

A young girl with long, wavy hair is captured in mid-air, jumping joyfully. She is wearing a light-colored, long-sleeved top with a pattern of small holes, dark jeans, and dark sneakers with white laces. Her hair is blowing in the air, and she has a wide, happy smile. The background is a solid, vibrant pink color.

BOOM

Retail Marketing
Consultants

BOOM

Case Study | Greenbank

“Asset Review” of the Entire Property

The logo for Boom! Retail Services, featuring the word "boom!" in a bold, white, lowercase sans-serif font with an exclamation point, set against a solid orange background.

Retail Consultancy Report For Greenbank Shopping Centre

Created for
McGees Property

June 2013

By Debra Young
Boom Retail Services

Greenbank Retail Consultancy Report 2013

CONTENTS

Section 1	Current Summary and Objectives	3
1.1	Introduction	3
1.2	Methodology	3
1.3	Current Situation and Key Issues	3
1.4	Aims and Objectives	4
Section 2	Greenbank Review and Recommendations	5
2.1	Introduction	5
2.2	Role of the Centre	6
2.3	Competition	7
Section 3	Greenbank Review – Customer Experience	9
3.1	Destination Signage	9
3.2	Eye-catching Props	12
3.3	Arrival into the Centre	13
3.4	Arrival into the Carpark	14
3.5	The Offer – Tenant Mix	15
3.6	The Amenities – Toilets	16
3.7	The Amenities – Toilet Advertising for Income	17
3.8	Toilets near the Medical Centre and Centre Signage	19
3.9	Woolworths and Specialty Tenants	20
3.10	Woolworths	21
3.11	Underperforming Tenants	23
Section 4	Marketing and Key Strategies 2013/14	30
4.1	Marketing of the Centre	30
4.2	Strategies going forward	31
4.3	Suggested Marketing Placement of Funds	33
Section 5	Action List	35
Section 6	Summary and Conclusion	36



Before



After

New brand & logo reflects Greenbank's area and customer profile



Greenbank Shopping Centre Logo - for use on white background

Stacked logo



Strip logo



Clear space zone



Do not allow any other objects or text to come within 5mm of the edges of the logo. Don't place the logo over photographs or patterned backgrounds.

Typography

Font - Bariol Regular

Colour

 PMS 356
C:95 M:8 Y:93 K:27

 PMS 361 - 85% transparency
C:75 M:0 Y:100 K:0

 PMS 382 - 85% transparency
C:28 M:0 Y:92 K:0



Customers driving 100km can see Greenbank is coming up with the sign below so they have chance to slow down to enter Greenbank rather drive past and miss it!



Greenbank
SHOPPING CENTRE

Open
7 Days

Showcasing that Greenbank is “convenient place to shop”

