

To: All Retailers  
From: Marketing, Indooroopilly Shopping Centre  
Date: Thursday, 2 July 2020

322 Moggill Road  
Indooroopilly QLD 4068  
T 07 3378 4022  
W [indooroopillyshopping.com.au](http://indooroopillyshopping.com.au)

## **IMPORTANT UPCOMING EVENTS & OPPORTUNITIES – PLEASE TURN OVER...**

After much anticipation, we are thrilled to announce our upcoming marketing activity, which includes many opportunities for you to participate to drive sales. Stay tuned for more information as we continue to develop these plans.

### **50<sup>TH</sup> BIRTHDAY CELEBRATIONS: 1 – 31 AUG, CENTRE-WIDE**

#### **Objective: Community engagement and sales driving**

Indooroopilly celebrates its 50th Birthday with a month-long campaign that includes:

- **Photo Gallery: Mon 10 – Sun 30**  
In partnership with Brisbane City Council and the Indooroopilly Historic Society an in centre photography gallery taking customers on a trip down memory lane.
- **5 Day Birthday Sale: Thurs 13 – Mon 17**  
A 5 day centre-wide sale with paid media support.
- **Social Media and PR Campaign: Sat 1 – Mon 31**  
A social media campaign to share special customer and retailer moments at Indooroopilly through the decades and a PR campaign to resonate with community nostalgia.

Please note, we will be announcing the in centre activities and launching the campaign on our actual birthday next week.

#### **Retailer Opportunities:**

1. Submit an offer to participate in the 5 Day Birthday Sale (complete the form attached).
2. Share your special retailer Indro moments with the team [marketing.indooroopilly@ampcapital.com](mailto:marketing.indooroopilly@ampcapital.com)

**Deadline:** 20 July

### **FATHER'S DAY GIFTING CAMPAIGN: 22 AUG - 6 SEPT, DIGITAL CAMPAIGN**

#### **Objective:** Sales driving

A social media gifting campaign supported by coverage across all digital channels will be created to drive Father's Day gifting sales with a social media #dadsofindro competition to connect with the community.

#### **Retailer Opportunities:**

1. Provide Father's Day gift suggestions for inclusion in the campaign.
2. Provide Father's Day gifts as giveaways for the social competition.

**Deadline:** 31 July. Please contact [marketing.indooroopilly@ampcapital.com](mailto:marketing.indooroopilly@ampcapital.com) if interested.

## TIKTOK SEPTEMBER SCHOOL HOLIDAY ACTIVITY: 19 SEPT – 4 OCT, L1 CENTRE COURT

**Objective:** Community engagement and traffic driving

Tapping into the popular social media platform, the centre will launch dance workshops and a TikTok studio. Kids can learn popular TikTok dance routines from dance influencers and then step into the studio to film their moves to share (10am - 4pm daily).

### **Retailer Opportunities:**

1. Sampling food to customers waiting for entry to the TikTok activation.
2. Provide us with information on any school holiday offers for communication across our marketing channels.

**Deadline:** 31 July. Please contact [marketing.indooroopilly@ampcapital.com](mailto:marketing.indooroopilly@ampcapital.com) if interested.

## SPRING/SUMMER CAMPAIGN: DATES TBC

**Objective:** Sales driving

We are working on a campaign to launch the new season and to drive fashion sales which will include:

- an in centre 'Spend & Get' for customers to receive Indooroopilly gift cards upon fashion purchases in centre;
- a social media campaign including content and fashion inspiration from our centre stylists; and
- the recommencement of our in centre VM program.

More details and how you can participate will be shared shortly.

## BLACK FRIDAY 2020: 26 – 29 NOV, CENTRE-WIDE

Our huge Black Friday sale will be back bigger than ever in 2020. Stay tuned for more details...

We look forward to working with you on our upcoming campaigns, please get in touch with the team if you have any questions: Email [marketing.indooroopilly@ampcapital.com](mailto:marketing.indooroopilly@ampcapital.com) or call through Customer Service: 3327 2821 or 3327 2818.

# WE WANT YOU!

## Offers for the 5 Day Birthday Sale Event Thurs 13 – Mon 17 August Deadline for offers: COB 20 July

Please return this form to the Information Desk on level 2 ASAP OR email to [marketing.indooroopilly@ampcapital.com](mailto:marketing.indooroopilly@ampcapital.com).

Please take care in completing this form as **offers will be printed exactly as supplied**. Unfortunately, due to the tight timeframes and large volume of offers no proofs will be available.

Store Manager Name:

Store Email:

Store Name:

Store Offer (in 10 words):

Offer Start Date:

Offer End Date:

Terms & Conditions (Please note, printed collateral will state 'Terms and conditions apply, see in store or online [www.indooroopillyshopping.com.au](http://www.indooroopillyshopping.com.au) for details'. Your full terms and conditions will be displayed on the website):

To assist us in marketing the event, please answer:

Are we able to advertise your **brand** in the lead up to the event (without releasing your offer)?

Yes

No

Are we able to advertise your **brand and offer** in the lead up to the event?

Yes

No

**INDOORROOPILLY**  
SHOPPING CENTRE