

ARENA MALL SOLAL AWARD ENTRY

SUPPORTING FILE

10.6.19

REPOSITIONING ARENA MALL TO TRANSFORM TENANT SALES

ARENA
MALL



THE BACKGROUND

Arena Mall is the leading shopping centre in Hungary. The centre's marketing has established a clear premium fashion position over a decade of consistent activity. However, in 2017 we started to notice a change.

- Customer spending started to decline and research showed that we were too dependent on our teenage and youth audiences
- A big reduction in our budget from €1,4 million to €950,000 meant that we needed to re-think our previous reliance on TV advertising which was no longer providing a reliable ROI
- GfK research identified that we needed to attract more shoppers from our tertiary catchment and to increase overall spending within the mall rather than focusing on general footfall
- Hungary as a whole also faced unique political, social and cultural circumstances

So, we faced a challenging question – how to deliver an increase in spending with a reduced budget in a highly competitive retail market?

CULTURAL TENSION
TRANSFORMING
SOMETHING
CONTENTIOUS
INTO SOMETHING
EFFECTIVE!

WITH AN EYE TO RECENT TRENDS IN FMCG MARKETING WE DECIDED TO BUILD UPON THE THEME OF ‘CULTURAL TENSION’ AS THE BASIS FOR OUR REPOSITIONING CAMPAIGN.

In Hungary this provided an especially relevant spark for our thinking as it provided an opportunity for the centre to develop a positive stance on social diversity and cultural issues against which we knew some citizens may hold more traditional views.

Using topical issues of politics, immigration and sexual equality as starting points we decided the only way to stand out was to be brave and to use these cultural challenges to underpin our campaign.

Our belief was that an emotionally-led strategy would appeal more directly to our open-minded, confident, fashion-focused target audience which had more spending power.

VOTE FOR FASHION CAMPAIGN

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VOTE FOR FASHION CAMPAIGN

OUR CREATIVE ADVERTISING FOR SPRING COINCIDED WITH THE POLITICAL ELECTIONS IN HUNGARY.

We developed a politically contentious 'campaign about campaigning' with models waving placards demanding 'Vote For Fashion.'

The models clothing colours also represented the colours of the political parties.

To save money just a single model dressed in a wide variety of styles to cost-effectively give the impression of a crowd.

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VOTE FOR FASHION CAMPAIGN

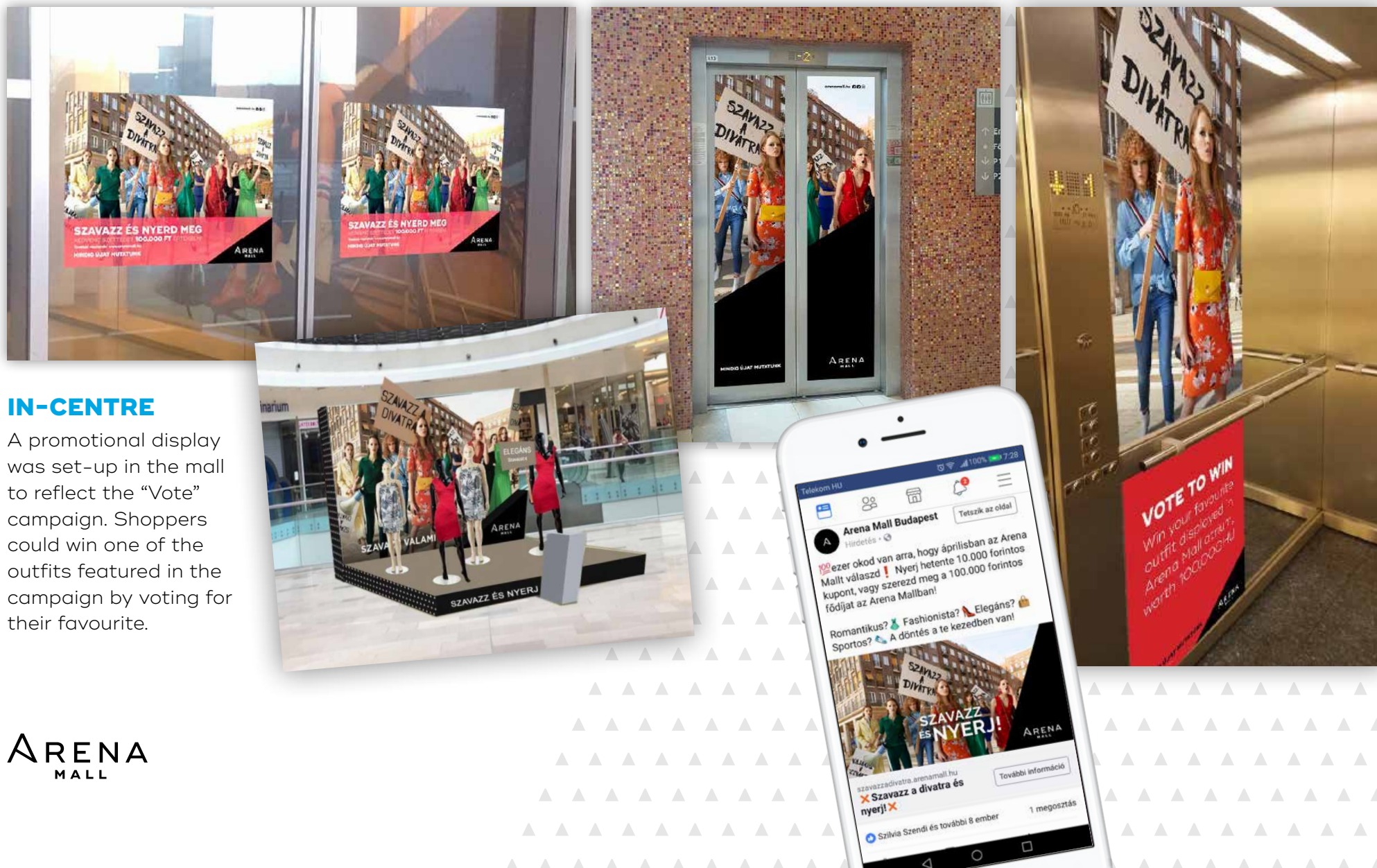
**COMMUNICATION WAS LED
BY OUTDOOR POSTERS
BACKED BY IMAGINATIVE,
PRECISELY TARGETED
SOCIAL MEDIA.**

