

A young girl with long, wavy brown hair is captured mid-jump against a solid, vibrant pink background. She is wearing a light-colored, long-sleeved top with a dark, patterned mesh overlay, dark jeans, and dark sneakers with white laces. Her hair is flying around her head, and she has a joyful expression, looking back over her shoulder. The overall mood is energetic and playful.

BOOM

| Retail Marketing
Consultants

Debra Young

- 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



Case Study | Valley Metro



Sense of arrival
BEFORE



Sense of arrival
BEFORE



BOOM | Retail Marketing
Consultants



The experience
BEFORE

Old and outdated from the 1990s



BOOM | Retail Marketing
Consultants



First impressions
for the customer
exiting the
train station
BEFORE

Old and outdated from the 1990s



First impressions
for the customer
visiting the
website

BEFORE

Old and outdated from the 1990s





First impressions
for the customer
seeing signage
BEFORE

Old and outdated graphics



BOOM | Retail Marketing
Consultants

Marketing Makeover with existing budget of \$169k

- Two years of marketing funds were available because no marketing had taken place
- This is how we re-energised the property to drive sales and new customers



At Valley Metro we don't miss a beat.
We keep our finger on the pulse of what's happening!

FASHION... on the pulse!

FOOD... on the pulse!

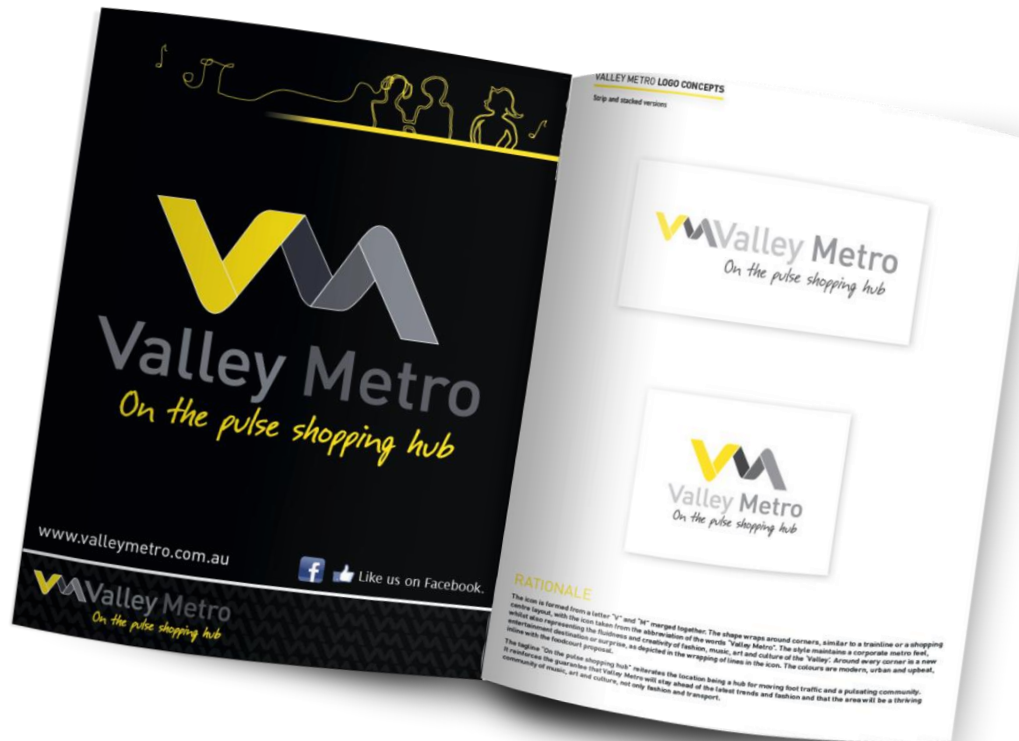
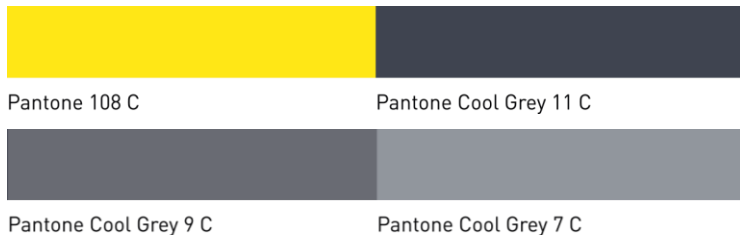
FITNESS... on the pulse!

MUSIC... on the pulse!



