

# Bringing your brands & products to life

Delivering your brand powerful results  
using targeted **Casual Leasing and Mall Media solutions**



Stockland

BUSINESS & BRAND ENGAGEMENT AT STOCKLAND

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## INCREASING YOUR BRAND EXPOSURE BY PARTNERING WITH US WILL DELIVER YOU RESULTS

Stockland is a leader in the management, marketing, sustainable development and leasing of retail assets throughout Australia.

Our retail portfolio comprises of 39 retail centres valued at approximately \$4 billion. Our Assets accommodate over 2,600 tenants and generate more than \$4.7 billion dollars in retail sales annually.

With over 122 million customer visitations each year across our portfolio, we know we can deliver you the best possible sales environment, after all, our customers are ready to buy!

As retail professionals, we know that the shopping environment is proving to be a powerful media opportunity for some of the best known brands globally to increase brand awareness and in turn, sales, through targeted Brand Engagement solutions for you.

Our Brand Engagement Team can provide you with two key platforms, being Casual Leasing and Mall Media branding opportunities to drive new business to you.

Stockland are ready to partner with you to develop strategic campaigns that will deliver results beyond traditional advertising mediums on a local and national level.

The retail environment is a proven medium which captures an audience or target market that are in a purchasing mind.

When considering Casual Leasing and Mall Media as a medium to expose your product and brand, Stockland can provide you with the support from our dedicated Brand Engagement Team as well as local and national marketing specialists. This powerful team can provide you with strategic marketing insight into the shopping centre environment and add fresh thinking to your campaign to meet your objectives and deliver results.

Together, we partner with you to create inspiring, effective and targeted promotions. When you compare this to traditional advertising, you'll be amazed at your value-for-money.

# Powerful relationships

Delivering results through **Casual Leasing and Mall Media** solutions

## ENSURING THE RIGHT BRAND ENGAGEMENT OPPORTUNITIES DELIVER YOU THE RIGHT RESULTS

Again, that's fairly easy when you have the resources of a large and professional Brand Engagement Team to help you.

Why wait for the people to come to you? We want to help you take your products and services directly to the consumer.

Your needs may not be traditional – and neither is our thinking.

We believe in retailing innovations that take your message to a wider marketplace while precisely targeting your potential customers.

We offer you every opportunity to maximise your sales through innovative and flexible retailing solutions. And if we haven't already thought of it, we're more than willing to consider it.

We believe we've developed a complete menu of Casual Leasing and Mall Media options to suit your every need

and we aim to work closely with you to identify the right opportunity, for the right customer groups, at the right time.

We know your businesses and brands have different needs, and we're experienced in what will work best to ensure you get the right solution.



"Casual Leasing at Stockland is an integral part of our book selling market. It allows us to feature and expose not only different products from our standard store range but expose books to a different mix of mall customers. Being seen in the busy common area is also very effective for increasing brand awareness and store sales through customer referrals and cross selling.

Stockland has proved to be very helpful in facilitating all our Casual Leasing needs in Queensland. Your representative is not only approachable and experienced but has worked hard to find new opportunities that have benefited both our businesses."

**Kevin Walker, Business Manager, Angus & Robertson**

*"develop powerful relationships between your brand or product and the consumer"*

## STOCKLAND CASUAL LEASING

Casual Leasing is an exciting, high exposure, totally interactive and low cost medium.

Casual Leasing provides the perfect platform to promote your business through initiatives such as product launches and demonstrations, brand awareness, sampling and lead generation, customer acquisitions, sales and merchandising or to simply test a retail concept in a traditional retail environment.

All 41 retail centres in the Stockland portfolio provide an opportunity for you to book Casual Leasing space throughout the year, to work in with a specific event calendar or retail period such as Mothers Day, Easter and in particular, Christmas.

The benefits of Casual Leasing at Stockland are:

- Create instant sales, acquisitions and receive instant feedback
- Access customers who are in a 'buying frame of mind'
- Access high traffic numbers and target your market
- Build awareness for your product or brand at point-of-purchase
- Cost effective and innovative
- Flexible packages available to suit your campaign needs and budgets

### TYPES OF CASUAL LEASING AVAILABLE TO YOU:

#### • Sites

Each centre within the Stockland portfolio has designated Casual Leasing sites that are generally 3m x 3m in size and strategically positioned in high traffic areas of our malls.

#### • Centre Court

Available in selected centres within the portfolio are Centre Court sites. These sites are key traffic areas within the centre and are generally the larger sites available where key events and activities will take place.

#### • Kiosks and Gondola Units

Stockland can provide gondola units for you to professionally merchandise your product in-centre. If you are looking for a more permanent style kiosk that is tailored to your product or service, our team can assist you with the design and development, particularly if you are looking at a semi-permanent location.

#### • Roaming

Roaming promotions are available for those looking for an interactive way to capture and engage consumers. Roaming promotions can be stand-alone or built into a package including a traditional site or Mall Media package.

# Casual leasing options available to you

Helping you get **high exposure** at a **low cost** to you



## TIPS FOR SUCCESS

### 1. CHOOSE THE BEST TIME FOR YOU

You'll want to make sure that your merchandising activity fits in to your overall marketing plan. Do you have a special promotion that suits a certain time of year? Or a certain type of customer? Or do you need to launch a new product or clear old stock?

Talk through your needs with your Brand Engagement Executives who will be able to suggest not only the best time of year/month/week for your promotion and the best length of time, but also the ability to work with centre marketing campaigns.