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MALL



VOTE FOR FASHION CAMPAIGN

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IN-CENTRE

A promotional display was set-up in the mall to reflect the “Vote” campaign. Shoppers could win one of the outfits featured in the campaign by voting for their favourite.

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MALL

VOTE FOR FASHION CAMPAIGN

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MICROSITE

A micro site was developed to allow competition entrants to win fashion prizes.



ARENA
MALL



HALLGASS AZ
ÖSZTÖNEIDRE

**SZABD MAGADRA A TRENDEKET
AZ ARENA MALL-BAN!**

THE AUTUMN CAMPAIGN INTRODUCED A DIFFERENT TYPE OF CHALLENGE - THE CHOICE OF MODEL.

With immigration a topical issue in Hungary, using a black model was seen as a very provocative innovation. But we aimed to prove that fashion doesn't care about colour, with a direct appeal to our more broad-minded target shopper.

We boosted the awareness via Google Adwords and an online game.



AUTUMN FASHION CAMPAIGN

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PRINT AND DIGITAL

Consistency across in-centre and digital channels.

GYÖRKÖZLEKÉDÉSSEL MOST MÉG KÖNYVEBBEN ELJUTHATSZ HOZZÁNK

metró megnyitásával most még könnyebben meg-
juthatsz az Arena Mall. A Keleti Pályaudvarhoz és a Stadion-
garázshoz a téslepen jelölt bármelyik járatral eljuthatsz.
ig felhasználhatod a 80-as trolit, amely a két állomás
között közlekedik és pont az Arena Mall előtt áll meg.
A pályaudvar és a stadion között egy legmodernebb fedett parkolóval várunk.

NYITVA TARTÁS:

Árnyékos teraszok	10.00 - 21.00
- Szombat	10.00 - 19.00*
Árnyékos teraszok, Kávézók*	8.00 - 24.00
- Hétfő	8.00 - 24.00
- Szombat	6.00 - 22.00
- Hétfő	7.00 - 20.00
Árnyékos teraszok	08.00 - 20.00
- Hétfő	10.00 - 19.00
- Szombat	0.00 - 24.00
- Hétfő	0.00 - 24.00

HALLGASS AZ ÖSZTÖNEIDRE
SZABD MAGADRA A TRENDÉKET
AZ ARENA MALL-BAN!