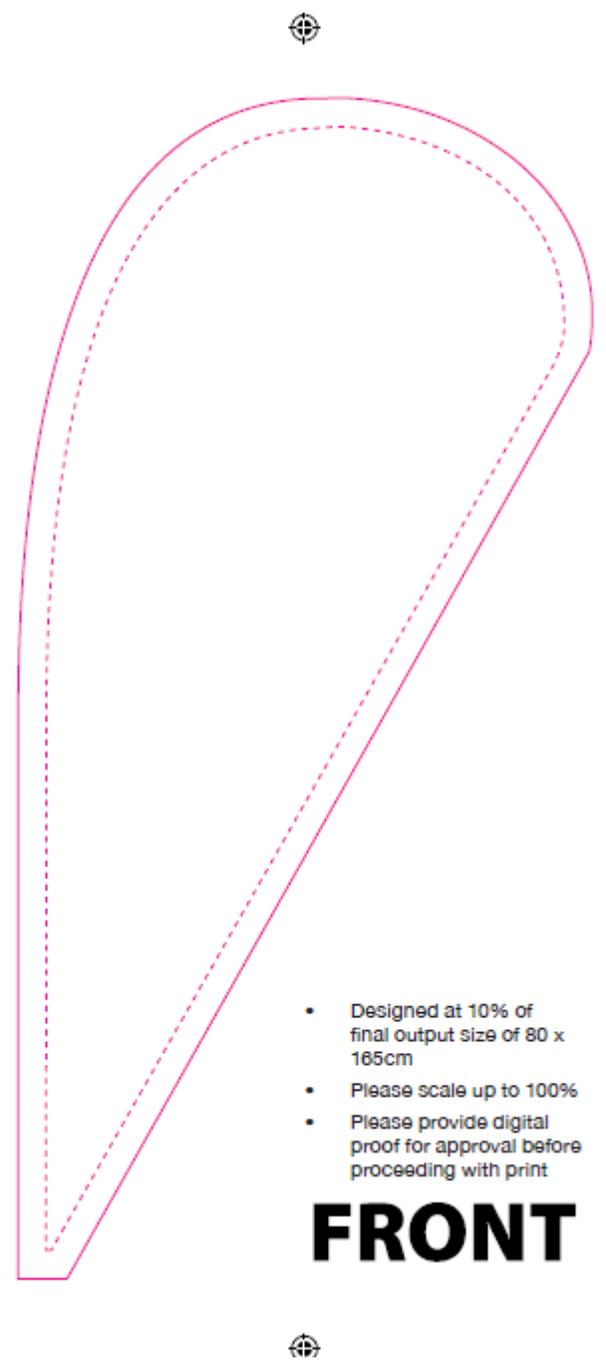


To communicate to the passing customers we are “Open on Sunday” when they are driving past at 100km





OPEN



- Designed at 10% of final output size of 80 x 165cm
- Please scale up to 100%
- Please provide digital proof for approval before proceeding with print

FRONT

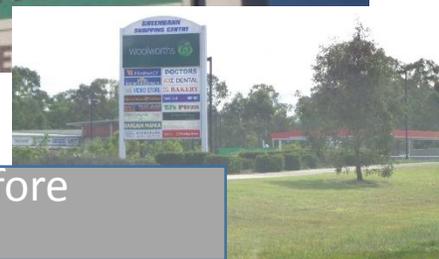
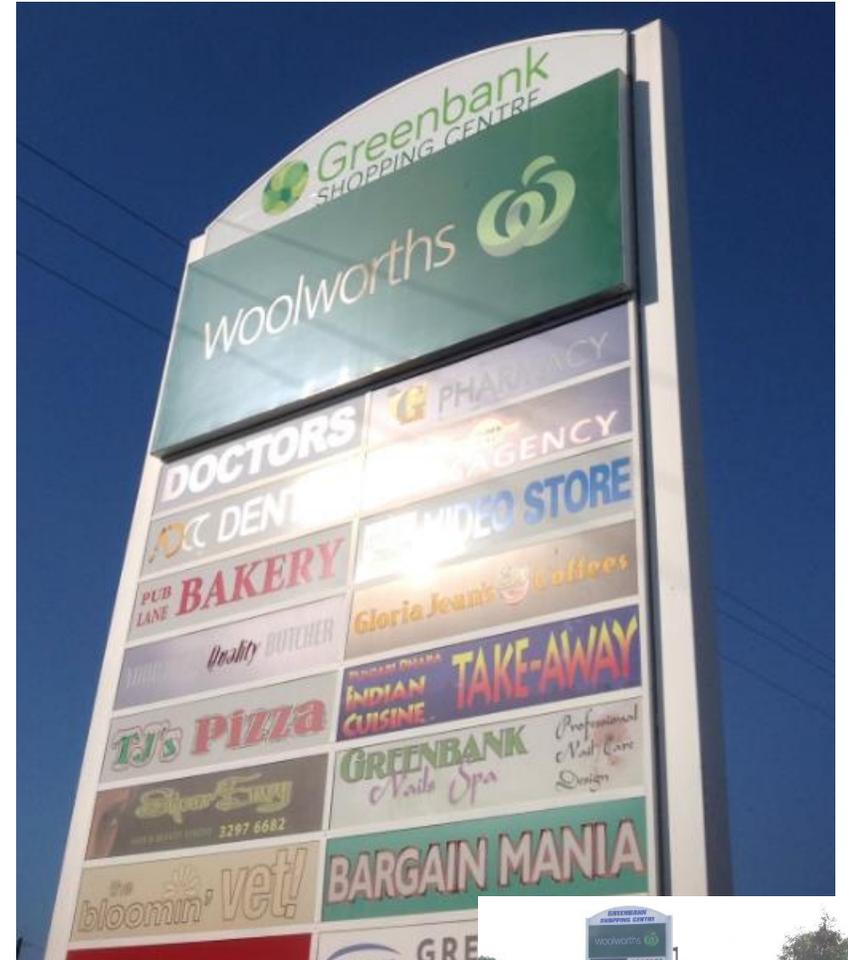
Directory – better wayfinding for sales & visitation



