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The Barracks

MARKETING REVIEW

December 14 | January 15



Where
Christmas
comes

alive

The Barracks

WHERE CHRISTMAS COMES ALIVE December 2014 Campaign

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WHERE CHRISTMAS COMES ALIVE - Social media : FaceBook Cover Photo, Advertising and status updates

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SUMMER
Sound
SESSIONS

The Barracks

SUMMER SOUND SESSIONS December/January 2015 Campaign

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SUMMER SOUND SESSIONS Style Magazine Advertising : 185,000 Readership

SUMMER Sound SESSIONS

EAT, DRINK, SHOP & RELAX TO LIVE MUSIC this summer.

DECEMBER		
3 Wednesday	Rob McMullan	11am-2pm
4 Thursday	Gary Pearson	11am-2pm
5 Friday	Beka	11am-2pm
10 Wednesday	John Wilkins	11am-2pm
11 Thursday	Beka	11am-2pm 6pm-9pm
12 Friday	Rob McMullan	11am-2pm
17 Wednesday	Gary Pearson	11am-2pm
18 Thursday	John Wilkins	11am-2pm 5pm-8pm
19 Friday	Beka	11am-2pm
	Gary Pearson	5pm-8pm

JANUARY		
23 Tuesday	Rob McMullan	11am-2pm
24 Wednesday	Ben Stewart	11am-2pm
30 Tuesday	Beka	5pm-8pm
14 Wednesday	Rob McMullan	5pm-8pm
15 Thursday	Ben Stewart	5pm-8pm
16 Friday	John Wilkins	5pm-8pm
17 Saturday	Gary Pearson	5pm-8pm
22 Thursday	Gary Pearson	5pm-8pm
23 Friday	Rob McMullan	11am-2pm
29 Thursday	Rob McMullan	11am-2pm 6pm-9pm
30 Friday	Beka	11am-2pm

www.thebarracks.info

thebarracks
Pete Barracks, Top of Colton Street



The Barracks

SUMMER SOUND SESSIONS Inhouse posters, in-store A4 strut cards, poster next to sound session area



The Barracks

SUMMER SOUND SESSIONS Social media : FaceBook Cover Photo, FaceBook/Twitter status updates

4 REASONS TO CELEBRATE CHRISTMAS AT THE BARRACKS

With Christmas only mere weeks away, now is the time to get ahead of the crowd and start planning those pre-Christmas events. The Barracks precinct at the head of Petrie Terrace is the ideal setting that is not only home to great specialty stores but moreover great restaurants that cater to different tastes. What better location to host this year's work, friend or family functions? Here is a selection of what's on offer for Christmas 2014:

Included free photography

The Barracks

ADVERTORIAL January : stylemagazines.com.au/lifestyle/4-reasons-to-celebrate-christmas-at-the-barracks/

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Chelsea Bistro

Why not change it up and do your Christmas gathering for breakfast instead? The Chelsea Bistro is a popular place for Christmas party breakfasts, with doors opening at 7am. A breakfast party is a convenient pre-work option for those running on tight schedules and pre-holiday deadlines. The Chelsea also offers the more traditional lunch and dinner services as well as the option for a separate dining room for larger groups to celebrate the end of the year. For New Year's Eve, these guys will also be offering two a la carte dining sittings, with complimentary French bubbles by Louis Bouillot in Burgundy for any bookings of 6 or more.

Breakfast 7 days a week from 7am, Dinner Tuesday to Saturday from 5pm, P 3367 1288 www.thechelsea.com.au



Libertine

It's a French-Viet fusion feast!

If you're torn between European and Asian cuisines, why not have both? Libertine's fusion French-Vietnamese menu boasts small plates and heartier dishes that lend well to sharing with others, and are the perfect style of meals for the humid Brisbane summer. Open for Christmas Day lunch from 11.30, Libertine will be serving up a delectable eight-course spread for just \$79 per person. If you're searching for the perfect destination for your staff Christmas party, Libertine is offering a 7 course banquet for \$65pp or 8 course banquet for \$75pp. And if you're looking for somewhere to fill your belly before New Year's Eve celebrations this year, they're open for a la carte dining from 4pm.

Lunch Monday to Sunday from 12pm, Dinner 7 days a week from 5pm, P 3367 3353 www.libertine.net.au



The Barracks

ADVERTORIAL stylemagazines.com.au/lifestyle/4-reasons-to-celebrate-christmas-at-the-barracks/

Peasant

Enjoy some incredible food pairing at Peasant.