ARENA MALL

Arena Mall - 1067 Budapest, Kerepesi út 9.
További információért kérjük, hívd az alábbi telefonszámot:
(+36) 1 880 7010
www.arenamall.hu

**MAGYARORSZÁG LEGNAGYOBB
ÉS LEGIZGALMASABB
BEVÁSÁRLÓKÖZPONTJA**

TÖKÉLETES STÍLUS AZ ARENA STYLIST-TAL!

Szeretnéd tudni, mi áll igazán jól? Nem tudsz eligazodni az üzletek kínálatában? Jól jönne egy kis segítség a shoppingoláshoz? Segít az Arena Stylist: próbáld ki az Arena Mall új, ingyenes szolgáltatását! Oláh Dóri személyre szabott stílustippekkel, profi tanácsokkal lát el, hogy a legjobbat hozd ki magadból. A 2 órás stílus tanácsadás során egy rövid beszélgetést követően Dóri az Arena Mall üzleteiben megmutatja Neked, milyen darabok passzolnak leginkább a stílusodhoz, alkatedhoz, személyiségedhez.

Foglalj időpontot ingyenes szolgáltatásunkra most!
www.arenamall.hu

Oláh Dóri



**ARENA
MALL**

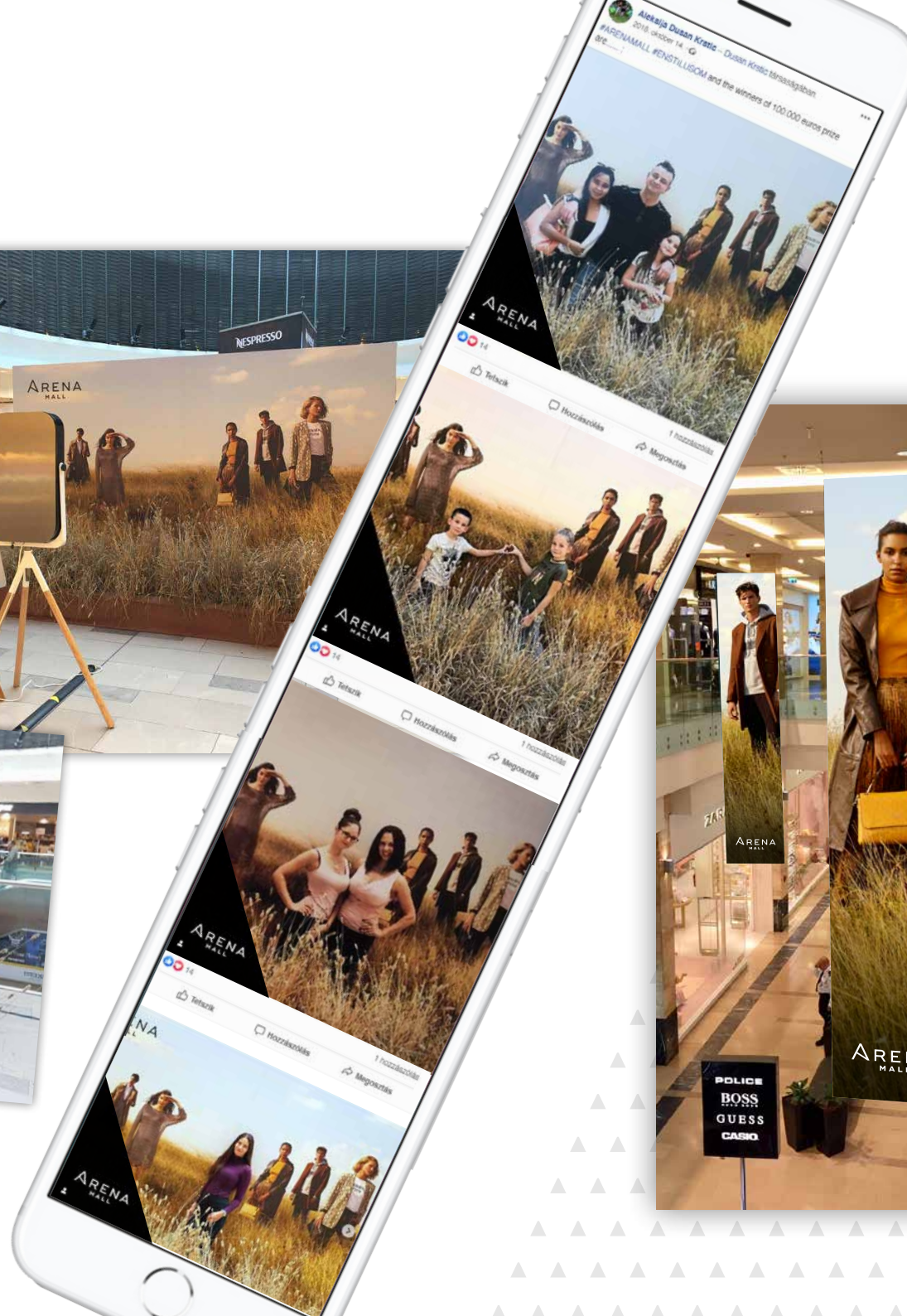
AUTUMN FASHION CAMPAIGN

IN-CENTRE INSTAGRAM FIELD

An in-centre display brought the photographic campaign to life with a real 'wheatfield' giving shoppers the chance to join the model line-up for instagram and facebook.



ARENA
MALL



AUTUMN FASHION CAMPAIGN

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MICROSITE

A micro site was developed to allow competition entrants to win fashion prizes.

