

Memorandum

INDOOROPILLY
SHOPPING CENTRE

To: All Retail Partners
From: Marketing, Indooroopilly Shopping Centre
Date: Tuesday 26 October 2021

322 Moggill Road
Indooroopilly QLD 4068
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**UPCOMING EVENT: BLACK FRIDAY
THUR 25th – SUN 28th NOVEMBER**

PROSECCO BAR

Customers who spend over \$150 can access the Prosecco Bar to enjoy a free glass of prosecco. Customers can redeem their entry ticket at the Customer Service Desk, upon presentation of receipts totalling \$150 or more.

Location: Level 2, New Mall

Times: Thursday: 4pm – 8pm; Friday – Sunday 12pm – 3pm daily

GIVEAWAY BOOTH

Customers can visit the Giveaway Booth to collect their gift or giveaway. Centre giveaways will include slushies, fairy floss and coffee vouchers. Retailers are encouraged to include giveaways at the booth. This can include vouchers, gifts, or product samples.

Location: Level 2, next to Customer Service Desk

Times: Thursday: 5pm – 8pm; Friday – Sunday 12pm – 3pm daily

ADDITIONAL

Printed and digital brochure with retailers offers

Floor decals with QR codes linking customers directly to offers, as well as printed brochures will be placed at centre entrances and key cross malls

Centre theming

Website landing page exclusively for Black Friday and offers

Uber vouchers for customers to travel to (or from) Indooroopilly Shopping Centre to shop Black Friday over the campaign period

If you would like to be involved in our Black Friday event, please complete the online form with details of your offer **by Friday 5 November**. Contact us at marketing.indooroopilly@ampcapital.com if you have any questions.