Since Christmas is the time of year for sharing, why not take it literally and share your food as well. The food, by chef Jay Rowley, draws inspiration from numerous experiences, with a summer menu that's fresh, light and fruity, with some amazing flavor pairing – scallops with raisins, cauliflower and dry sherry – to name but one. Dishes range from small bite-sized tapas plates to larger meals that make for an interactive and social dining experience. With set menus that cater to larger groups and those with specific dietary requirements and a stunning, leafy outdoor dining area, Peasant is the perfect place for larger groups.

Lunch Wednesday to Sunday from 12pm to 3pm, Dinner 7 days a week from 5pm, P 3367 8066 www.peasant.com.au



Stewarts Wine Co.

Stewarts Wine Co. has a selection of unique imported and local beverages on offer, perfect for gift-giving.

If you're looking for beverages and sophisticated drops to match your Christmas soirées at home, Stewarts Wine Co. is your one stop shop for all things wine, beer and liquor. The family-owned business offers exceptional value, sourcing your not-so-standard drops from Australia and internationally. Boasting premium and unique wines, spirits, liqueurs and possibly the biggest range of craft beers in Brisbane. You'll also find cocktail mixes – the good stuff you'd find in bars – as well as a range of giftware including decanters and Reidel glassware, with free gift-wrapping in store!

P 1300 130 838 www.stewartswineco.com.au



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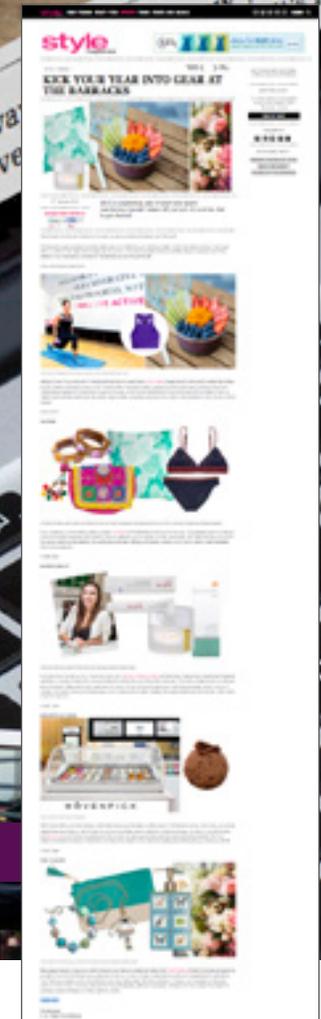
KICK YOUR YEAR INTO GEAR AT THE BARRACKS

Has the start of a new year kicked you into gear, and got you ready and raring to go? Not quite?

The Barracks is getting ready for another stellar year, and whether it's your wardrobe, health or skin that needs a revamp, they've got plenty on offer to help make 2015 a stellar year for you too. Conveniently located at the top of Petrie Terrace, make the most of the centre's 2 hour free parking and head to The Barracks as your first port of call!

The Barracks

ADVERTORIAL stylemagazines.com.au/lifestyle/kick-year-into-gear-at-the-barracks/



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Lorna Jane Active Living Room

Getting fit one of your resolutions? The Barracks has recently welcomed a Lorna Jane concept store into the precinct where their 'Move. Nourish. Believe' philosophy comes to life. The store offers the latest in stylish, practical women's active wear, an Active Living Room hosting fitness classes and workshops throughout the year, and an instore café thanks to their partnership with CocoBliss, to dish up healthy treats including Acai bowls, raw treats, organic coffee, cold press juices and more. Head to the website for more info and to book classes.

P 3217 6777



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The Robe

If your wardrobe or home needs a serious update, The Robe at The Barracks should be your first stop. This gorgeous store is a treasure trove of colourful homewares, stylish fashion items and giftware, sure to brighten your life - and abode. With Valentine's Day just around the corner, check out their selection of LoveStories underwear, offering a whimsical, romantic mix of not-so-matchy-match separates (this stuff is gorgeous!).