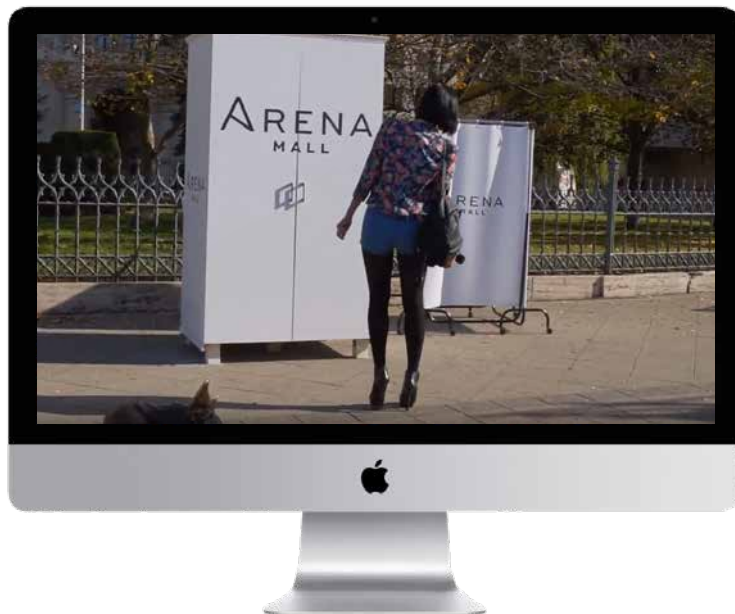


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AUTUMN FASHION CAMPAIGN

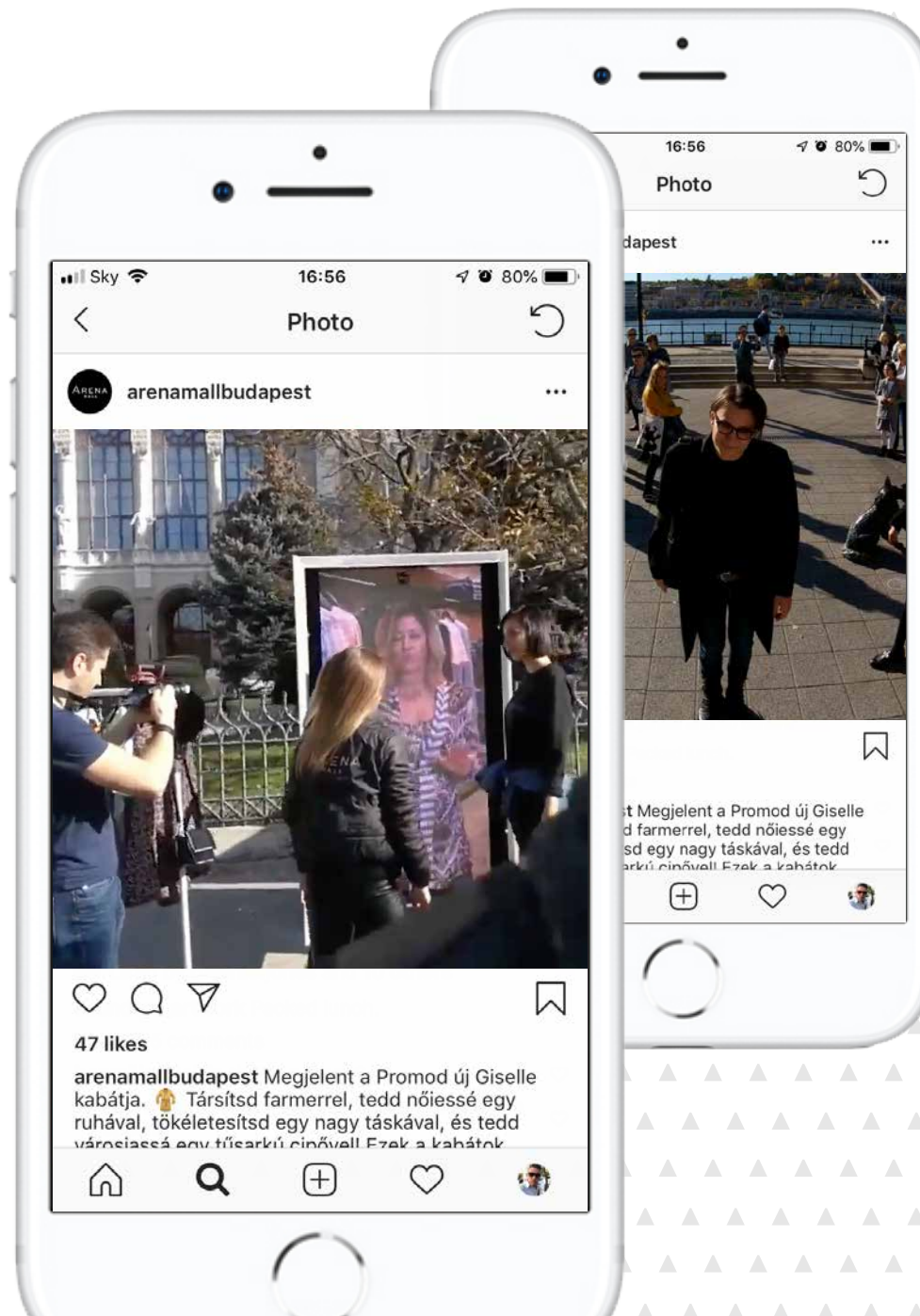
GUERRILLA WARDROBE

As an additional digital innovation we produced a guerrilla video campaign promoting the opening of our new Karl Lagerfeld store.



This involved a secret filming of a wardrobe mysteriously positioned in a major footfall location in Budapest. The cameras watched and eventually a curious shopper opened the wardrobe and was met by a video screen and Arena's stylist announcing that they were to be given an immediate make-over. Suddenly, stylists appeared from nowhere and our lucky person was styled and pampered complete with a Karl Lagerfeld bag.

The video became a social media viral hit.





CHRISTMAS CAMPAIGN

CHRISTMAS NEEDED TO APPEAL TO A WIDER MARKET ACROSS THE WHOLE OF HUNGARY.

For this campaign we developed a hand-crafted paper-cut style combined with photography to create impactful imagery.

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MALL

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CHRISTMAS CAMPAIGN

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IN-CENTRE

An in-centre Christmas charity campaign let shoppers pedal bikes in the mall to raise money for charity supported by a YouTube campaign.