When time doesn't stop for you, it's time to move and get into Valley Metro.

New brand and brand guidelines were created





BEFORE

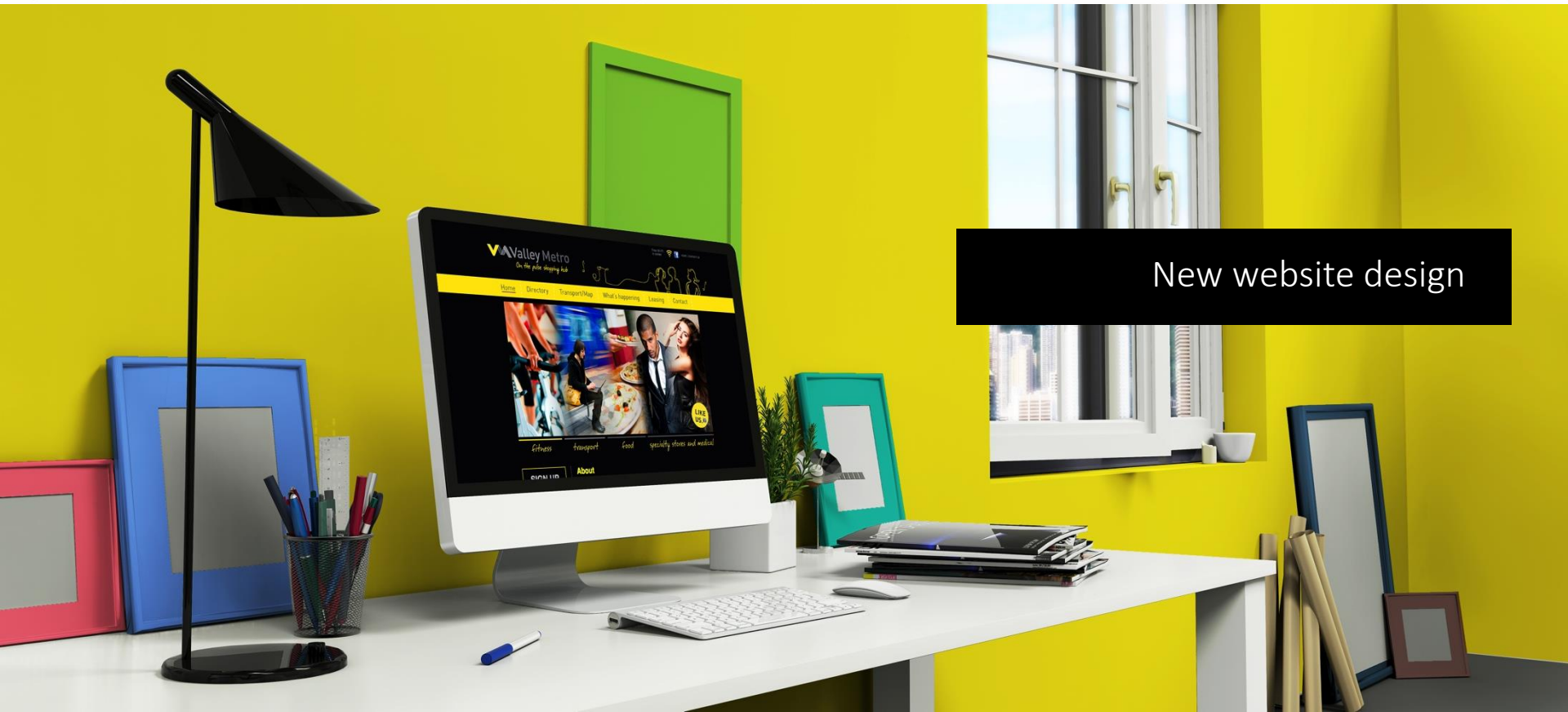


AFTER





New 30 x 40 In-Mall Posters



New website design



[Home](#)

[Directory](#)

[Transport/Map](#)

[What's happening](#)

[Leasing](#)

[Contact](#)



