

Mother's Day Campaign

Monday 13 April to
Sunday 10 May 2015 (4 weeks)

STRATEGY

The Barracks will utilise the Mother's Day retail period to capitalise on trade area disposable income shares of DINK residents and corporates.

It is imperative that the Barracks is marketed during this peak season to drive awareness that the precinct is a fresh food, dining and retail destination, coupled with the retailer mix/offer to increase patronage, encourage repeat visitation and repeat retailer sales.



GIFT WITH PURCHASE PROMOTION

For all restaurants and retailers to increase sales offering - an incentive to spend and visit in the lead up to Mother's Day.

- Spend \$100 at any restaurant / store to receive FREE gift on Mother's Day only.
- Free double movie pass for 2 for Palace Cinemas- Bring mum to lunch for a table of four or more and Mum receives a free movie tickets for two persons. Valid for one month to encourage repeat visitation.

Below are some suggested marketing taglines:

- Indulge mum / Spoil Mum
- Give mum a gift she'll love – movies & brunch at the Barracks

MOTHER'S
DAY IS SUN
MAY 10

TACTICAL EXECUTION

- 1-page Style Magazine advertisement: reach out to our current market and secondary market
- Potential editorial feature: Mother's Day GWP, specialty stores and restaurants
- Facebook: boost advertising and specials heavily featured over 4 weeks
- In-store: in-centre counter cards
- Style Magazine rack: free Style Magazine located in front of the computer store and B1 for commuters and customers driving home

EXPERIENTIAL OFFER

Live Entertainment - The Barracks will host live entertainment/music on Mother's Day in 2 locations from 10am to 3pm to generate energetic ambience and traffic.

MOTHER'S DAY WINDOWS PROJECT CAMPAIGN

Mother's Day represents a definitive opportunity for the Barracks to proactively position itself in the Brisbane marketplace as a destination for food, festive dining, entertainment and leisure whilst reinforcing the unique selling propositions of the Centre and the 'old world' charm, brand awareness. It is imperative that the precinct improves the customers onsite experience and ignites interest and awareness with visitors to encourage sales, via strategic retailer visual merchandising during the peak Easter season.

STRATEGY

Visual merchandise 'staging' of selected stores will improve the sense of arrival, encourage sales and overall improve the customer experience, repositioning the centre as a festive destination. Selected speciality store windows will be strategically dressed to convey this message. These will be professionally dressed by Thomas Murphy who is Chanel National Visual Merchandiser. Stands, decals and Mother's Day props will be supplied.

EXPERIENTIAL OFFER

There is an opportunity to further appeal to the target market by offering a FREE gift wrapping service for the speciality tenants on Mother's Day. To be utilised for customer purchases over \$30 (to drive spend). Mother's Day only.



thebarracks

marketing plan
MARCH – JUNE 2015

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Easter Campaign

**Sunday 15 March –
Sunday 6 April 2015**

STRATEGY

The Barracks will utilise the traditional Easter period as an opportunity to capitalise on trade area disposable income shares of DINK residents and corporates.

It is imperative that the Barracks is marketed during this peak season to drive awareness of the precinct as a fresh food, dining and retail destination, coupled with driving awareness of the retailer mix/offer to increase patronage, encourage repeat visitation and repeat retailer sales.

There is an opportunity to offer customers an incentive in the form of a free gift for spending over the desired threshold of \$100 at Coles, specialty stores and restaurants to encourage repeat visitation, spend and reward loyal user ship. The offer would have wide appeal and attract new customers from the area and beyond to try the centre.



GIFT WITH PURCHASE SALES, VISITATION AND LOYALTY INCENTIVE

Customers spend \$100 at the Barracks to receive a FREE CAR WASH valued at \$50* from 25 March – 6 April (1 1/2 weeks before Easter). T & C's will apply.

This incentive has a high customer perceived value which will entice visitors, drive traffic and sales as the offer appeals to a broad customer base which will increase Coles, restaurant and specialty store sales. Customers may even repeat visit to have their car washed on an alternate day, resulting in further opportunities to increase retailer sales and visitations.



