

HELLO INDRO

ISSUE 79

RETAILER NEWSLETTER

MARCH 2022



BRISBANE FLOOD APPEAL



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The Indro team has been deeply saddened by the recent floods that have affected Queensland, and our close knit community. To show our support, Indooroopilly Shopping Centre will be contributing \$20,000 to our community partner, Community's, Brisbane Flood Appeal. If you would like to contribute to, simply donate via the QR code above.

EVENTS & OPPORTUNITIES CALENDAR

It's already been a tricky start to the year but we're determined to keep pushing through! We're excited to release our Events & Opportunities calendar which highlights all the key upcoming campaigns and how you can get involved. As always, these are top line suggestions and we welcome any other ideas you may have to leverage these campaigns.

Please email marketing.indooroopilly@ampcapital.com to confirm your involvement or any other ideas you might have.

UPCOMING PUBLIC HOLIDAYS

PUBLIC HOLIDAY	DATE	TRADING HOURS
Good Friday	Friday 15 April	Closed
The day after Good Friday	Saturday 16 April	10am - 4pm
Easter Sunday	Sunday 17 April	10am - 4pm
Easter Monday	Monday 18 April	10am - 4pm
Anzac Day	Monday 25 April	Closed
Labour Day	Monday 2 May	Closed



INDOOROOPILLY
SHOPPING CENTRE



MARKETING NEWS

CAMPAIGN WRAP UP

BLACK FRIDAY

Black Friday keeps getting bigger and better than ever! Here's a summary of our 5-day event in November:

- Retailer offers: 100+
- Giveaways: 6,000 over the 5 days
- VIP Prosecco Bar: 367 glasses over 5 days
- Free Uber credits: 205 vouchers claimed, 165 rides taken
- Social competition: 322 entries
- Win a \$2,000 shopping spree competition: 1,644 entries
- Paid media: Ooh, digital display, radio, print, paid social
- Facebook Ads: Reach - 256,754, Impressions - 306,837
- PR: Coverage on Channel 7 and Channel 9 news



CHRISTMAS

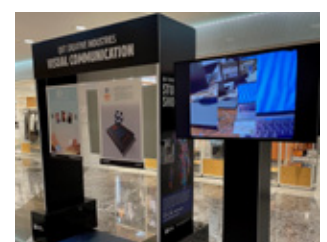
Our Christmas campaign commenced in centre with the arrival of Santa on 9 November. Here's a summary of the results:

- Santa photos achieved – 4307 families visited.
- Charity gift wrap raised \$22,419 in funds for Act For Kids.
- Over 14,000 giveaways were distributed including gifts for children and food treats for everyone else.
- Cinema Childcare attracted 529 children, providing an opportunity for parents to complete their Christmas shopping.
- The 3-day Festive Food sampling in Fresh Food helped to showcase retailers' produce.
- The Indooroopilly Gift Guide (created by Style Media) was also released in the month showcasing gifts from the centre with additional digital content created and shared across the website and social media to drive gifts and fashion for Christmas Day and New Year's Eve.
- The Christmas campaign was supported by a full media plan targeted to the primary and tertiary trade which included paid digital, digital partnerships (StyleMag, Brisbane Kids), outdoor billboards, paid social, radio, print, train advertising and PR.
- PR coverage for the month included prime time news features on channel 7 and 9 as well as print coverage in the Courier Mail.

QUT SHOWCASE

This year's student showcase ran from 11 – 28 January and included:

- 9 displays throughout the centre, showcasing graduate students' work from QUT Creative Industries.
- Faculties profiled: Interaction Design, Fashion, Visual Communication, Creative Writing, Industrial Design, Visual Arts, Music, Dance, Acting, Technical Production, Drama, Creative Industries, Film and Animation.
- 2 x Fashion Illustration workshops targeted at 8-12 years and 13-17 years.



ONGOING OPPORTUNITIES

ALWAYS ON EVENTS

Retailer Opportunities: All retailers are welcome to provide offers, bounce backs, samples or experiences for these ongoing events.



Time

5:30pm – 8:30pm

Date

3rd Thursday of every month

Location

Level 4, Event Cinemas

Bookings

Via our website



Time

9:30am – 11:30am

Date

1st Tuesday of every month

Location

Level 1, Jamaica Blue (near Kmart)



Time

9:30am – 11:30am

Date

1st Wednesday of every month

Location

Level 2, Table 26

INDRO'S MARKETING CHANNELS

Support across our marketing channels:

- Social media posts: please share your content or reach out so our team can work with you on shooting content within your store
- Social media giveaways
- Website: events, offers and articles
- EDM inclusion: events, offers, articles
- Digital Screen ads: events, offers, announcements

Content that works well across digital channels:

- Unique angles
- A focus on local
- Exclusive promotions for the Indro community
- Influencer endorsement

If you have an idea or would like to discuss how we can support you across our channels, please reach out so we can set up a time to meet, email marketing.indrooopilly@ampcapital.com

CENTRE NEWS

RECYCLER OF THE MONTH

A big congratulations to the following retailers who recorded the highest recycling diversion rates. Each tenant will receive a \$50 voucher for their efforts.

Keep up the great work!

OCTOBER - Pig 'N' Whistle

NOVEMBER - Boost Juice

DECEMBER - Betty's Burgers

OPENING SOON

AUTOMALL
WEST

AUTOMALL WEST

LEVEL 3

TIMEZONE

TIMEZONE

LEVEL 3

NEW STORES & RELOCATIONS



GHANDA

LEVEL 3



CONNOR

LEVEL 3



SKULPT

LEVEL 1



CELEBRITY INK

LEVEL 1



QBD

LEVEL 1



GOODLIFE

LEVEL 3



INDOOROOPILLY
SHOPPING CENTRE

