



INDOOROPILLY SHOPPING CENTRE
MOTHER'S DAY CAMPAIGN 2021

CAMPAIGN OVERVIEW

TIMING: End April – early May 2021

CAMPAIGN OVERVIEW:

Mother's Day is the second biggest gifting occasions of the year, outside of Christmas. Research shows that we spend more on Mums than we do Dads and we know that 60% of our Main Trade area is populated by families with children living at home. Mother's Day is a big deal to the Indooroopilly community, so we need to make buying a gift easy and fun for the family and to facilitate deeper family connections. And that's exactly what our campaign will do, with mum in mind gifting will take centre stage supported by in centre activations to create those feel-good giftable moments. The campaign will be supported by a content series syndicated via paid social media and billboards peppered throughout Brisbane. An exclusive partnership with Style Magazine to celebrate Brisbane artist Kerrie Hess' new book, will further support the campaign and elevate our fashion offering during this important retail period.

ELEMENTS:

1. In centre activations – free family portraits, free gift-wrapping service to support local charity, Kerrie Hess book signing
2. Style Magazine partnership – fashion feature on front cover of May 2021 issue, plus fashion editorial on 2 double page spreads
3. Digital Campaign – social media content series featuring gift ideas, online gift guide

CAMPAIGN SUPPORT:

- ISC Channels: digital screens, website, Facebook, Instagram
- Paid Media: Facebook & Instagram advertising, local outdoor billboards
- In Centre: Ooh media digital screens, in centre theming, flyers at activations and customer service desk

IN CENTRE ACTIVATIONS

TIMING: Thurs 6 May – Sun 9 May

OBJECTIVE: To make gifting easy by providing a personalised gifting experience and charity gift wrapping service.

ELEMENTS:

Free Portrait with Mum

Too often mum is the one taking the candid family shots, so we thought we'd provide an opportunity for mum to feature front and centre and to take home a special keepsake for Mother's Day 2021. The family portraits will be fun and candid, as opposed to posed and cheesy, and we will provide each family with one free printed photo.

Charity Gift Wrapping Service

We are partnering with Act For Kids again to provide a gift wrapping service for customers. Gifts will be beautifully wrapped with three paper options and complementary ribbons.

RETAILER OPPORTUNITIES:

1. **All retailers**, tell us if you're offering a special GWP or service for mum in store – we'd love to promote it at our activations.
2. **Beauty retailers**, get in touch if you'd like to provide free touch ups for mum before her free family portrait – we can provide a beauty bar space at the photo activation.
3. **All retailers**, there will be many customer interactions at these activations and each present an opportunity for us to pass on a bounce back card, sample or flyer to promote something within your store.

STYLE MAGAZINE PARTNERSHIP

TIMING: May 2021

OBJECTIVE: To elevate our fashion retailers during a crucial retail period, and to align with a Brisbane personality around a gift idea for mums.

ELEMENTS:

Style Magazine Partnership

- Front Cover Feature: Indooroopilly Shopping Centre has partnered with Style Magazine for the May cover of the magazine. It will feature Brisbane artist Kerrie Hess wearing fashion from Indooroopilly retailers – release date 6/7 May.
- Curated gift suggestions: Style Magazine will feature fashion from Indooroopilly which is new/on trend/great for Mum. We will then feature the included fashion in a Mother's Day VM pod within the centre.

Kerrie Hess Book Signing – The Joy In The Little Things

- Local Brisbane artist, Kerrie Hess, launched her new book on 7th April. We will host a meet & greet and book signing with Kerrie on Thursday 6 May.
- Kerrie has large following in Australia and her book signing is expected to draw a crowd.

RETAILER OPPORTUNITIES:

1. Style Magazine will be managing the fashion to be included in the May issue of the magazine, and may reach out on our behalf
2. **All retailers**, there will be many customer interactions at the book signing and meet & greet, and each present an opportunity for us to pass on a bounce back card, sample or flyer to promote something within your store.
3. **All retailers**, tell us if you're offering a special GWP or service for mum in store – we'd love to promote it at our activations.

DIGITAL CAMPAIGN

TIMING: From Mon 26 April

OBJECTIVE: To showcase the many gift ideas at Indooroopilly Shopping Centre

ELEMENTS:

Content Series

- We will be working with our digital agency to curate gifts based on gifting needs (i.e. for mums who need some time out, for mums who need to feel good, etc.) and the content series will flood social media to provide inspiration and hero key retailers.

Online Gift Guide

If you are signed up to the portal, please submit your gift ideas via your log-in. Otherwise, please provide as follows to marketing.indooroopilly@ampcapital.com :

- Images: 480w x 360h pixels, JPG format
- Images must be labelled as per this example: “CountryRoadBlackLeatherWallet”
- Store name, brand name, product description, RRP (AUD or NZD to be specified)
- Start and end date – if the product is only available for a limited time

RETAILER OPPORTUNITIES:

1. **All retailers**, tell us if you are running a special GWP or in store experience (e.g. personalisation) in the lead up to Mother’s Day, so we can promote it on our digital channels and at some in centre activations. These retailers will also be prioritised in the content series.
2. **All retailers**, put your best gifts forward and supply gift suggestions for the online gift guide. We will also select gift suggestions for inclusion in the content series from the gift guide submissions.

NEXT STEPS TO GET INVOLVED

In Centre Activations & Digital Campaign

- Notify us by 15 April if you are planning a special GWP or in store experience (e.g. personalisation)
- Notify us by 15 April if you would like to take part in the touch-up beauty bar at the family photo activation
- Notify us by 26 April if you would like to provide something for us to hand out to customers at any of the in centre activations (i.e. bounce back card, sample...)
- Submit your gift guide inclusions by 15 April

If you have any questions about Mother's Day or want to discuss any other ideas, please get in touch.

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