



AL MARKETING
Retail Revival

Traditional asset management, leasing and marketing approaches are no longer fit for purpose.

So, we've done away with predictable, silo-thinking and have brought together experienced, imaginative practitioners from across diverse fields of expertise.

LEASING, MARKETING, RETAIL DESIGN AND PROPERTY MANAGEMENT

The result is REVIVAL – a one-stop hub which gets things done, delivering tangible, measurable strategies and practical results for property clients.

Re-inventing Waverley Mall

OBJECTIVE

A prime location in Edinburgh connecting Princess Street with Waverley station, Waverley Mall could not be better situated. However, the entrance area was plagued by anti-social behaviour making it a very unappealing welcome to the scheme. The leasing agency battled to raise interest among a declining number of fading brands and marketing lacked impact. Market perception was poor, the tenant mix was stagnant and retailers failed to perform.

METHOD

So we asked, “How can we turn a problem space into a thriving opportunity? Working with landlord Moorgarth the approach was to combine leasing, design and marketing to re-create Waverley as a commercial success.

OUTCOME

A new F&B tenant re-enlivened the key entrance to the scheme, overcoming the anti-social behaviour and this set a new tone for further lettings. Further radical innovations included the introduction of an airport luggage check-in facility into an unused unit which added a totally new service to the scheme.



RETAIL REVIVAL
Waverley Mall



A positive commercial partnership programme

OBJECTIVE

Everyone talks about pop-ups, but few companies can harness them commercially. Our challenge was to deliver a new concept within a vacant unit for small start-up businesses.

METHOD

Our previous work with start-up specialists 'Enterprise Nation' meant that we were able to ensure that our clients could be the first to launch a 'Clicks & Mortar' store in partnership with Amazon. We used our architect colleagues to develop the décor while our social media team got to work on building awareness and excitement.

OUTCOME

The shop opened in August 2019 with sales performing well above target and audience perceptions of the scheme changed for the better.



Gin's A Tonic For Prince Bishops

OBJECTIVE

Prince Bishops Shopping Centre in Durham faced a gradual undermining of its performance with attrition from neighbouring retail developments. Competing on traditional terms was a battle it could not win, so we were asked to come up with a new strategy based on solid research and marketing principles.

METHOD

We needed to find new reasons for shoppers and tourists to visit. So we set about creating a plan to introduce a more local flavour to the mix, led by the Durham Gin Distillery.

The whole professional team has a single aim to deliver a vibrant and commercially successful destination that appeals to the wider Durham catchment, tourists and students. The vision is a unique mix of nationals and independent businesses who can flourish together in a vibrant retail environment.

OUTCOME

Responding cleverly to COVID-19 pressures Durham Gin caught the moment by providing gin-based hand sanitiser for our customers. The new unit will open later in 2020.

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Shrewsbury

Re-Modeling Retail In Shrewsbury

OBJECTIVE

We recently added to our marketing remit at Shrewsbury Shopping with a wide ranging B2B PR brief to help shape perceptions of the town's evolving retail offer. A classic case of a local authority taking the initiative by investing in its local infrastructure, we've been a key partner in helping to develop the offer along with the communications.

METHOD

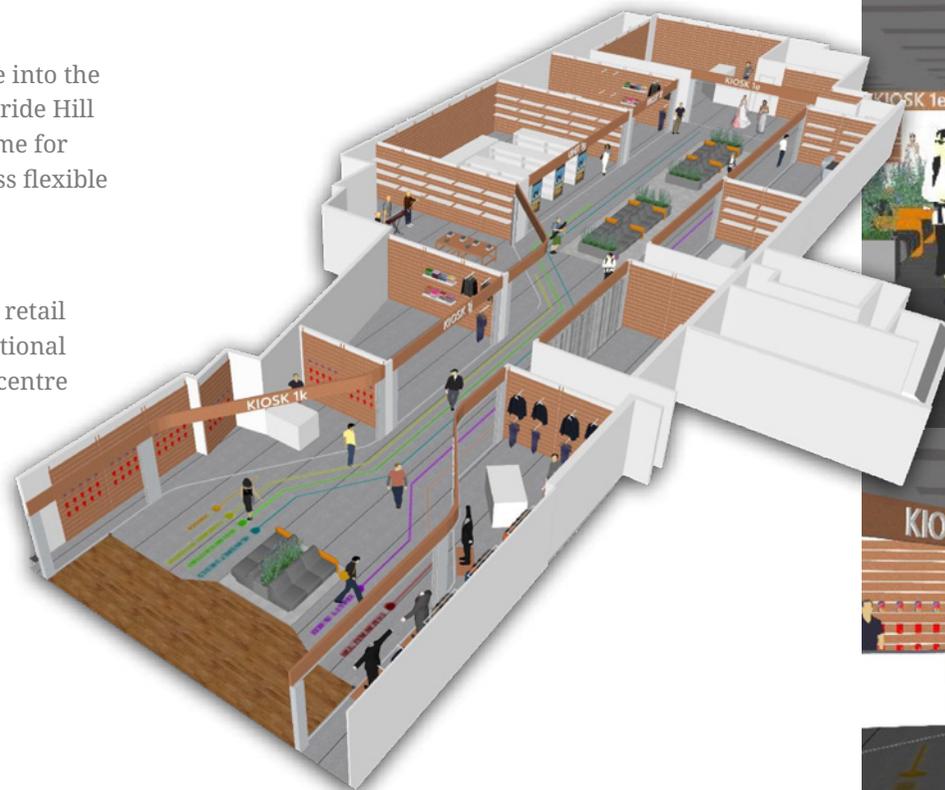
In an imaginative move to consolidate the retail space into the Darwin Centre and release new space in the former Pride Hill mall, the team has created 'The Collective' - a new home for independent stores which will relocate from older, less flexible space in Pride Hill.

