

AL Marketing

Phase 2 reopening

COST-EFFECTIVE WAYS TO COMMUNICATE

JUNE 2020

AL has been developing innovative pro-active approaches to communicate with shoppers throughout the Covid-19 lockdown.

As we move into Phase 2 of the re-opening of retail and hospitality here are two immediate cost-effective measures that we have ready to run.

PHASE 2 REOPENING

Cost-effective ways to communicate

1 - Centre Signage

We have a range of creative options already developed to communicate key messages:

- Revised 1m+ social distancing
- Crowd management & queuing
- Cleaning practices
- Specific measures for F&B and leisure *NEW*

View our Brunswick article [here](#)



PHASE 2 REOPENING

Cost-effective ways to communicate

2 - Video Infographics

People are using social media much more during lockdown, so your location needs to ensure that re-assuring safety messages have cut-through.

We've developed a simple animation which can be adapted to any destination.

- Usable on social media and digital screens
- Bespoke design for your centre featuring your own relevant messages
- Music or voice overs can also be added
- Costs start from £295

View an example of the animation [here](#)

View an example with a [music track](#)

View an example with a [voiceover](#)



PHASE 2 REOPENING

Cost-effective ways to communicate

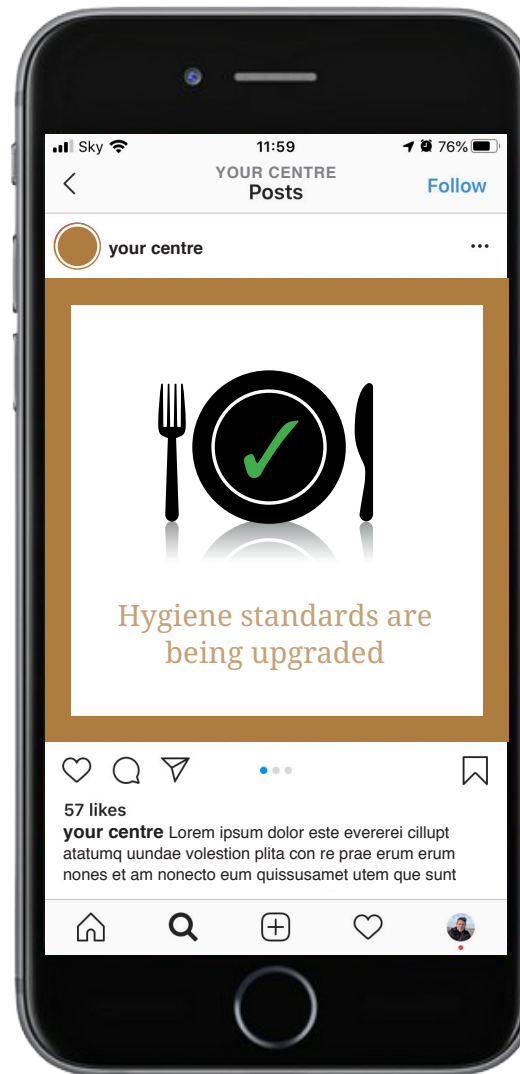
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The next phase...

Specific measures will be required for F&B and leisure, and we are developing similar animated infographic solutions to help.

- Bespoke design for your centre featuring your own relevant messages
- Music or voice overs can also be added
- Costs start from £295

Please get in touch to discuss how we can help your centre.





Next Steps

If you'd like to learn more, please contact:

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