



East Village

Retailer Newsletter

August 2018

mirvac 

CENTRE MANAGER

Dear Retailers & Tenants,

It has been pleasing to hear a number of you have seen an uplift in sales since the end of school holidays. The results for June were mixed; overall total centre sales were up 2.3% vs prior year with specialty sales up 4.7% vs prior year. Traffic for June was essentially flat on prior year, up 0.3%.

I was particularly pleased to be involved in East Village's first ever NAIDOC Week celebrations. Our Centre should be an integral part of our community and recognising the traditional owners is an important part of building strong community connections.



We will start to take delivery of new furniture in August. Once it has all arrived it will be placed in the mall. A furniture re-fresh is long overdue; what we receive should improve customer amenity and increase dwell time. We will also be refreshing the parent's room in the next couple of weeks to align with the new furniture.

For those of you who haven't met our new Marketing Manager, Katey Young, I encourage you to get in touch to discuss what we can do to assist you with your marketing plans and to take you through the Centre Marketing Plan for FY19. Katey can be contacted via email on Katey.young@mirvac.com or on her mobile 0435 963 605.

Kind regards,

Alex

Centre Manager



BAG BAN

FROM AUGUST AT EAST VILLAGE

Furthermore to last month's update, we are looking to source East Village branded reusable bags for our customers. If you would be interested in sourcing your own store branded bags, please contact Centre Management as we have a few contacts that might be of use. Please note that the lead time is approximately 6 weeks on printing and delivery.

Once our Centre branded bags arrive, we will have local community group Boomerang Bags in

centre giving these away for a gold coin donation and selling their own bags made from recycled materials.



ADMIN UPDATE

To ensure we are communicating with the correct person, it is important that our database is up to date. Please send your store contact details to Jessica.michie@mirvac.com this includes; Store Manager, afterhours contacts, Marketing etc.



Join the community @eastvillageVP

MARKETING UPDATE

WEBSITE LAUNCH

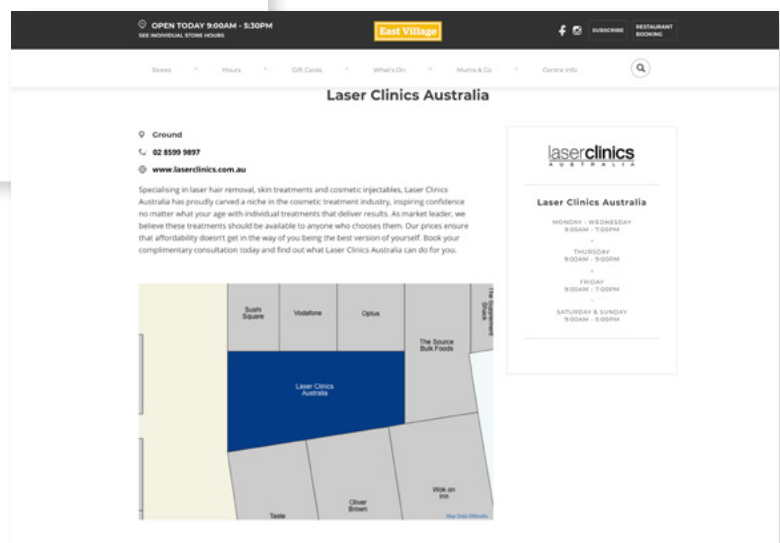
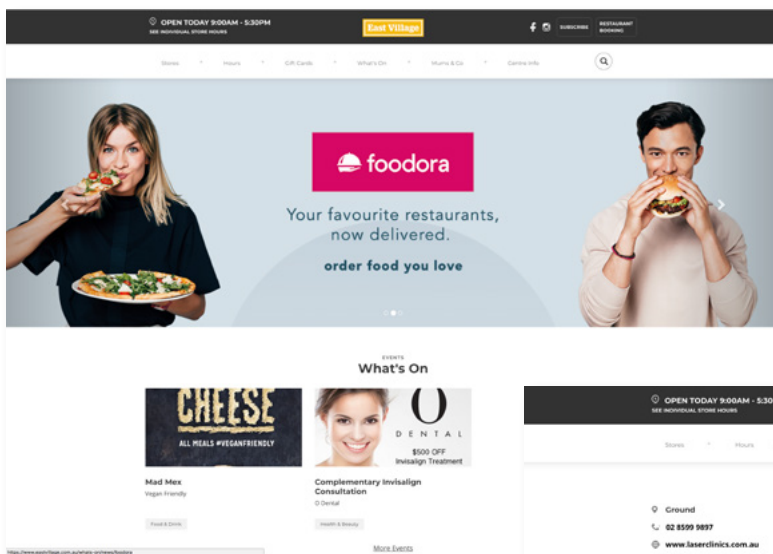
Last month we upgraded our website platform behind the scenes. As such we are reviewing all content migrated across onto our website. I encourage you to please review your store page to ensure that your details are up to date. Given the traffic that we drive to the centre website it is vital that your store contact details, logo and content provide the best representation of your brand. Please send any updates as well as store offers and event details through to- Katey.young@mirvac.com .

With the migration to a new platform, we have changed our digital specs. I have also included as a reminder the ideal specs for our social media platforms as well as the in centre digital directory boards.

East Village digital specs;

- Store Logo tile: 190px (W) x 100px (h)
- Website News, events and offers: 2160px (w) x 1080 (h)
- Facebook: 1200px (w) x 1200px (h)
- Instagram: 1200px (w) x 1200px (h)
- Digital directory boards: 1080px (w) x 1470px (h)

Should you have any questions regarding the Centres digital platforms, please let me know. Also a reminder to tag East Village and our hashtag #eastvillagevp to help drive engagement.



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 www.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
Please send through any promotions you are running to nicole.addinall@mirvac.com and they will be uploaded to the website.