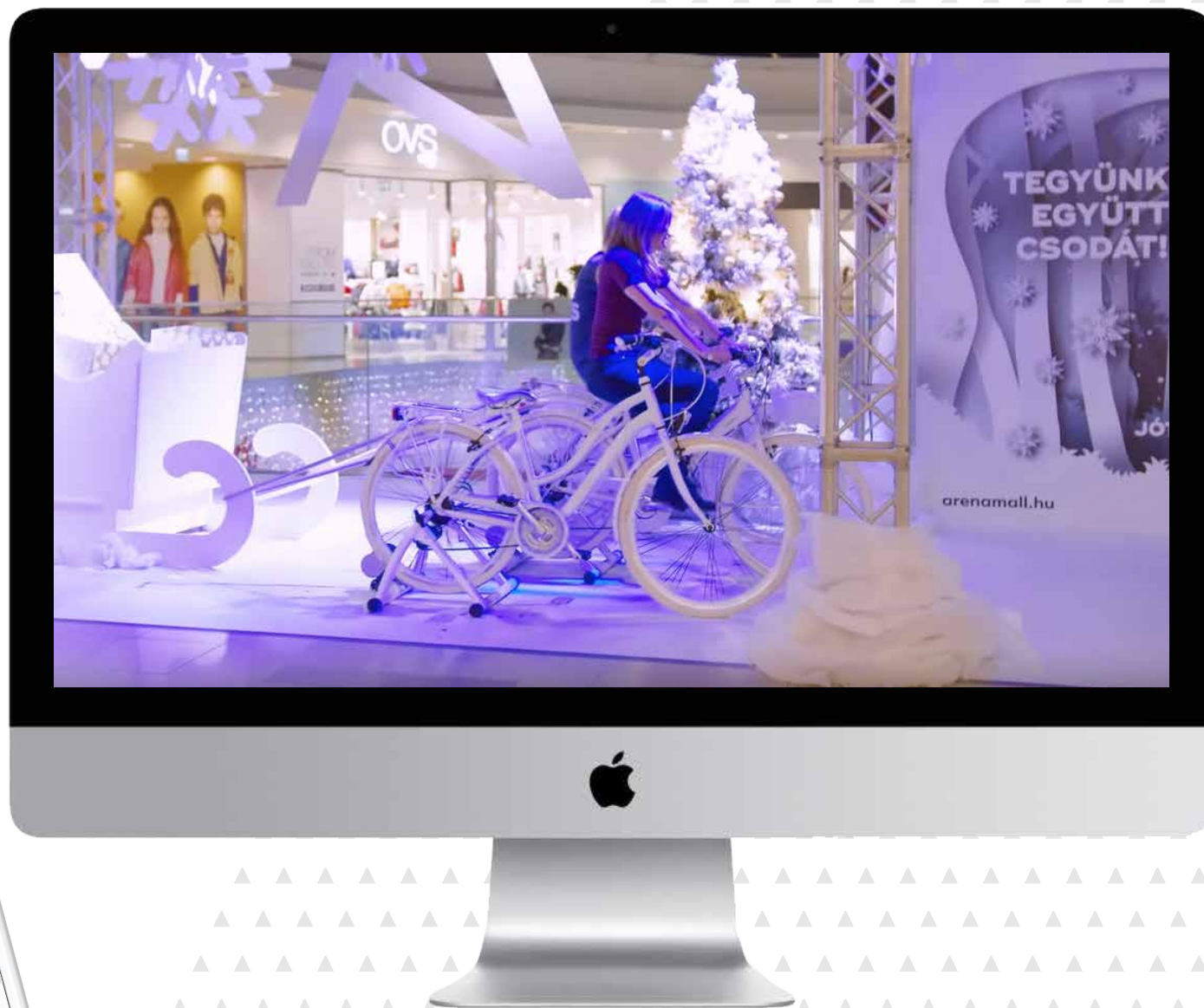
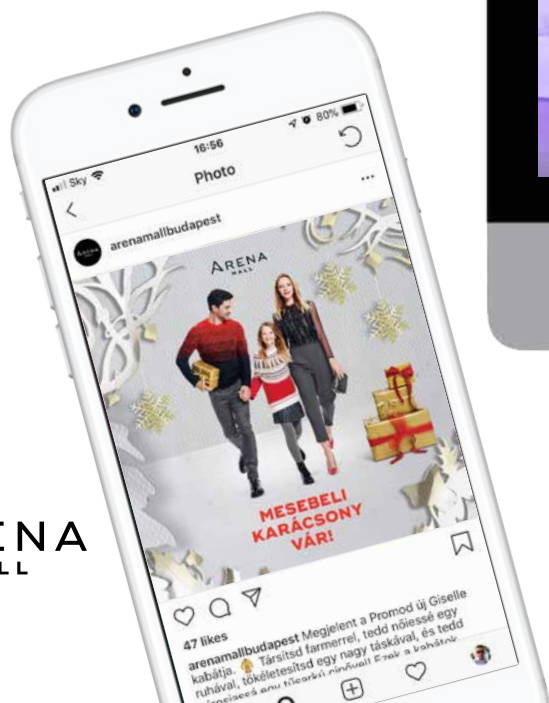
CHRISTMAS CAMPAIGN