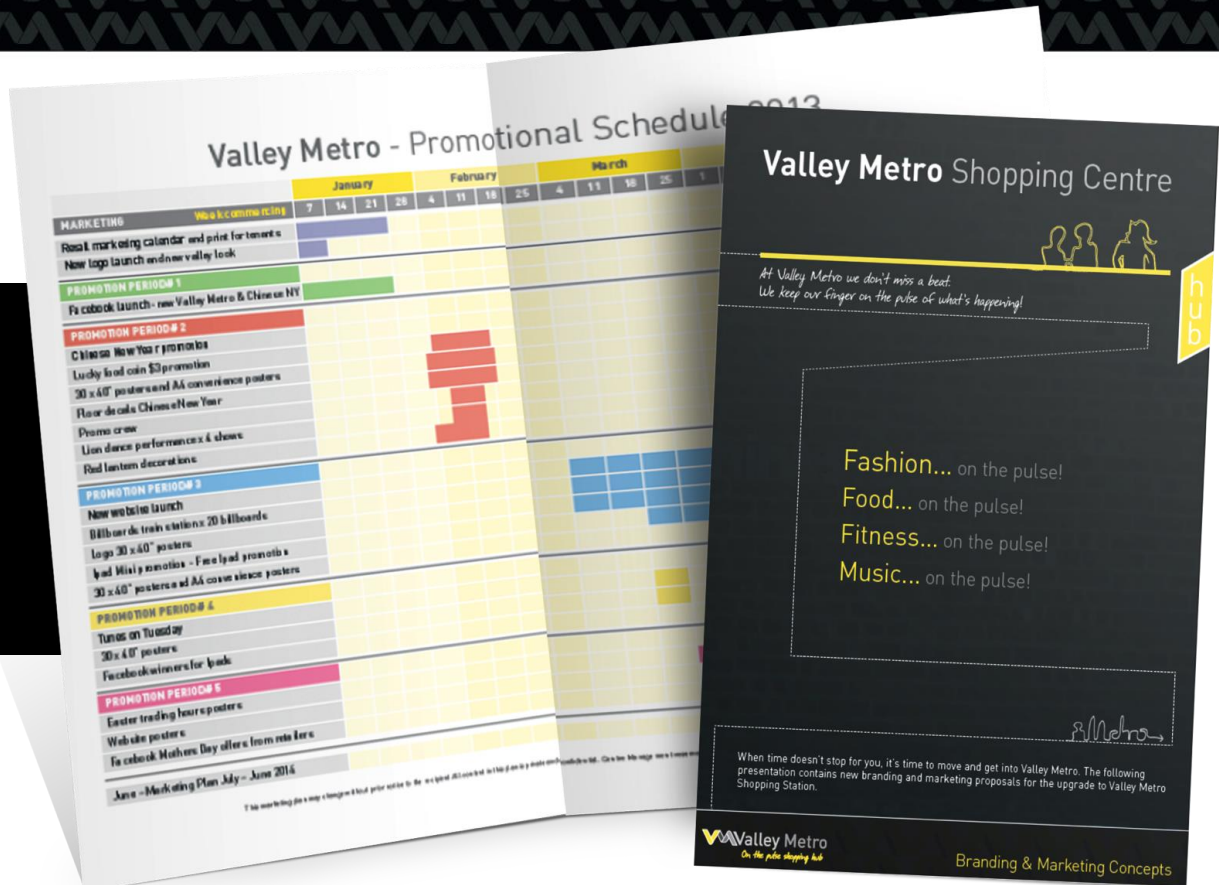
fitness

transport

food

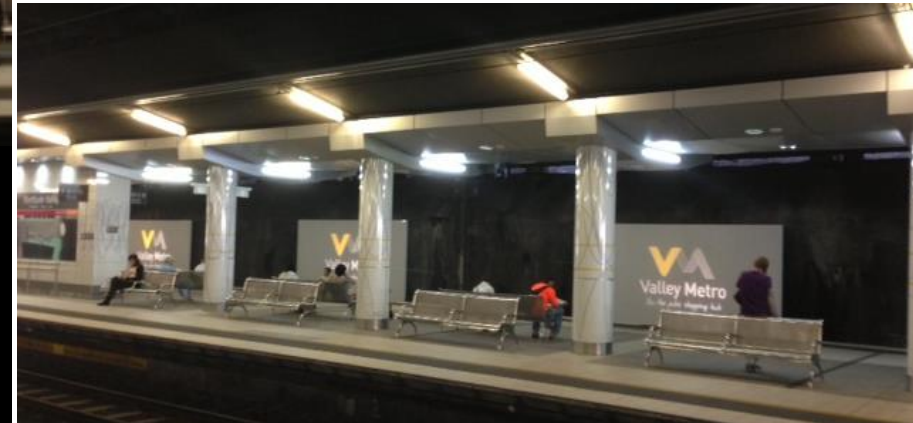
specialty stores and medical

New professional communication with the tenants and new potential tenants which they have never had before.



