

To: All Retail Partners  
From: Marketing, Indooroopilly Shopping Centre  
Date: Thursday, 10 December 2020

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## MARKETING UPDATE

### BLACK FRIDAY WRAP UP: THU 26 – MON 30 NOV

The centre was one big celebration over the 5-day sale with hundreds of retailer offers, free donuts, free coffees, \$50 instant win gift cards, fun photo opportunities and a VIP prosecco bar for customers to take a break from their shopping. Here's a snapshot of the results so far:

- 50 customers received a \$50 gift card over the 5-day period through the Wi Fi connect and win competition
- 419 customers visited the prosecco bar
- 2,500 free donuts and 2,500 free coffees were handed out
- We shouted Uber rides for 400 customers
- Social media:
  - Lead up giveaways: 2,300 engagements, reached 27,000 followers, 650+ entries, with an average engagement rate per post of 3.53% (above industry average of 0.02%)
  - Facebook engagement rate 6.30% over the event period (above industry average of 0.15%)
  - Instagram posts: 958 engagements and just under 37,000 users

### CHRISTMAS 2020

It's all systems go with our Christmas 2020 campaign in full swing. Here's a quick recap of what's been and what's to come:

#### SANTA PHOTOS: UNTIL THU 24 DEC

Our portrait style Santa photo has been booking well with pet and Sensitive Santa sessions all booked out. Online bookings are essential to ensure contact tracing and that we can manage social distancing to ensure the safety of both customers and staff. Please help us spread the word.

#### CHARITY GIFT WRAP: WED 2 – THU 24 DEC

Take your Christmas shopping down to the Act For Kids volunteers on level 2 in front of Target to have your gifts beautifully wrapped for a gold coin donation per present.

#### FREE UBER RIDES: THU 17 DEC – SAT 26 DEC

This year UBER is back bigger than ever – we will cover customers' rides to and from the centre on selected dates. More details available on our website.

#### CINEMA CRECHE: SUN 20 DEC – WED 23 DEC

Our cinema childcare sessions are back and booked out in minutes! This popular service helps parents complete their Christmas shopping without any little distractions. They are also scheduled on the extended trade dates to drive additional traffic to the centre.

## EXTENDED TRADING HOURS

Extending trading hours enables us to spread customer visitation out over a longer period, helping to facilitate physical distancing and in turn, increase customer comfort. We encourage all retailers to take advantage of these extended hours to maximise Christmas trade. These hours will be heavily advertised.

DAY	DATE	STANDARD HOURS	EXTENDED TRADING HOURS
Saturday	12 December	9:00am – 5:00pm	9:00am – 6:00pm
Sunday	13 December	10:00am – 4:00pm	9:00am – 6:00pm
Monday	14 December	9:00am – 5:30pm	
Tuesday	15 December	9:00am – 5:30pm	
Wednesday	16 December	9:00am – 5:30pm	
Thursday	17 December	9:00am – 9:00pm	
Friday	18 December	9:00am – 5:30pm	
Saturday	19 December	9:00am – 5:00pm	9:00am – 6:00pm
Sunday	20 December	10:00am – 4:00pm	9:00am – 6:00pm
Monday	21 December	9:00am – 5:30pm	8:00am - midnight
Tuesday	22 December	9:00am – 5:30pm	8:00am - midnight
Wednesday	23 December	9:00am – 5:30pm	8:00am - midnight
Thursday	24 December	9:00am – 9:00pm	9:00am – 6:00pm
Friday	25 December	9:00am – 5:30pm	CLOSED
Saturday	26 December	9:00am – 5:00pm	9:00am – 6:00pm
Sunday	27 December	10:00am – 4:00pm	
Monday	28 December	9:00am – 5:30pm	10:00am – 4:00pm
Tuesday	29 December	9:00am – 5:30pm	
Wednesday	30 December	9:00am – 5:30pm	
Thursday	31 December	9:00am – 9:00pm	9:00am – 6:00pm
Friday	1 January	9:00am – 5:30pm	10:00am – 4:00pm