



RETAILER COMMUNICATION & SERVICES

Casey Central offers a number of retailer services to assist you in getting the most out of your time in the Centre. Please arrange a meeting with the Centre Manager or Marketing Manager to discuss options for your business.





MARKETING SUPPORT



CASEY CENTRAL RETAILER MARKETING OPPORTUNITIES

There are many ways you can work with the Casey Central Marketing team to drive traffic and sales for your business.

There are many free marketing activities that your store can utilise to promote your business, listed below is a summary of opportunities you may be interested in.

In addition to these, there are a number of key marketing campaigns for fresh food, casual dining, cultural events, school holidays, Christmas and other seasonal times that we will communicate to you via memo and/or email - please keep an eye out!

For more information on how to implement any opportunities in this guide or for local contacts, media and suppliers, please contact the Casey Central Marketing team.

HOW YOUR STORE CAN GET INVOLVED

Digital Marketing / FREE

- Casey Central website
- Casey Central email newsletter
- Casey Central Facebook page facebook.com/caseycentralshoppingcentre
- Casey Central Instagram page
- Weekly eDM

In-Centre Marketing / FREE

- Fresh food & dining campaigns
- Kids and family activations and campaigns community activations
- Centre run events
- School holiday activities
- PA announcements
- Printed directories
- Visual merchandising opportunities
- Food sampling (*we provide the staff and you provide the food*)
- Digital directories
- Pop-up displays
- In Centre roaming
- Poster frames (*print provided at your cost*)
- Bespoke campaigns
- Quarterly retailer newsletters





MARKETING SUPPORT

Paid Opportunities

- Casual mall leasing space
- Smartscreen (external supplier)
- Local newspaper
- Spruiking

External Casey Central Advertising & General Marketing Undertaken by Centre

- Bus super side advertising
- Casey Cardinia Kids magazine
- Digital advertising - NewsCorp

WEBSITE

www.caseycentral.com.au

Retailer information can be featured on two pages – 'What's On' & 'Offers'.

Submit an Event

Please email us the date, time, description and an image to accompany your event listing to **rowen@retprogroup.com.au**

Submit a Deal

Please email the offer, applicable terms, and the start/finish date of the offer to **rowen@retprogroup.com.au**

EMAIL NEWSLETTER

Advertise a special offer, promotion, store event or new product via the Casey Central Electronic direct mail (eDM) sent to Casey Central customers who have signed up to our database. eDM newsletters are sent to database subscribers weekly.

FACEBOOK

Our Centre Facebook pages provide shoppers a place to share where they are, find their friends and discover interesting local news, offers and events in their Facebook newsfeed.

The Marketing team will screen all submissions to ensure only submissions suitable for Facebook are posted. All other submissions may then be included on our website, or in an email newsletter (subject to availability). Our Facebook page has in excess of 6000 followers and is a proven effective strong marketing tool.

We recommend you 'like' us on Facebook as an individual and/or company to share relevant content. Find us at **[facebook.com/caseycentralshoppingcentre](https://www.facebook.com/caseycentralshoppingcentre)**

LOCAL NEWSPAPERS

Casey Central advertises seasonally across local newspaper including Star News and Leader publications.

If you would like to advertise in Star News, please contact:

Dianne Hall

Senior Account Executive
Star News Group

P: 03 5945 0606

M: 0417 518 055

F: 03 5945 0777

E: dianne.hall@starnewsgroup.com.au



SPRUIKING

Well controlled and professional spruiking can be a strong sales driving technique for retailers, when used to promote specific and substantial value-added promotions. However, used in an ad-hoc, excessive and un-professional manner, it can have the opposite effect – turning customers away, detracting from the ambience of the Centre, and upsetting your fellow retailers.

- Professional spruikers only to be used (no ad-hoc members of the store team).
- Speakers are to be placed inside the door of the retailer's premises, facing inside.
- Noise must not disturb surrounding retailers.
- Only one spruiker per precinct at a time (retailers must book with Reception)
- Spruikers are limited to three consecutive days' sessions in any fortnight.
- Spruikers are limited to three hours per day – 20 minutes on, 20 minutes off.

For more information and guidelines for spruiking, please contact Centre Management.

Supplier suggestions for Professional Spruiking

Direct Image

T: 9889 1455

www.directimage.net.au

Showtime Attractions

T: 03 9770 8000

www.showtimeattractions.com.au

PROFESSIONAL IN-STORE SIGNAGE AND PRINTING

All retailers are expected to have professionally printed signage in their store to ensure a smart, uniform and tidy appearance across the Centre is achieved. Please get in touch if you require assistance with any form of printing or signage; from posters, vinyl skins or ticketing.





MARKETING SUPPORT

VISUAL MERCHANDISING

Visual merchandising is the term used to describe the total presentation of a retail environment. It involves everything a customer experiences when they enter a shop or shopping centre and should be used as a tool to excite and entice customers to buy, resulting in increased sales and return business.

Good visual merchandising will have significant impact on the following:

Store Design and Layout

Including:

- fixture selection and placement
- colours, materials and finishes
- entrance experience

Presentation of Merchandise

Including:

- merchandising of stock in an exciting and enticing way
- promoting good merchandising standards, appropriate to the stock
- using accessories to create stories

Communication

Including:

- window displays, the first thing your customer sees of your business
- use of ticketing and signage to provide effective and clear communication to customers



Store ambiance

Including:

- lighting
- use of props to create theatre and excitement
- store maintenance and cleanliness

A business using good visual merchandising techniques is maximising its opportunity for success, by enticing, communicating with, and inspiring the customer.

If you would like to speak to the Centre Marketing team about your visual merchandising program, to get some tips for improving your store's presentation or to obtain the contact details for a visual merchandise consultant, please contact Centre Management.

MALL ACTIVATIONS

Retailers are encouraged to work with Centre Management team on opportunities to use outposts and mall merchandising locations to increase your promotional presence in the Centre. This form of Casual Leasing provides retailers the opportunity to extend their store, perhaps launch a new product or season or use as a clearance. We also occasionally have vacant stores available for retailers to lease on a temporary basis.

To find out more please contact Centre Management Customer Service Desk or Centre Marketing team for further information

ROAMING AROUND THE CENTRE

Reach customers in-centre by handing out flyers, bounce-back offers or samples. This must be conducted with prior permission.

THE SMARTSCREEN NETWORK

This service is not owned or managed by Casey Central, so there are charges involved for retailers to have their content display on the digital screens throughout the Centres.

For availability and pricing please contact:

The PAC

thepac@scentregroup.com