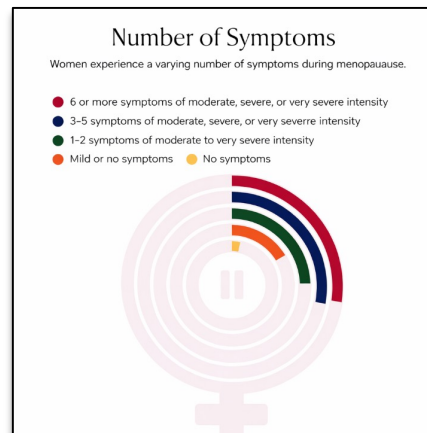
The situation

- Women make up to 64 % of RC's visitors, with an average age of 46—placing most of its customer base within the menopausal age range.
- Within RC's primary, secondary, and tertiary market area, approximately 12% of women are aged 45–60 — a life stage often associated with significant physiological and lifestyle changes, including the menopause transition
- Despite this, menopause remains highly stigmatized, and few retail campaigns address the physical, emotional, and social challenges women face during this life stage.
- A 2025 national study by the University of Copenhagen found that 97 % of Danish women aged 45–59 experience menopause-related symptoms, yet many report lacking support or knowledge.
- These symptoms—including fatigue, sleep issues, and mood changes—negatively affect women's quality of life and may reduce both shopping activity and workplace wellbeing.
- Retail staff were also impacted, with limited knowledge of menopause affecting service quality and internal health culture.
- RC identified a unique opportunity to break taboos, empower its core customer segment, and build commercial value through education, healthcare partnerships, and in-store activation.
- The campaign integrated retailers, food retailers, clinics, pharmacies, and health experts (all tenetst in RC) —rarely seen in shopping centre marketing —resulting in high relevance.



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Link: [97 procent af kvinder i Danmark oplever gener i overgangsalderen – Københavns Universitet](#)

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The University of Copenhagen

The team representing the national study:

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SoMe + News letter



View this email in your browser

Redovre Centrum

BUTIKKER - AKTIVITETER - PRODUKTER - INFORMATION - GAVEKORT



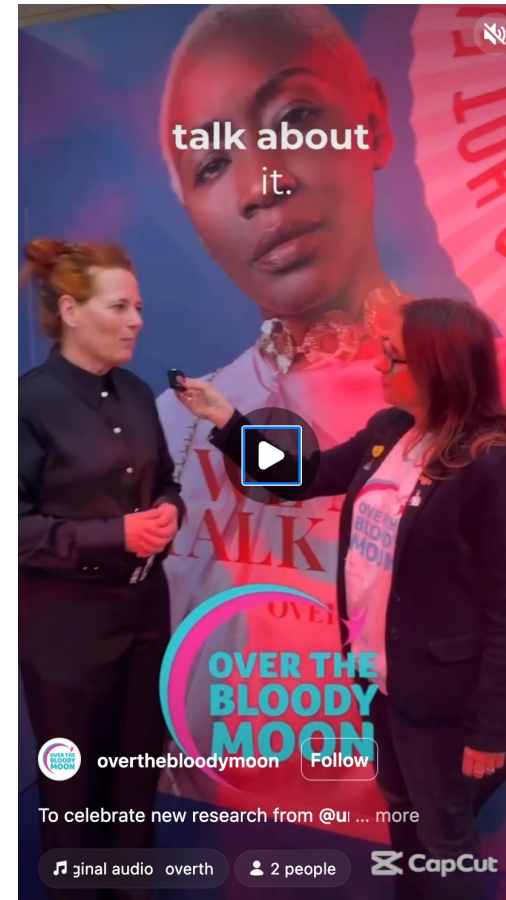
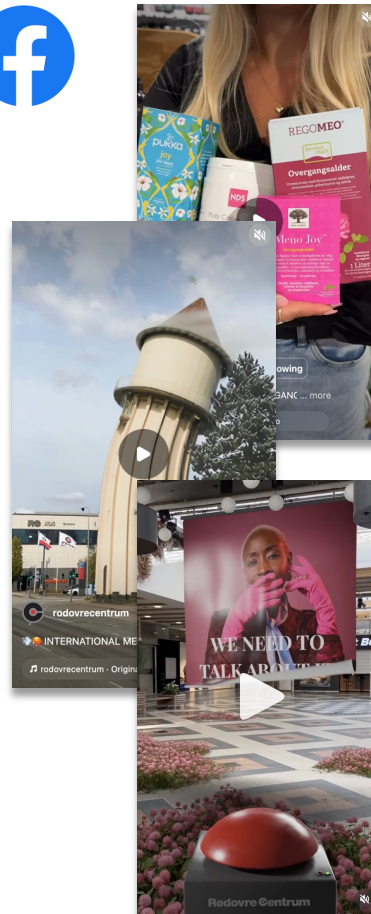
Populær udstilling om overgangsalder!

Du kan stadig nå at se udstillingen.

Der har været rigtig god respons på udstillingen "We Need To Talk About It" i kolonnaden foran Informationen. Udstillingen kan ses til og med d. 16. november, så skynd dig ned forbi og bliv klogere på dig selv eller din nærmeste. Der er masser af information omkring, hvordan det er at være i overgangsalderen, gode råd og vejledning og meget mere. Der vil være nogle små spendende events, og det er helt gratis!

