

To: All Retail Partners
 From: Marketing, Indooroopilly Shopping Centre
 Date: Friday, 3 September 2021

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UPCOMING PUBLIC HOLIDAYS

Public Holiday	Date	Trading Hours
Queen’s Birthday	Monday 4 October	10am - 4pm
People’s Long Weekend (Formerly Ekka Show Day)	Friday 29 October	10am - 4pm

RETAIL PARTNER INFO SESSION + LUNCH: Wed 6 Oct, 11.30am – 1pm

We’re hosting another retailer info session, back by popular demand! The next session will be slightly longer to incorporate an update from our local Police on loss prevention and theft.

Times:

- Lunch available from: 11:30am – 12:10pm
- Loss prevention presentation: 11:30am – 12:10pm
- Centre Management presentation: 12:10pm – 12:50pm will include Centre updates including an overview of the Christmas campaign

Location: Event Cinemas, Level 4

RSVP: Is essential by **Wednesday 29 September** to marketing.indooroopilly@ampcapital.com – this is a great opportunity to invite your regional managers who might find the session relevant. If you have any dietary requirements, please add this information to your RSVP.

MARKETING UPDATE – UPCOMING EVENTS & OPPORTUNITIES

SPRING/SUMMER FASHION: Sept - Oct

This September we will partner with Style Magazine to create large scale awareness across our total trade area of what Spring Summer fashion is available at Indro. This digital campaign will run throughout September, leading up to our Fashion Fix tactical campaign in late October.

The campaign will include:

- Website: Homepage takeovers throughout the month, fashion blogs, fashion offers and articles from fashion retailers.
- Email: Each fortnight, including blog articles plus, compelling fashion offers.

- Social media: Weekly reels demonstrating trends, syndication of blog posts, 'Style Scouts' content every fortnight.
- Paid social media: Social media boosting, and social media ads targeted to reach 100k customers.

How to get involved:

- Tell your team: As this campaign will be driven by Style Magazine, tell your teams to be aware this is happening throughout September with their 'Style Scouts' visiting stores to capture content.
- Provide us with articles: Share with us your collection stories over Spring/Summer
- Provide us with your offers: We will promote any offers and events you're running over Sept and Oct.

SPRING VISUAL MERCHANDISING: SEPT

Our in centre VM will return next week to showcase the new Spring season. Cathy, our centre VM stylist will be visiting stores to collect product in the lead up. Product will be required for a two-week period, please contact us if you're interested in being included: marketing.indooroopilly@ampcapital.com

SCHOOL HOLIDAY ACTIVITY: Sat 18 Sept – Sun 3 Oct

Location: Centre Court

Concept: Indro Studio

- Kids have the chance to participate in a workshop and then capture what they've learned in our studio.
- There will be 3 types of workshops across the holidays – dance, food hacks and beauty all inspired by their fave social media platform
- 1 type of workshop will run each day (cooking and dance) with the beauty workshop held on Thursday nights.

Times:

- Workshops: 10am – 3pm daily
- Studio: 10am – 4pm daily
- Thurs night ages 13+ only, includes the Beauty Workshop + Studio: 5pm – 8pm

How to get involved:

- Food retailers: Do you have any 'food hack' recipe cards to promote your business that might be worth distributing to participants of the food hack workshops?
- Beauty retailers: Would you like to supply samples or bounce back cards to participants of the beauty workshops?
- Leisurewear retailers: Are there any offers bounce backs you'd like to provide to participants of the dance workshops?
- All retailers: Provide an offer for us to promote to participants over the school holiday period and across our digital assets.

As always, if you have other ideas of how you could integrate into this activation please let us know, email marketing.indooroopilly@ampcapital.com

FOOD COURT TACTICAL PROMOTION: Sat 18 Sept – Sun 3 Oct

We are running a food court tactical over the school holiday period. Participants will be handed cards to redeem \$5 off their purchase in the food court.

How to get involved: Food Court retailers have been contacted via email about this opportunity, please reach out to marketing.indooroopilly@ampcapital.com to confirm your participation by **Wed 8 Sept.**

FASHION FIX: Thurs 21 – Sun 24 Oct

Our popular Fashion Fix tactical campaign is returning this October! We will give away 2,500 gift cards to the total value of \$50,000 over the 4-day period to support the sell through of Spring Summer collections.

Fashion retailers will receive a more detailed brief shortly.

How to get involved:

- Tell your team and customers: Use this promotion to drive sales within your store
- Provide an offer: Share with us any offers you have running over this period so we can incorporate them into our planning.