New Professional communication with the tenants and new potential tenants which they have never had before.





First impressions for customers disembarking train at Fortitude Valley Station using GOBO technology – Brand Launch



Chinese New Year Promotion Fortitude Valley





Food Tokens



Accepted Here

Terms and conditions apply

Present this lucky coin at any Valley Metro Foodcourt food outlet. Receive \$3 off your next food purchase over the value of \$3. One coin per food purchase. Valid from 7/02/13 to 15/2/13 only. Cannot be exchanged for cash.



Happy Chinese New Year 2013

Wishing you wealth,
luck and prosperity with
FREE Food & Shows*

Traditional Lion Dance - 4 shows
7 - 8 Feb 12.30 & 1:10pm

FREE \$3 Lucky Food Coins
7 - 12 Feb All day

Will be handed out in centre.
Look for girls in costume to receive a
complimentary food coin valued at \$3.*

V Valley Metro

*Terms and conditions apply



**2013
Year of
the Snake**



Welcome - Happy Chinese New Year 2013

FREE Food & Shows*

Traditional Lion Dance - 4 shows
7 - 8 Feb 12.30 & 1:10pm

FREE \$3 Lucky Food Coins
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Will be handed out in centre.



2013
Year of
the Snake

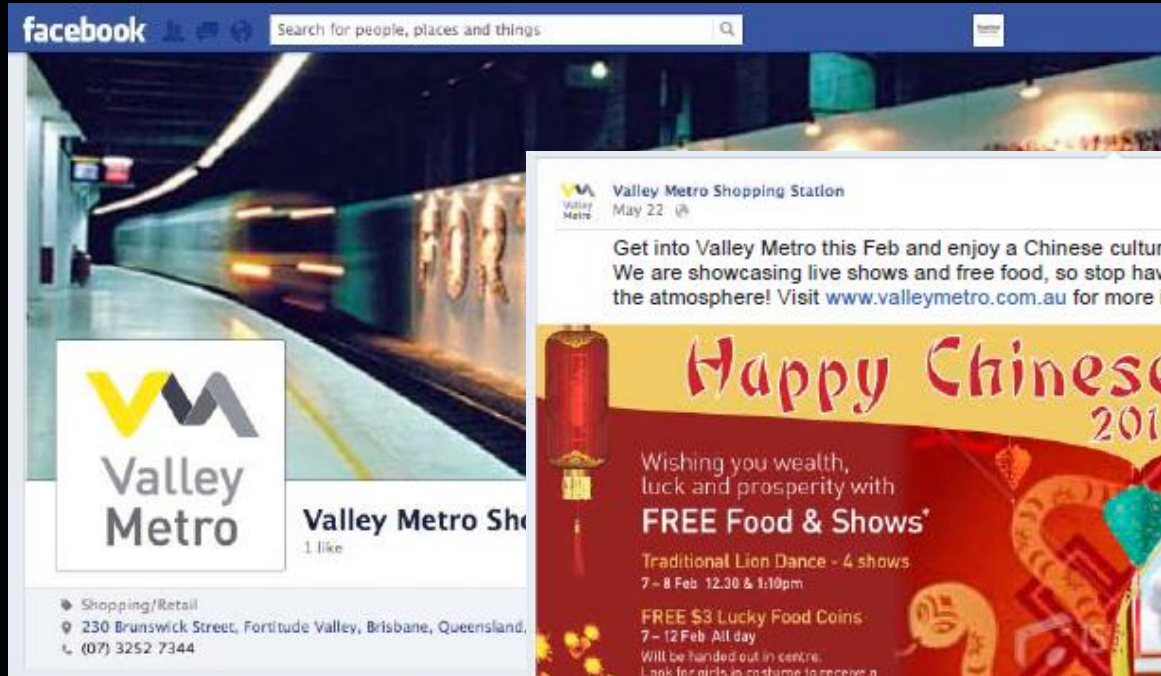
Wishing you wealth, luck and prosperity from **V Valley Metro**

FREE Food & Shows*

Traditional Lion Dance - 4 shows
7 - 8 Feb 12.30 & 1:10pm

FREE \$3 Lucky Food Coins
7 - 12 Feb All day
Will be handed out in centre.





FaceBook

Valley Metro Shopping Station
May 22

Get into Valley Metro this Feb and enjoy a Chinese cultural experience celebrating the Year of the Snake. We are showcasing live shows and free food, so stop have a break on your journey today and soak up the atmosphere! Visit www.valleymetro.com.au for more info.

