

**East Village**



**Retailer  
Newsletter**

**FEBRUARY 2019**

mirvac 

## CENTRE MANAGER

Dear Retailers & Tenants,

February is a vibrant time for our community at East Village. On the 5<sup>th</sup> February the Centre will be joining in the revelry of Chinese New Year and from the 15<sup>th</sup> of February we will be kicking off our Mardi Gras celebrations.

We have organised a number of activations for both events including some very special guest appearances for Mardi Gras.

We will also be welcoming Mala Tang to the East Village community in March. The hot pot offer complements our existing dining option and provides another great alternative for our shoppers.

Kind Regards,  
Alex

Please note, I will be on annual leave from 5 – 25 February. If you have any questions, concerns or comments during this time please contact Centre Management.

## MARKETING UPDATE

To celebrate Chinese New Year and the Year of the Pig, East Village will once again be playing host to a traditional Lion Dance this Saturday 2 February.

It will start outside Coles and will make its way around the Centre. The Lion Dance is celebrated at important Chinese festivals because it brings happiness, prosperity and good fortune to all. Furthermore to the memorandum distributed in late January, a reminder to please contact Centre Management if you wish to leave a lettuce out so we can ensure you are not missed.

We will also be hosting lantern making workshops on Saturday for kids, along with Chinese inspired fruit carving on Tuesday 5 February. Both of these activations will take place outside Coles, under our Chinese New Year display with Audi.

If your store would like to provide an offer for inclusion on our website for Chinese New Year, please contact me at [Katey.young@mirvac.com](mailto:Katey.young@mirvac.com)



# DRIVE

by mirvac



Drive is a Mirvac initiative that provides an integrated marketing platform that can assist retailers in realising their full sales potential. All Drive programs are designed to assist in maximising retailer sales in collaboration with Centre Management teams. To benefit from the following Drive activities available in your centre, please contact your centre marketing team. You can download a copy of the Drive Information booklet at [eastvillage.com.au/DRIVE](http://eastvillage.com.au/DRIVE).

## START

Start is designed to assist both incoming stores and refurbishing stores to promote themselves to the shopping centre's customers. The Start program involves working in closely with the centre's Shine program and can assist in building awareness about your store opening, product offer and opening (re-opening) campaigns. You can essentially be marketing your new store before you even open.

## SHINE

Exposing customers to your marketing message is a key element in unleashing your store's sales potential. Shine is designed to give you the opportunity to communicate information about your store to the centre's customers utilising the centre's resources. You can utilise the Shine program to lift the profile of your promotions, announce new products and promote sales and store events. The key is to plan ahead for peak promotional periods and to utilise as many mediums available to you to maximise the impact of your message.

The Shine mediums available at this centre include:

- Facebook
- Instagram
- eDM
- Digital Directory Boards
- Website

## REWARDS

Rewards is a sales-linked reward program that is designed to encourage your store to reach a set monthly sales target. By participating in the Rewards program you have the opportunity to pick up a bonus for your team for achieving great sales. Sales targets are set for selected retailer categories around the first of the month. All stores that exceed their sales target receive a congratulatory gift/reward. This program is a fantastic opportunity to reward your staff for doing a great job. This program should be partnered with the Shine or Ignite program to maximise results!

## ACCELERATE

The Accelerate program is a comprehensive program that identifies areas of opportunities in regards to store presentation, visual merchandising and customer service. Identifying areas of improvement with regards to customer service and product offer in your business can be difficult when you are looking from the inside out. Sometimes all it takes is a set of fresh eyes or the proper tools to assist you in self evaluating your store. The Accelerate program gives retailers access to a comprehensive range of professional advice on all facets of their stores from visual merchandising, store presentation, customer service and sales.

Mirvac can assist with these tools so you can start identifying areas that can be improved on so that you can get on with the business of retailing to your full stores potential. While on the Accelerator program it is compulsory that you participate in both the Shine, Ignite and Reward program.

## INSPIRE

A resource Library is available for all retailers to access. The library of self-help retail resources and industry information is available to assist retailers to develop their business skills and keep up to date with the latest industry information.

## IGNITE

Give your store an instant boost with Ignite. Ignite is a short term, high impact promotion to build awareness of your store or a new product quickly. To take part in the Ignite initiative, simply provide a prize/s to be used on the Centre's digital or social media platforms to giveaway. Providing an instant giveaway, is the perfect way to get your product or store in front of the thousands of followers that the Centre's have, whether it be via the website, Facebook, Instagram or a digital mail-out. This program has the power to ignite sales and interest in your store and encourage new customers. Promote on [EastVillage.com.au](http://EastVillage.com.au) Please send through any promotions you are running to [katey.young@mirvac.com](mailto:katey.young@mirvac.com) and they will be uploaded to the website.