P 3368 4950



Blossom Beauty

If you don't love the skin you're in, now is the time to do it! Blossom Beauty Studios and their team of passionate, experienced therapists specialise in a range of natural skin care and treatments without the use of any harsh chemicals. They stock a range of premium skincare lines including Dr Spiller and Environ, which are both known for their proven anti-ageing and restorative properties. And at the end of January, the studio will welcome Endomology: a non-invasive cell stimulation therapy that targets cellulite and firms the skin. See in store or call for more info.

P 3367 8411



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ADVERTORIAL stylemagazines.com.au/lifestyle/kick-year-into-gear-at-the-barracks/

Movenpick Icecream

With the kids still on summer holidays, there's little chance you'll be able to sneak away to The Barracks without them in tow, so you'll be pleased there are things on offer for them too (and you'll probably need a break from shopping anyway). Ice cream is the ultimate treat, and Movenpick's commitment to perfecting the art of swiss ice cream guarantees both kids and adults will be satisfied. Pick from classics like Swiss chocolate or Caramelita, and take some respite in the undercover seating area before picking up where you left off!

P 3367 3988



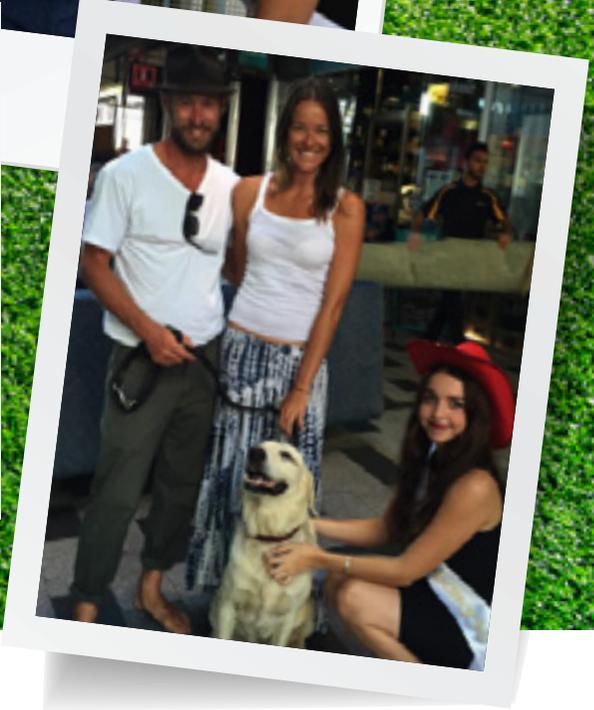
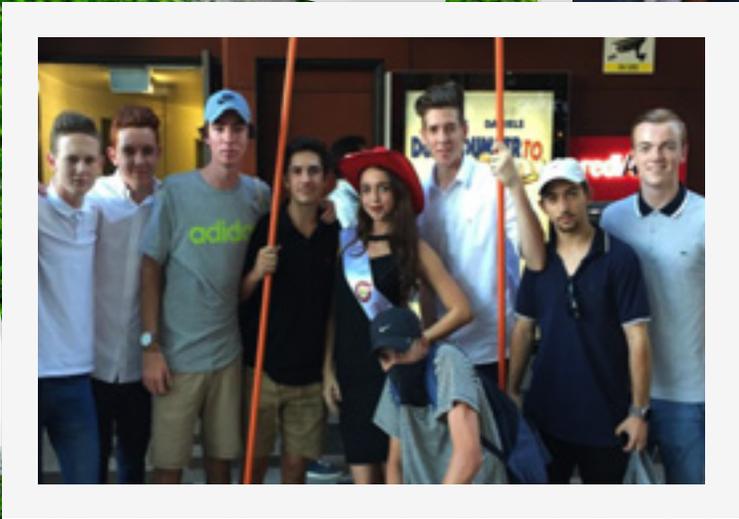
Pure Flowers

Many people resolve to stop and smell the flowers; and that can certainly be ticked off at Pure Flowers. Whether it's simple arrangements as a gift or for the home (flowers are a great way to liven up a room), through to elaborate bouquets and centrepieces for celebrations, Pure Florist can create to order. And while the name may make it seem like their business is in flowers, you'll actually find that and a whole lot more in store. The store walls are brimming with jewellery, giftware, homewares, hampers and other unique finds perfect for weddings, special birthdays and other significant events.

P 3367 1811



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GAME NIGHT Snap Shot Crew for Facebook : Generating new likes, customer engagement



The Barracks

DIGITAL MEDIA FaceBook photos of retailers product & copy