OUTCOME

The Collective has been designed to sit within a large, retail unit which would otherwise have remained unlet. National retailers are also set to relocate ensuring the Darwin centre retains its prime retail destination in Shrewsbury. Pride Hill will then be repurposed with civic, commercial and cultural uses all under review.



view 3





A State Of Independents - Vicar Lane, Chesterfield

OBJECTIVE

Bought out of receivership by Alterx, the open-air scheme in the heart of Chesterfield faced a decline in footfall and a run of vacant units along Steeplegate, one of its key pedestrianised arteries.

METHOD

In collaboration with the client's asset team and leasing agency Barker Proudlove, our REVIVAL team helped shape a new story for Steeplegate making it a thriving street of ever-evolving local independent stores.

The anchor-point of the centre is St James' Square, the axis point between Steeplegate and Vicar Lane. By introducing a huge video-wall at this junction the aim has been to create an essential new meeting-point for the town.

OUTCOME

Interestingly, during the Covid-19 crisis it was the new local traders that became the heartbeat of the centre becoming the point of difference that drew shoppers back to the scheme.

We used the video screen to reinforce the key messaging about the retail independents and have also developed elevated content which has helped re-set perceptions about the scheme.

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Festival Place, Basingstoke

Developing a brand position for a previously unloved asset

OBJECTIVE

Using high quality research and planning to deliver a flexible marketing plan to support the £30m refurbishment and create a memorable and effective brand proposition.

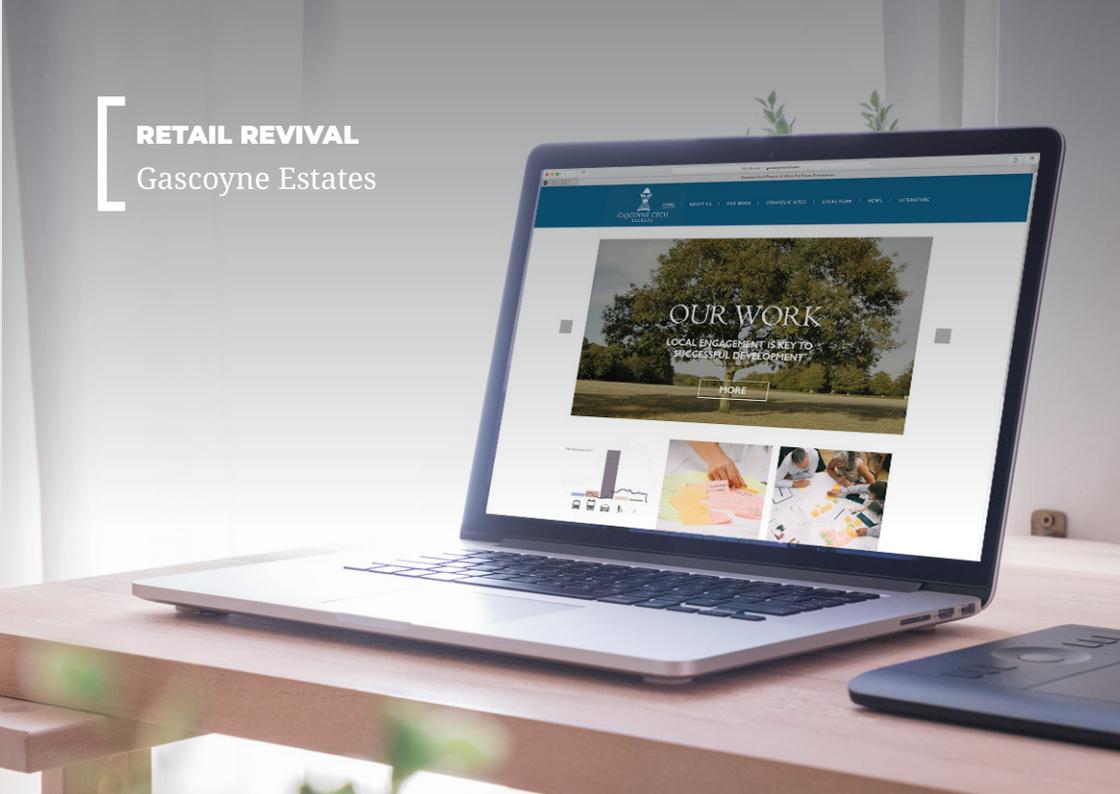
METHOD

Since 2016 AL Marketing has worked with Festival Place, Basingstoke as consultants and mentors to the on-site team. Our involvement has included the appointment of local and regional creative, PR and digital agencies; on site recruitment and development of team skills and knowledge to deliver a strong local performance.

OUTCOME

Festival Place has become the dominant retail destination in North Hampshire with an annual footfall of over 22m; some 60 new tenants, lease renewals, store refits and extensions since 2016. The brand has been delivered through a unique series of internal and external channels together with enhanced Customer Services and exceptional events.





Creating a convincing case for new-town development

OBJECTIVE

To help define and deliver communications surrounding the creation of 5 brand new villages, seamlessly embedded in the Hertfordshire landscape for the Gascoyne Estates

METHOD

New green belt developments are always sensitive, so our challenge was to create a communications approach which would help evaluate and persuade often reluctant residents about several ground-breaking new developments. We also wanted to seek genuine research feedback which would help shape the plans.

OUTCOME

Our work has helped to shape the debate around planning of the new communities through digital and traditional channels. We continue to work with Gascoyne Estates to deliver a series of comms. for public consultation, including exhibition displays. This has led to an expanded brief across other development projects for the estate.

