

AMPCAPITAL 



Royal Randwick
shopping centre

Retail Marketing Opportunities at Royal Randwick



Annual marketing calendar (CY)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Retail seasonal moments	Australia Day Summer School holidays	CNY Valentine's Day		Easter School Holidays	Mother's Day		School Holidays Winter Fashion		Fathers Day	School Holidays Halloween Spring/Summer	Black Friday	Christmas Gifting



Your Marketing Checklist

Digital	Social	In Centre
<p>❑ Article An article on our centre website is a great way to let customers know about your brand’s news and updates (such as new collections, products and services).</p> <p>❑ Offer/s Promotions and special offers have a dedicated section on our centre website. Offers also link to your store listing so customers can quickly contact or locate your store.</p> <p>❑ Email newsletters (EDMs) Our centre uses email newsletters to communicate with customers directly. Content submitted for the centre website, such as articles and offers, can be amplified via email newsletters.</p>	<p>❑ Facebook Royal Randwick has an active Facebook page. This features a mix of retailer and centre-based content to create a vibrant digital community to connect with customers, even when they aren’t in centre.</p> <p>❑ Instagram At Royal Randwick we have an Instagram account which we use to raise awareness of the centre and retail mix, building brand advocacy through inspiring and entertaining content.</p> <p>❑ Prizes and giveaways Competitions are an effective way to encourage customers to engage with your brand. These are usually organised via social media.</p>	<p>❑ Posters Our centre has 30 x 40 poster stands available for free advertising opportunities for retailers. Bookings are essential, posters must be supplied and timing is subject to availability.</p> <p>❑ Visual Merchandising Visual Merchandising installations are available in-centre. These are a great way to showcase your product to customers, enabling them to engage with your brand outside of your store.</p> <p>❑ COVID-19 related signage Please notify Centre Management if any support is needed with regards to signage for outside your store, for example to assist with physical distancing and queuing.</p>

Digital Marketing Opportunities

Articles	Offers	Email Newsletters
<p>For any upcoming campaigns or collections, we can generate awareness with an article on our centre website.</p> <p>Articles can showcase ‘new’ news but are also effective at communicating your services and products, particularly if there is a particular part of your business that you want to increase awareness of.</p> <p>Please provide:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 50 – 250 words of copy (or a media release, if you have one available) <input type="checkbox"/> Hero image in 942px w x 530px h (without logos or copy included) 	<p>The offers page highlights all the special offers, sales and promotions within our centre.</p> <p>This page also links to your store listing so customers can quickly contact or locate the store.</p> <p>Please email us with the following:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Offer title <input type="checkbox"/> A brief description <input type="checkbox"/> Validity dates <input type="checkbox"/> Terms and conditions <input type="checkbox"/> Optional: Submit an image to accompany your offer, 942px w x 530px h (without copy or logos) 	<p>Our centre uses email newsletters to communicate with customers directly. Royal Randwick has a customer database of almost 2,000 subscribers.</p> <p>Space in email newsletters is very limited and each EDM is curated by the Centre Marketing team.</p> <p>Content is included as available on our website and so make sure you’re regularly sending us information for articles and offers so that your store’s news can be included, where possible.</p>

Social Media Opportunities

Facebook	Instagram	Prizes and giveaways
<p>Royal Randwick has a Facebook page, featuring a mix of retailer and centre-based content to create a vibrant digital community to connect with customers, even when they aren't in centre.</p> <p>To be included, please provide:</p> <ul style="list-style-type: none"> <input type="checkbox"/> One or more images in the following dimensions: 1200 px w x 628 px h (without copy or retailer logos) <input type="checkbox"/> Your preferred captions / tags 	<p>Royal Randwick also has an Instagram account which we use to raise awareness of the centre and retail mix, building brand advocacy through inspiring and entertaining content.</p> <p>To be included, please provide:</p> <ul style="list-style-type: none"> <input type="checkbox"/> For static posts, one or more images in the following dimensions 1080px w x 1080px h (without copy or retailer logos) <input type="checkbox"/> For stories, imagery in the following dimensions: 1080px w x 1920px h <input type="checkbox"/> Your preferred captions / tags <p>Tip: For static posts, high quality, influencer / user-generated imagery generates the strongest engagement.</p>	<p>Competitions and giveaways are an effective way to encourage customers to engage with your brand.</p> <p>Prizes and giveaways are generally offered via social media.</p> <p>To organise a competition or giveaway, please email royalrandwick@ampcapital.com</p>

In centre

Posters

Our centre has 30 x 40 poster stands available which retailers can use to display posters for free. Posters help to raise awareness of your brand and are effective in communicating special offers and promotions to customers. Bookings are essential and timing is subject to availability.

For your posters to be displayed, please:

- Indicate your preferred 2-week booking timeframe
- Provide your printed posters (750mm wide x 1000mm high) to the Centre Management Office

Visual Merchandising

Visual Merchandising installations are available on Ground and Level 1. These displays showcase your product to customers, enabling them to engage with your brand outside of your store.

To participate in VM, please:

- Provide your preferred 2-week period
- Confirm the timing for the changeover and the contact person for your store (who will be styling the displays)

Note, the displays must be changed over outside of trading hours (before / after trade) by the store team, with prior approval by Centre Management. While all due care is taken, any risk associated with the displays is borne by the retailer featured.

COVID-19 related signage

Please notify Centre Management if any support is needed with regards to signage for outside your store, for example:

- To assist with physical distancing
- Queuing
- Customer capacity in store
- COVID Safe messaging

Questions and for more information

For Marketing and general queries, please email:

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