Store Masterplan



Signage to be seen from a distance

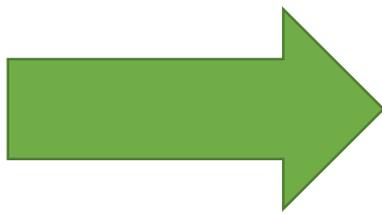
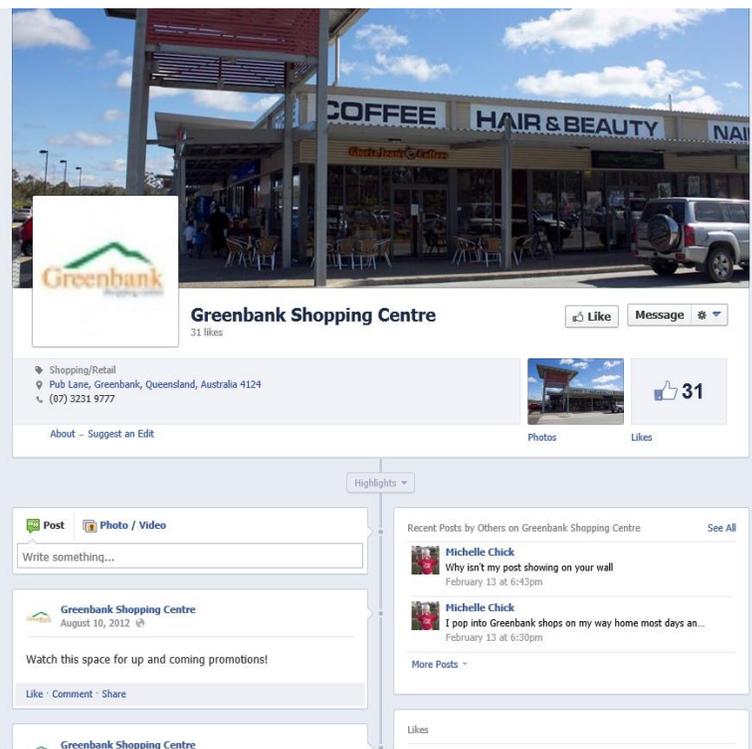


Before

Before



After Facebook Page





Greenbank Shopping Centre

June 4 · Edited ❄️

You know what happens when you don't keep the kids busy this long weekend.

Visit Bargain Mania for craft and paper supplies at Greenbank Shopping Centre.

#art #craft #bargain #fun



Greenbank Shopping Centre

March 13 ❄️

Greenbank Rural Fire Brigade, Petting Zoo, Jumping Castle, Face Painting, Fairy Floss and Slushies - Family Fun Day on Sunday 23rd March at Pub Lane Tavern — at Pub Lane Tavern next to Greenbank Shopping Centre.



FB Postings targeted to demographics



Before
Website



Welcome to
Greenbank Shopping Centre





Greenbank
SHOPPING CENTRE

Shop & Go →



“After”
Website

Home

Store Directory

What's On

Leasing

Location

Contact



click here
**sign up
for news!**
plus specials
& promos

Shop & Go at Greenbank...

The Centre is your one-stop-shop for necessities, accessories and health care.

Stop for lunch at the cafe or bakery. Pickup staples for the home at Woolworths, the butcher or specialty stores. Finished a long day and don't feel like cooking? Have a break and grab some quick and easy takeaway food from one of our food outlets.

Parking is available for more than 450 cars, with 14 specialty retailers to choose from, including newsagent and discount variety store.