Lørdag d. 1. november kl. 14-15 - Let's Talk Menopause @ Strength.
Søndag d. 2. november kl. 13-14 - Let's Talk Menopause @ Food.

nlk.hes

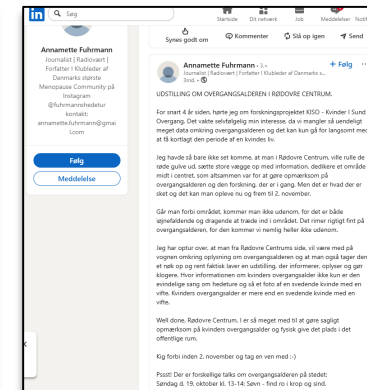
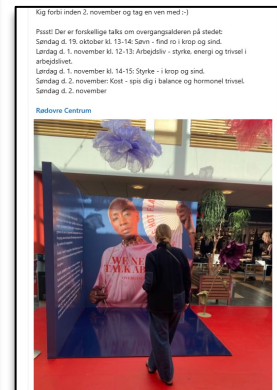


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Post from Annamette Fuhrmann



Influencer Annamette Fuhrmann posted content about our current exhibition "We need to talk about it" (menopause)



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Exhibition



Big exhibition in the mall with facts about menopause

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Deco in mall and all stores



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Event – How does it feel?



Partnered with “Over the Bloody Moon” for the VR “MenoVest” experience — allowing customers to simulate menopause symptoms for empathy and learning

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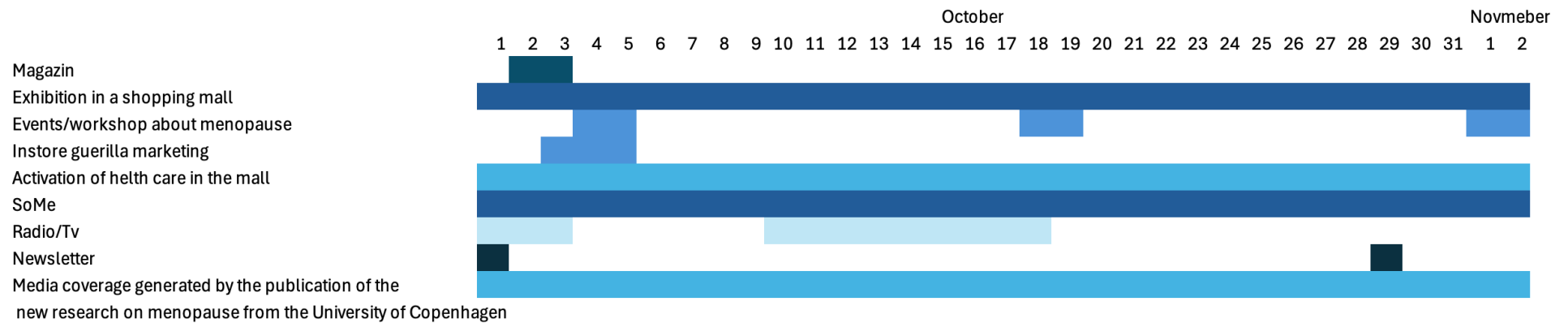
Event – VR



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Mediaplan



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PR

“The results of the University of Copenhagen’s analysis, together with our exhibition in the mall, received considerable media coverage.”



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Results



Footfall Increase:

Retail footfall index reached **106** during the campaign period (vs baseline 100)



Sales Increase:

October sales index reached **108** (vs baseline 100)



Retailer Engagement:

70% of relevant stores actively participated — far exceeding the 10% target

PR vaule € 231,667

ROI: 1,091%



SoMe Engagement Index:

Total views: **3,819,440**

Interactions: **18,140**

Total 11.8% increase (Oct 2025 vs Oct 2024).

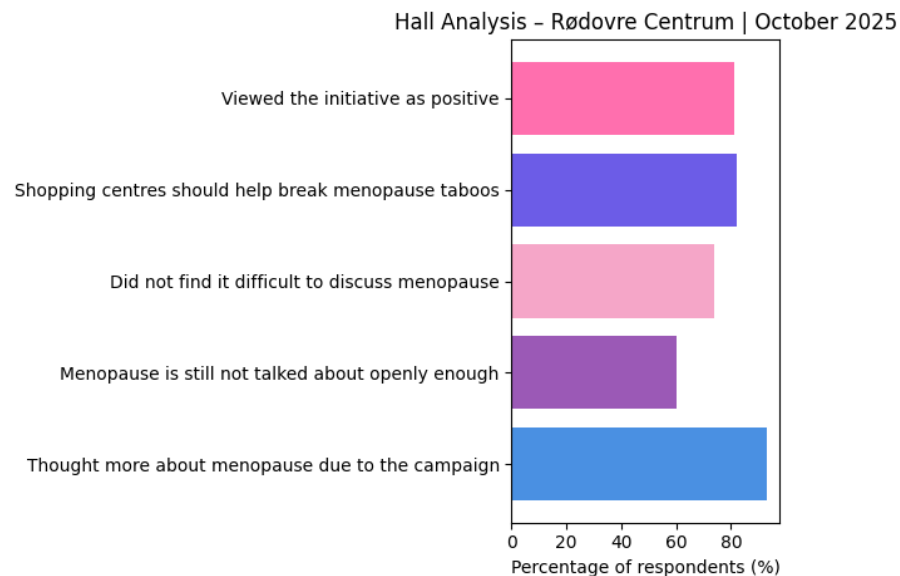
Instagram: **243,000 views**, 197 interactions

LinkedIn: **131,369 views**, 126 interactions

Healthcare Involvement: 90% of targeted professionals engaged in material distribution and outreach.

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Results - others



Stigma Reduction

(Survey Findings):

- 93% thought more about menopause due to campaign
- 74% felt more comfortable discussing menopause
- 82% believe centers should help break taboos
- 60% stated menopause remains under-discussed in society

Internal Policy Impact:

New menopause support policy adopted into staff handbook in RC, and staff training for the retailer is underway start 2026