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MICROSITE

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WIN A CAR CAMPAIGN

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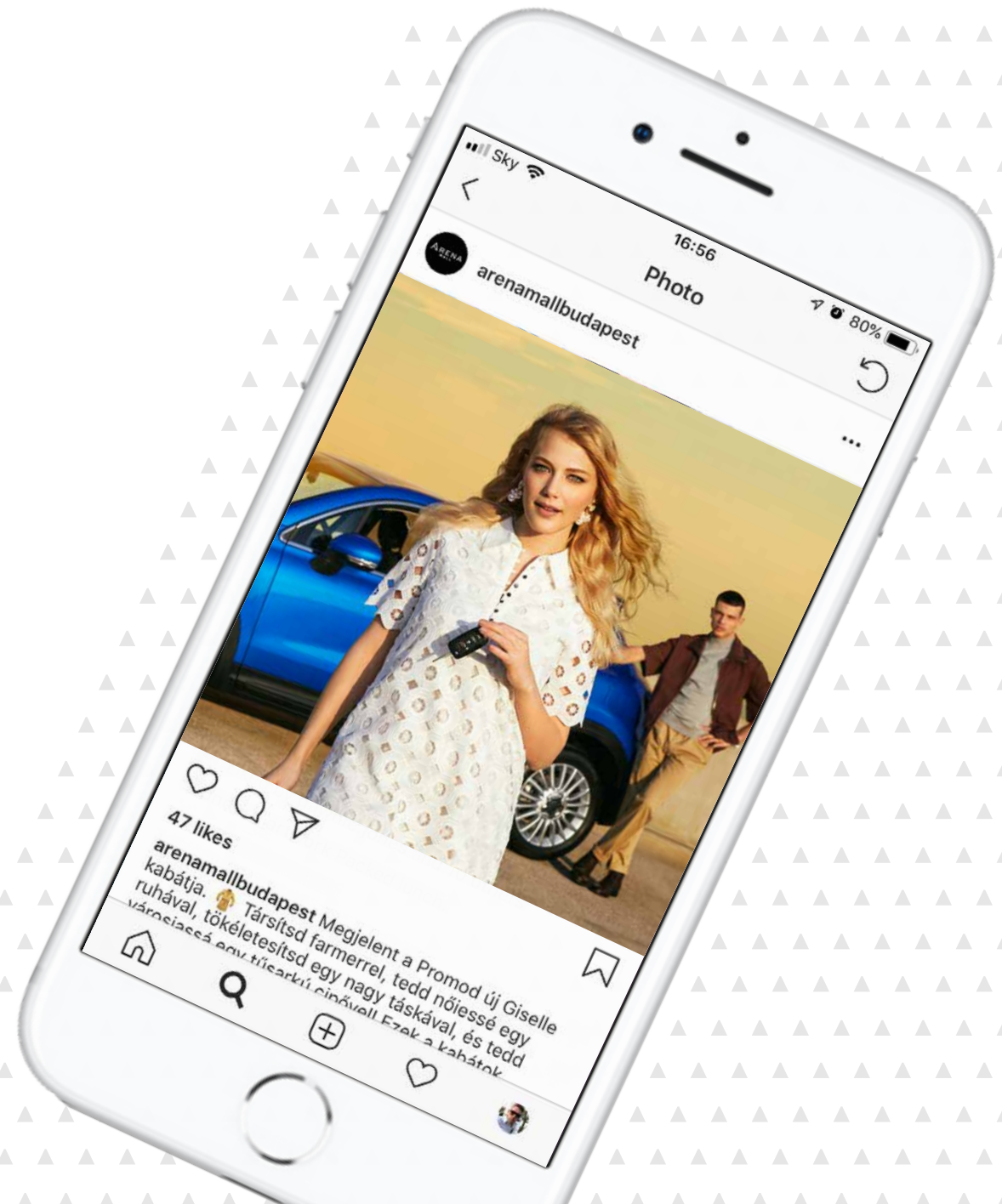


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PUTTING THE GIRL IN THE DRIVING SEAT

We added a major sales promotion into the mix with the opportunity for shoppers to win a car. This followed the promotional success of a previous Win A Car campaign in 2018. This time we added more proactive tenant participation and a minimum store spend of €80 per entry.

We also introduced a provocative, emotive tension into the creative treatment with typical male/female roles reversed and the woman featured in the advertisement having control of the keys while her disgruntled admirers look on.



SPRING 2019 WIN A CAR CAMPAIGN

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ONLINE

A successful tie-in with Fiat ran in various forms online.



PROVOCATIVE... GENDER STEREOTYPES REVERSED...



A nyereményjáték további részleteit keresd
a www.arenamall.hu honlapon.
A nyereményjáték időtartama: 2019. április 1 - 28.
A fődíj sorsolásra 2019. április 28-án kerül sor
az Arena Mallban.
A képek illusztrációk.

arenamall.hu
JÖTTEM,
NYERTEM,
VEZETEM!
VÁSÁROLJ NÁLUNK
2019. ÁPRILIS 1-28. KÖZÖTT
20.000 FORINT ÉRTÉKBEN
ÉS MEGNYERHETED
A FIAT 500X-ET.