Happy Chinese New Year 2013

Wishing you wealth, luck and prosperity with
FREE Food & Shows*

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Valley Metro

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2013 Year of the Snake





Floor Decal









Results of Chinese New Year Promotion

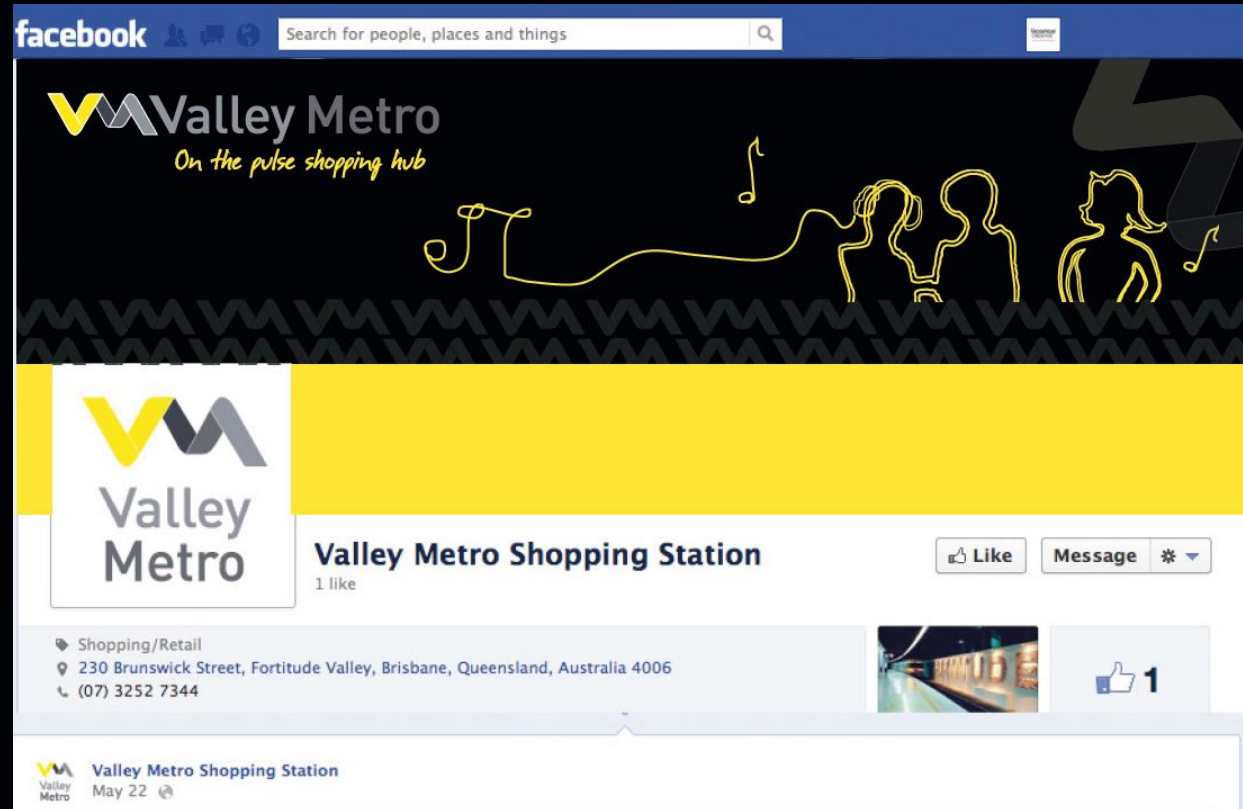
- Great sales results that benefited the retailers and customers
- 3,000 meals were sold in addition to normal trade in one week

Date	Tenant Details	No. of Tokens	Value	Cash Value
15/02/13	Muffin Break	478	\$3	\$1,434.00
25/02/13	Muffin Break	46	\$3	\$138.00
18/02/13	Foodworks	525	\$3	\$1,575.00
19/02/13	Roasts Plus	373	\$3	1,119.00
19/02/13	Juice Energy	315	\$3	945.00
21/02/13	Hot Medium & Mild	121	\$3	363.00
21/02/13	Subway	417	\$3	1,251.00
25/02/13	Sushi Hiroba	407	\$3	1,221.00
11/03/13	KFC	276	\$3	828.00
TOTALS		2,958		\$8,874.00



Tunes on Tuesday Promotion

New Facebook page to communicate with our transit customer but we did not have the funds to boost posts.