Taking care of your family has never been more convenient with the doctor, dentist, chemist and even a

Taking care of your family has never been more convenient with the doctor, dentist, chemist and even a local veterinary surgery all under one roof. Taking care of yourself is a breeze with beauty salon and massage also available.

Woolworths Supermarket and Woolworths Petrol Plus service station are open 7 days for your convenience.

Greenbank Shopping Centre is easily accessible, located on the corner of Teviot Rd and Pub Lane. Click below for map and directions.

So whether you are a local having lunch or needing a top up of petrol, groceries or a checkup, Shop & Go at Greenbank!



click here
**get
directions**
location map

Address
Pub Lane
Greenbank QLD 4124
t 07 3011 9022
e christine@proposol.com.au

Open 7 days
See [Directory](#) for
individual store hours

Centre Trading Hours
Please refer to store directory
as all specialty hours vary



Woolworths Opening Hours
Mon 8am – 9pm
Tues 8am – 9pm
Weds 8am – 9pm
Thurs 8am – 9pm
Fri 8am – 9pm
Sat 8am – 5pm
Sun 8am – 6pm



NAME	Retailer Listings		PHONE	STORE	HOURS	WEBSITE	FACEBOOK
	Centre Map						

Majors

Woolworths Petrol Station	07 3200 0160						
Woolworths Supermarket	07 3297 5249						

Food

Gloria Jeans Coffee	07 3200 1516	8					
Jimmy's on Pub Lane	07 3200 0984	4A					
Pub Lane Bakery	07 3297 7060	1					
Punjabi Dhaba Indian Cuisine	07 3297 7774	13					
TJ's Pizza House	07 3297 5900	11					
Woolworths Supermarket	07 3297 5249						
Your Local Quality Meats	07 3200 1570	5					

Specialty

Central DVD/Movies		4B					
Greenbank Nail Spa	07 3297 6699	10					
Greenbank Plaza News	07 3297 6222	3					
Guardian Pharmacy Greenbank	07 3297 7300	7					
Shear Envy Hair & Beauty	07 3297 6682	9					

Services

Australian Dental Care	07 3297 6600	15					
Bargain Mania	07 3297 7761	6					
Greenbank Real Estate	07 3200 1531	2					
Medicross Greenbank Medical Centre	07 3200 0197	14					
The Bloomin Vet	07 3297 6666	16					

click here
**centre
floor plan**
tenancies map

Address
Pub Lane
Greenbank QLD 4124
t 07 3011 9022
e christine@proposol.com.au

Open 7 days
See [Directory](#) for
individual store hours

Centre Trading Hours
Please refer to store directory
as all specialty hours vary



Woolworths Opening Hours
Mon 8am – 9pm
Tues 8am – 9pm
Weds 8am – 9pm
Thurs 8am – 9pm
Fri 8am – 9pm
Sat 8am – 5pm
Sun 8am – 6pm



“After”
Website

[Retailer Listings](#)
[Centre Map](#)



[click here](#)
get directions
location map

Address
Pub Lane
Greenbank QLD 4124
t 07 3011 9022
e christine@proposol.com.au

Open 7 days
See [Directory](#) for individual store hours

Centre Trading Hours
Please refer to store directory as all specialty hours vary



Woolworths Opening Hours

Mon	8am - 9pm
Tues	8am - 9pm
Weds	8am - 9pm
Thurs	8am - 9pm
Fri	8am - 9pm
Sat	8am - 5pm
Sun	9am - 6pm



Download Map



[click here](#)
sign up for news!
plus specials & promos

What's On at Greenbank...

Coming soon!

Ipit qui delectae. Occabor ionserio tectotas sume verum adionse volupti iscium ium fuga. Ut venia none quunte escianim hari nest milluptae offic to bea commodi tiumquam qui ut eos sit, commisitest alitate suntur?

Qui voloreperum harumquamus et ommodis as audis volore sinusam, ut la dion eum et doluptatur aliquatia sae dolest eum nos asped quaeputand, vid ut dolupiet harum, suntintur?