KEY ADVERTISING AND PROMOTION MESSAGES

- Gift with purchase – Spend \$100 & receive a free car wash valued at \$50*
- The Barracks – dining, entertainment, shopping and more
- 2 hours FREE parking
- Facebook and Instagram
- Seasonal LIVE entertainment for Easter from 26 March to 6 April

TACTICAL EXECUTION

- 1-page Style Magazine advertisement: reach out to our current market and secondary market
- Facebook: for 2 weeks we will feature Coles heavily with boost advertising and specials, Mayfield chocolates and wine store
- Store merchandising: in-centre counter cards to communicate message
- Style Magazine rack: free Style Magazine located in front of the computer store and B1 for commuters and customers driving home
- In-centre ambiance: to give the customer a pleasurable experience, live music will play from 26 March to Saturday 4 April 2015 (Easter weekend).

Below are some Easter tag lines for use on our marketing material for the Easter campaign:

- Fresh festive food
- Food lovers get egg-cited
- Feast on great /fresh savings
- Easter Fresh flavours
- Barracks barn fresh bargains
- Add some egg-citement to your Easter
- Don't miss out on these eggs-treme savings
- Make this Easter eggs-stra special
- Super cheap deals
- Hop to the sale
- Hop to it at the Barracks

This campaign will drive awareness of the precinct as a fresh food, dining and retail destination, coupled with driving awareness of the retailer mix / offer to increase patronage, encourage repeat visitation and repeat retailer sales, whilst showcasing the updated Coles offer and the retail / restaurant mix.



Suncorp Events Sales Activation Campaigns

March – June 2015

STRATEGY

The Barracks will harness 'Suncorp Events' to capitalise on disposable income shares of visitors and further position itself as a destination for dining, entertainment and shopping, whilst driving awareness of the retailer mix / offer to increase patronage.

The Barracks will initiate a promotion to the Brisbane target market as a lifestyle, entertainment, dining destination with the focal points being LIVE entertainment and visitation generators to re-invigorate the precinct and encourage repeat visitation, sales and user ship.



THE LIFESTYLE, DINING AND ENTERTAINMENT DESTINATION

EXPERIENTIAL OFFER

- Live Entertainment - The Barracks will host live entertainment / music bands during selected Suncorp events to generate energetic ambiance and traffic.
- Social Snapshots - to generate a buzz with patrons, promotional staff photographers will rove the Barracks and restaurants on selected event dates and major game/ event days taking social photographs of patrons. Participants will be encouraged to view their 'Barracks Social Snaps' at the Facebook page and on Instagram, which they will undoubtedly 'tag and brag/share' with their fellow community on social media. Furthermore patrons will be encouraged to 'Check in' on Facebook for the festive dining to view photographs. Once content / photos are uploaded, customers will be prompted to 'share' the images to extend reach and drive 'likes'. This promotion will drive awareness of the Barracks, generate 'real time' activation and new likes and reach / shares on Facebook and Instagram.

3 Selected Suncorp event Game night activation from 5:30 7:30pm between March to June 2015:

- Brisbane Broncos vs. North Queensland Cowboys Friday 20 March
- Super Rugby Queensland Reds v Lions 27 March Friday
- Hyundai A-league Season Grand Final 17th May Sunday

TACTICAL EXECUTION

- Snap shot girls
- Live music
- Photos of game goers
- Giveaways of lollies



Ongoing marketing initiatives for 2015

Increase your brand publicity to the Brisbane marketplace, some for FREE! We have many opportunities to grow and promote The Barracks and your business:

To help communicate with our target audience more effectively, the following mediums encourage potential customers to participate in centre competitions, like or share our images and tips, or simply enquire about the products and services that we provide. Send us your offers and photos now.

FACEBOOK, TWITTER & INSTAGRAM **FREE**

www.thebarracks.info **FREE**

LED SIGNAGE **FREE**

STYLE MAGAZINE ADVERTISING

CENTRE 30 X 40 POSTERS

LIVE ENTERTAINMENT **FREE**



30 X 40 POSTER