Lunch time music campaign to create atmosphere and align with Fortitude Valley spirit and community. Wall Decal – to create sense arrival from the train station.





Tunes on Tuesday
Supporting local talent!



Valley Metro Food Court
Tuesdays 12 – 2pm

An exciting showcase of Brisbane's musicians every week





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BOOM

Easter



Easter Trading Hours

Good Friday - 29 Apr

CLOSED

*Except for exempt stores**

Easter Saturday - 30 Mar

9am – 4pm*

Easter Sunday - 31 Mar

10am – 4pm*

Easter Monday - 1 Apr

OPEN*

*See Foodworks and specialty stores as hours may vary.

30 x 40 posters and database is our most important communication tool with our customers. Easter hours and Facebook- Easter Bunny giveaway and promo team with surprises for the retailers





Apple-A-Day Giveaway

Establishing a database

apple-a-day-giveaway!

With the introduction of Free Wi-Fi we created this campaign to establish our customer database and reward the customers coming to our centre. The apple a day campaign served as Foodcourt traffic driver, introduction of new Wi-Fi services and created the cool factor for our customers. In addition to Apple launch of the Apple iPad mini. Fresh apples were given away with promo stickers on how to enter.



**10
prizes**

**10
days**



Apple table decal on 280 Foodcourt tables promoting the new Free Wi-Fi and competition. We could not use word "Apple" so this is how we got around the strict trademarking laws around Apple brand.



Promo girls gave away 500 kilos of fresh apples to the customers with this sticker on each of them. Asking them to enter so we would establish a database of Valley Metro Customers



Results of Free WiFi Promotion

- Established over 2000 new customers for the Valley Metro Database
- 10 winners of the New Apple iPad
- 20,000 views on Facebook
- Wi-Fi awareness established
- 500 Kilos of apples were given to passing customers with our new brand



Apple-A-Day winners

BOOM

Ekka

More Valley Metro

Ekka

than ever.

**Wednesday
14 August
8.30-5.30pm**

Family Ekka Day pass giveaway!

FREE
Fairy Floss
\$3 Lucky Coins
Live Music

DON'T MISS
Show cowgirls,
hay bales and
live sheep!

PARKING
Alfred St 'Secure Parking or Ride Train'



Working with Ekka Marketing team we created this campaign in Ekka Colours to take part in the Ekka Fair. \$3 Food Token to drive spend for VM Retailers for a hook.

More Valley Metro

Ekka

than ever.

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bales and live sheep!

**Valley Metro Food Court
Wednesday 14 August
8.30 - 5.30pm**





\$3 Food tokens, free candy floss, promo crew giving directions, country display with sheep, live country music and lots of fun was created. We gave family passes to Ekka for families in need to spread some joy.

The logo for BOOM, featuring the word in a bold, white, sans-serif font on a bright pink rectangular background.