ARENA
MALL

THE FUTURE

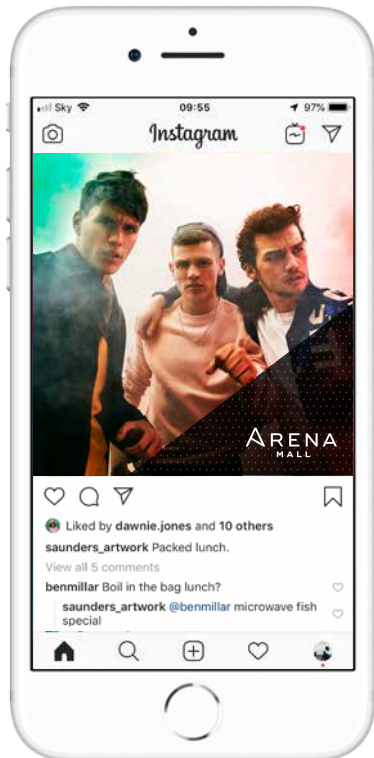
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THE FUTURE

THE FUTURE...

For the future we're looking to extend the concept using an Italian inspired campaign geared towards male fashion and evoking themes of football culture, political protest and male relationships.



MEASURABLE OBJECTIVES

Year on year growth targets:

- Increase retail turnover levels by 5% during the key selling periods*
- Increase average shopper spend (€59) by 5%**
- Increase average shopper spend among tertiary catchment shoppers beyond Budapest surrounding counties (€44) by 5%**
- Grow visitor numbers among affluent shoppers beyond Budapest surrounding counties from 16% to 20%**
- Generate sales increases of 5% during the car promotion*

* based on transaction data ** based on GfK exit research

TARGET 1 RESULTS

We measured the success of the advertising from retailer sales data and also via our annual market research exit studies.

+11.26%

**Vote For Fashion
(Spring 18)**

an increase in
sales of +11.26%
+€1,157,140

+11.8%

Autumn Fashion

an increase in
sales of +11.8%
+€1,423,270

+10.15%

Christmas

an increase in
sales of +10.15%
+€1,822,053

+13.2%

The 2018 Car Promotion

an increase in sales of +13,2%
+€399,137 was generated
against a target of 5%. The
2019 Car Promotion saw
a further increase of 1.7%
in sales generated

All these results were against a target
of 5%. ROI of 1232 based on a creative and
media budget for the above activities.

GfK Research (December 2018) also revealed positive
year-on-year shifts in our audience and in their spending.

TARGET 2 RESULTS

Average spend increased by
5.6% from €59 to €64
compared to the 3% target.

AVERAGE SPEND
INCREASED BY
5.6% FROM

€59

€64

COMPARED TO
THE 5% TARGET

TARGET 3 RESULTS

Average spend among shoppers from the tertiary catchment beyond Budapest increased by an amazing **75% up from €44 to €77** v 5% target. We believe this to be a reflection of shoppers coming from further away and spending significant sums on a full seasonal fashion purchase and all their Christmas gifts.

AVERAGE SPEND
AMONG SHOPPERS
FROM THE TERTIARY

CATCHMENT
BEYOND BUDAPEST
INCREASED BY

75%

TARGET 4 RESULTS

The percentage of shoppers from beyond Budapest increased from **16% to 25%** (versus the 20% target).

THE PERCENTAGE
OF SHOPPERS
FROM BEYOND
BUDAPEST
INCREASED FROM

16%^{TO}

25 %

VERSUS THE
20% TARGET

TARGET 5 RESULTS

The car promotion generated a **6.2%** footfall increase versus a 5% target and had an amazing **100%** tenant participation.

100%
TENANT
PARTICIPATION

ADDITIONAL RESULTS

Whilst not being one of our key measurable objectives we also saw positive increases in the number of Christmas shoppers specifically buying gifts, with an increase from 12% to 23% along with an average dwell-time increase from 97 to 112 minutes.

As well as spending more money, the shoppers from the outer counties and beyond also came in a bigger size groups (29% in groups of 4 or more versus 20% average). They also spent longer in the mall.

Other non-sales related results were achieved across digital:

- **Digital reach across the whole campaign period was 30.2 million ad impressions**
- **The Christmas YouTube video scored 653535 impressions**
- **For the car promotion the campaign video was viewed 714,000 times with 24941 users visiting the competition landing page.**

Overall the sales increases resulting from our repositioned marketing activities have proved highly effective. With this in mind Arena Mall is planning to continue to evolve this strategy during 2019/2020.