[click here](#)
get directions
location map

Address
Pub Lane
Greenbank QLD 4124
t 07 3011 9022
e christine@proposol.com.au

Open 7 days
See [Directory](#) for individual store hours

Centre Trading Hours
Please refer to store directory as all specialty hours vary



Woolworths Opening Hours

Mon	8am - 9pm
Tues	8am - 9pm
Weds	8am - 9pm
Thurs	8am - 9pm
Fri	8am - 9pm
Sat	8am - 5pm
Sun	9am - 6pm



“After”
Website



click here
**sign up
for news!**
plus specials
& promos

[Getting here](#)

Access from the north via driving

M2 to Greenbank - Direct Route

Take Mt Lindesay Hwy turn off from Logan Mwy (M2). Continue south along Mt Lindesay Hwy for 8.5km. Veer left onto the Stoney Camp Rd Exit ramp, Park Ridge South 0.3km. At the roundabout take the 4th exit onto Stoney Camp Rd, Park Ridge South 0.3km. At the roundabout take the 2nd exit onto Stoney Camp Rd, Park Ridge South 4.1km. Turn left onto Tevlot Rd, Greenbank 2.2km. Turn right onto Pub Lane, Greenbank. Arrive Greenbank Shopping Centre.

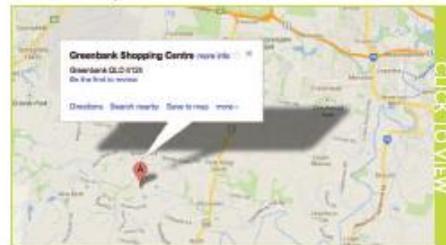
M2 to Greenbank - Alternative Route

Follow Mt Lindesay Hwy South. Continue along the Middle Rd Exit ramp, Regents Park 0.7km. Continue along Middle Rd, Hillcrest after ramp 1km. At the roundabout take the 2nd exit onto Middle Rd, Boronia Heights 1.2km. At the roundabout take the 2nd exit onto Middle Rd, Boronia Heights 1.3km. At the roundabout take the 2nd exit onto Middle Rd, Boronia Heights 0.1km. At the roundabout take the 2nd exit onto Middle Rd, Greenbank 1km. Continue on Middle Rd, Greenbank - proceed West 0.5km. At the roundabout take the 2nd exit onto Middle Rd, Greenbank 1.9km. At the roundabout take the 1st exit onto Tevlot Rd, Greenbank at Greenbank Military Camp 2.4km Turn right onto Pub Lane, Greenbank 0.3km. At the roundabout take the 2nd exit onto, Greenbank Shopping Centre.

Access from the south via driving

Drive north along Mt Lindesay Hwy. Turn left onto Greenbank Rd, North Maclean and continue for 4.9km. Turn right onto Tevlot Rd, Greenbank and follow for 1km. Arrive at Tevlot Rd, Greenbank Shopping Centre.

Location map



click here
**store
directory**

Address
Pub Lane
Greenbank QLD 4124
t 07 3011 9022
e christine@proposol.com.au

Centre Trading Hours*
Please refer to store directory
as all specialty hours vary

Woolworths Opening Hours
Mon 8am - 9pm
Tues 8am - 9pm
Weds 8am - 9pm
Thurs 8am - 9pm
Fri 8am - 9pm

“After”
Website



Promotion to Help Kids

Wear your favorite footy team's colours and pop down to Greenbank from 2-4pm to win prizes, receive giveaways and eat PIZZA. All money donated will go to kids challenged by cancer.

Better Bathroom Experience – in progress



Before



Graphic wall vinyl

To be potentially be placed along the length of the hallway leading up to the toilets



Debra Young – Boom Retail Pty Ltd

- Bcom Marketing, Dip. Visual Merchandising, Dip. Interior Design
- Partner in 3 retail businesses
- Visual Merchandising Teacher & Display Business
- 8 years Director for retail software company called Retail Manager (RPM)
- Since 1991 – Retail Consultancy & Design in USA, New Zealand, Australia and South Pacific Islands
- Maxi International Marketing Award Winner 2003 – Australia's first concierge Shopping Centre service
- Several award winning store makeovers & Shopping Centre makeovers

BOOM

Greenbank Makeover