BOOM

Taste at Valley Metro

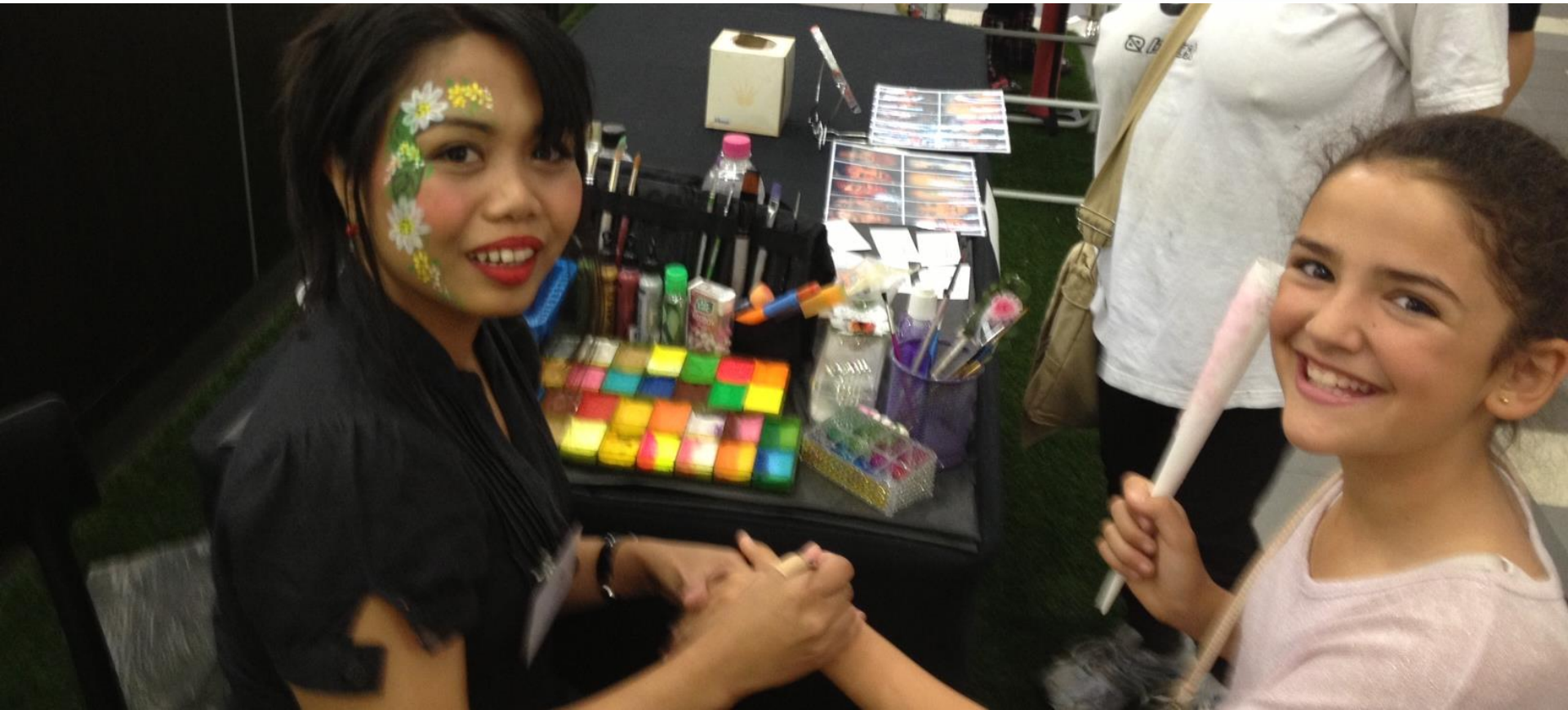


Taste Promotion to promote Saturday & Sunday Trading at Valley Metro. 30 x 40 Posters, B105 Radio, floor decals, Facebook and database advertising