### 2. KEEP IT SIMPLE

Less is more! Simple messages in your signage, a single or very limited range of offers, a clean work area, and offering an easy way to close the sale make it easy for your prospective customers to make that quick decision to stop and look – and buy!

### 3. ENCOURAGE INTERACTION

Your professional signage or staging, the samples you'll have on offer, or the friendliness of your staff are all essential when thinking about breaking down the barrier between a passer-by and someone who wants to buy from you.

Be clear and clutter-free in your presentation materials to make the most of the opportunity you have to appeal to the passing potential customers. Extend the opportunity to a few more by making sure they can see you coming with large, simple messages.

By the time they arrive to take a closer look, you should offer the next layer of interest, with samples, unpacked items, simple clear messages about your offer and an inviting area to undertake the sale.

### 4. SOMETHING FOR EVERYBODY

You'll want to put your best foot forward by making sure you have enough items in stock and a wide enough range to be appealing. Make sure your items are presented neatly and in an orderly fashion – this includes grouping items in a logical and attractive way.

## STOCKLAND MALL MEDIA

A range of Mall Media options are now available, enabling you to build a campaign that is high impact and results driven. A total solution can be delivered that will meet your objectives and strategies increasing brand awareness and sales!

### CHOOSING THE RIGHT OPTION FOR YOU

Again, that's fairly easy when you have the resources of a large and professional Brand Engagement Team to help you. Why wait for the people to come to you? We want to help you take your products and services directly to the consumer.

Your needs may not be traditional – neither is our thinking. We believe in innovative marketing solutions that take your message to a wider audience in our respective communities, while precisely targeting new customers, increasing your brand awareness and in turn profitability of your business.

We believe we've developed a complete menu of Mall Media and merchandising options to suit every need – and we aim to work closely with you to identify the right type of promotion, for the right type of customer group, planned for the right time.

# Mall media options available to you

Let our Brand Engagement Team **help you**

## Your brand and promotion here

## YOUR OPTIONS

### STATIC ILLUMINATED SIGNS

Illumination is key. Large format static mall signage is the perfect solution for a major product launch, brand messaging, or an announcement of any kind. With static signage located in all of our shopping centres through our partners Ooh! Media and Torch Media, we can deliver a solution to meet your needs.

### DIGITAL ADVERTISING

Our digital portfolio provides another element to your Retail Media campaigns, through the ability to further impact consumers through the use of animation. Digital panels provide flexibility in creative executions and allow for time sensitive campaigns, retail offers and promotions, and multiple executions.

### BANNER DROPS

For high impact branding opportunities why not book our banner drops located in key centres within our portfolio. Short and long term options are available and campaigns can be tailored for key markets which can be packaged up with other forms of media opportunities and Casual Leasing.

### LARGE FORMAT

Take advantage of external large format options available in key centres within our portfolio and capture customers at the point of entry into our centres.

### WINDOW MEDIA

Is a great way to wrap your message across the entry points to our centres. Get your message right in front of the customer and the moment of entry. Why not campaign build with Casual Leasing and showcase your product in-centre.

### FOOD COURT BRANDING

Have you ever watched people eat at a Food Court? They instinctively reach for something to read. That something might as well be your message communicated in a number of ways including table clings, table tents or placemat advertising. Food Court branding can also be complimented with a range of other Mall Media options and be scheduled to tie in with key retail periods such as school holidays.

### OUR PARTNERS:

**TORCHMEDIA**



"Through Stockland's resources, we were able to quickly and confidently move forward in an otherwise unfamiliar marketplace. As our operations have grown, the Stockland Shopping Centres team has been there to facilitate every step of our progress."  
Marc Behar, President, NYS Collection

get the high  
exposure you need!

Your  
brand  
and  
promotion  
here

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**OUR BRAND ENGAGEMENT TEAM CAN ASSIST YOU IN BUILDING A CAMPAIGN THAT WILL:**

- Expose your business and product to consumers who are in the mood to buy
- Gain exposure to high customer traffic
- Enjoy instant sales
- Receive instant customer feedback and interact with your customers face-to-face
- Choose the venue that suits you
- Build awareness of your product or brand
- Minimise your costs, especially compared to mass media
- Express your marketing creativity
- Receive support from a large, professional and internationally recognised team of Brand Engagement Executives
- Tailor-make a package to suit your needs and budget

# Partnering for success

Maximise the effectiveness of your **promotions**



"Stockland has been an indispensable asset in taking our brand throughout Australia. Our relationship has been a resounding success."  
Marc Behar, president, NYS Collection

Visit our web site [www.stockland.com.au/retail](http://www.stockland.com.au/retail) and look for the link – ‘casual leasing and brand engagement’ or email us at [brandengagement@stockland.com.au](mailto:brandengagement@stockland.com.au)

**QUEENSLAND**

- Benowa
- Burleigh Heads
- Cairns
- Caloundra
- Cleveland
- Gladstone
- Jimboomba
- Pacific Pines
- Rockhampton
- Townsville

**NEW SOUTH WALES**

- Balgowlah
- Batemans Bay
- Bathurst
- Baulkham Hills
- Bay Village
- Cammeray
- Corrimal
- Engadine
- Forster
- Glendale
- Glenrose
- Green Hills
- Jesmond
- Merrylands
- Nowra
- Piccadilly
- Shellharbour
- Tamworth
- Vincentia
- Wallsend
- Wetherill Park

**WESTERN AUSTRALIA**

- Baldivis
- Bull Creek
- Fremantle
- Riverton

**VICTORIA**

- Lilydale
- The Pines
- Traralgon
- Wendouree