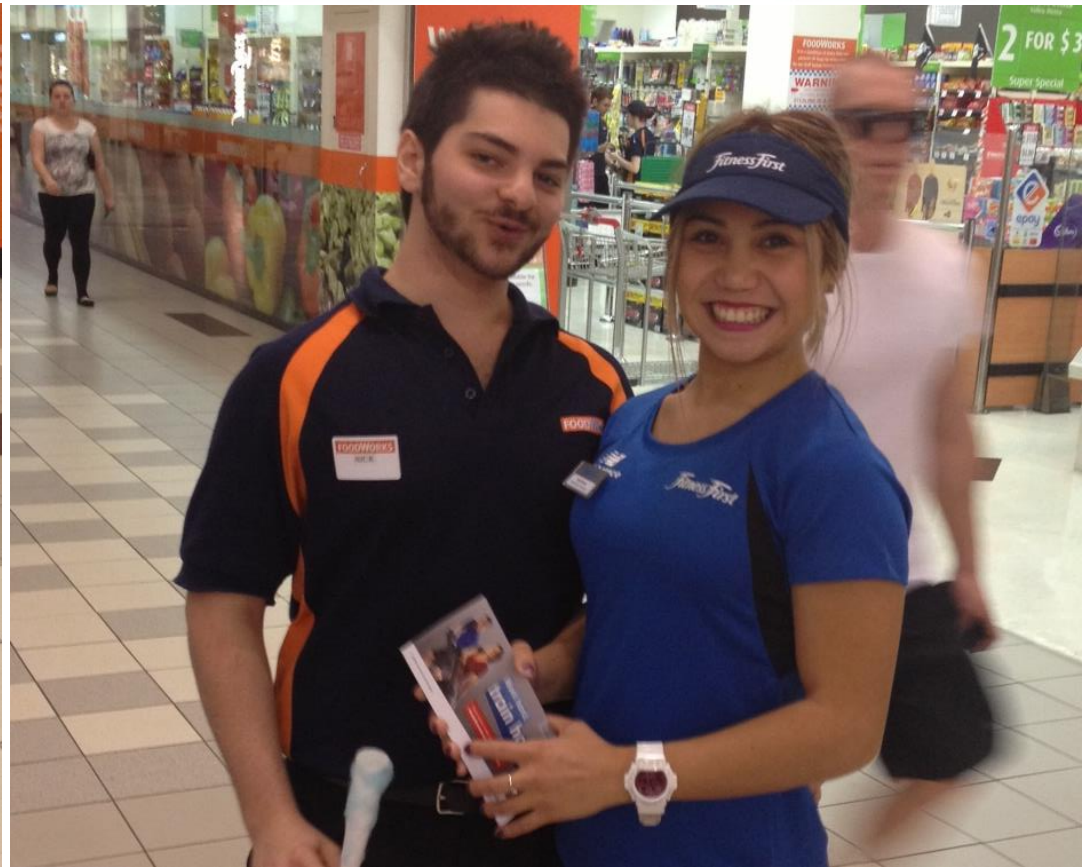














New Valley Metro Development











New National Tenants



New National Tenants



New National Tenants



2014 New Launch 30th Oct

IT'S THE **NEW**
VALLEY METRO

*Join us for
the festivities*



FROM 30 October – 7 November

**CELEBRATE the
NEW UPGRADES**

NEW

- ✓ RETAILERS
- ✓ 280 SEAT FOODCOURT UPGRADE
- ✓ STATE OF THE ART AMENITIES
- ✓ FAST WIFI

THURSDAY 30 OCT 12-2PM
Kick off with
\$3 Food Tokens and
Live Entertainment.

FRIDAY 31 OCT 12-2PM
BIG EVENT DAY Centre-wide Market
Day Sales, \$3 Food Tokens, Live Acts,
Balloons and Specials.

FROM SATURDAY 1-7 NOV 12-2PM
Live Entertainment & \$3 Food Tokens

3 THE NEW VALLEY METRO

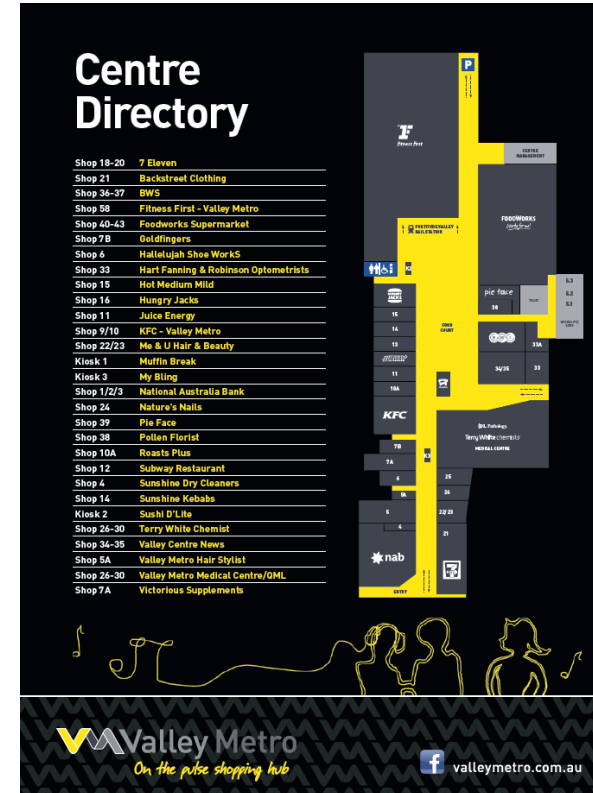
V Valley Metro
On the pulse shopping hub

valleymetro.com.au

IT'S
THE
**NEW
VALLEY
METRO**

V Valley Metro
On the pulse shopping hub

valleymetro.com.au



Free Wi-Fi in center

Valley Metro
On the pulse shopping hub

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Join us for the festivities
30 OCTOBER - 7 NOVEMBER

IT'S THE NEW VALLEY METRO

fitness transport food specialty stores and medical

LIKE US.

IT'S THE NEW VALLEY METRO

Join us for the festivities

Valley Metro Shopping Centre
Shopping Mall

Timeline | About | Photos | Reviews | More

PEOPLE

Status | Photo / Video | Offer, Event +

What have you been up to?

- A new marketing platform is built on youth, music, retail and fun, which can be defined as new thinking and new offerings, something that has never been done before.
- To make the experience at Valley

Metro one that feels more special, more imaginative, more creative and more exciting. Valley Metro is now re-energized in its role as a retail convenience centre now and in the future.

Summary

- New brand, focussed promotions to drive sales, new database, new website, new Facebook page, new directional signage and exterior signage, PR, new tenants, new development, better communication and better looking offer and new experience for the Valley Metro customers.
- Design by Boom Retail