



RETAILER INFORMATION

DRIDE
by mirvac

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INTRODUCTION

The Drive retailer program is designed to assist and support East Village retailers to realise their full sales potential.

The Drive program will provide your store with the tools, knowledge, skills and support to help Drive your sales and your business. More than just a marketing initiative Drive is a true point of difference for Mirvac Retail and you our customers.

Mirvac is committed to working with our retailers to ensure that our customers enjoy the best possible retail experience in our Shopping Centres.

Get ready to

DRIVE your Sales

DRIVE your Team

DRIVE your Business

DRIVE your Message

DRIVE your Store

East Village has six Drive programs

1. **Start**
2. **Shine**
3. **Rewards**
4. **Ignite**
5. **Inspire**
6. **Accelerate**

As part of the DRIVE program, retailers can also access DRIVE information and Retailer Newsletters at www.EastVillage.com.au/Drive

DRIVE START

The Start program is an essential part of our Drive program.

The Start program is for all new retailers or stores that refurbish or relocate within East Village. For new retailers opening in a Centre, being welcomed by the Centre Management team and being given all the information they need to operate a successful business up is extremely important. Simple information like where do staff park? Where is the loading dock? Where are the bins? Is there a sustainability program? Who do I contact for what? Even just navigating their way around the Centre and back of house is all important information for retail staff.

The Start program will take care of all of those questions and give your store the best start possible at East Village.

The Detail

- > All new retailers will receive a Welcome to Mirvac pack which will include a Welcome Letter, and a Marketing Check List.
- > The Marketing Manager or Retailer Manager will arrange to meet you prior to your store opening to discuss your business and your opening plans. They will also provide information on where to park and any other back of house procedures.
- > You will need to supply your store logo, images and an overview of your business for the East Village website and Centre Directory board.
- > The day before you are due to open your Store Page will be sent live on the East Village website and your store listing will appear on the Centre Directory board.
- > On the day of opening the Centre Management team will deliver your Retailer Handbook. This Handbook will contain Emergency Procedures, Centre Rules and Guidelines, Contact Information, Centre Marketing Plan and sections for you to file future Centre Memo's and Retailer Newsletters.
- > Your store will also be featured on any Centre digital channels that are available on that day.
- > The Centre Management Team will also follow up on your store within the first three days to find out how trade is going and whether or not further assistance is required.



Connecting customers with your store's marketing message is a key element in unleashing your store's sales potential.

East Village has a variety of mediums that can assist you to promote your marketing message and drive your business.

Maximise your sales potential and create awareness about your store, special event or new product lines by making an appointment with the East Village Marketing Manager to discuss and plan the utilisation of the in-centre marketing opportunities.

East Village has the following Shine opportunities:

- > Facebook
- > Instagram
- > Digital screens
- > Touch Screen Digital Directories
- > Website

The Details

- > Book the required Shine opportunities with the Marketing Manager at info@eastvillage.com.au
- > Bookings can only be made in two-week blocks at a time to ensure fair representation of all retailers and can only be made 3 months in advance. Key retail periods will be allocated on a first come, first served basis.
- > Make sure at least three days prior to the commencement of your booking you have supplied all marketing material/ digital assets for your booking.

DRIVE REWARDS

The Rewards program gives you the opportunity to pick up a bonus for achieving great sales.

A sales target is forecasted and communicated to your store by the first of each month. If the store exceeds the forecasted sales target, the Retailer Reward form is submitted to the Centre Management Office by the nominated return date to receive an Achievement Bonus. The Retailer Reward Program is a great way to motivate and reward your store team members for doing a great job.

The Detail

- > The Rewards program will be run at the discretion of the Centre Management Team throughout the year.
- > A Sales target is delivered directly to your store on the Rewards Form.
- > At the end of the month when monthly sales are reported the results will be assessed and should your Store achieve your target you will receive the communicated prize/incentive.
- > Please note reported sales are used to determine all sales targets and results.
- > To really drive your sales during your target month it is recommended that you utilise other DRIVE programs to give your store the best chance at success.

DRI>E IGNITE

Give your store an instant boost with Ignite.

Ignite is a short term, high impact promotion to build awareness of your store or a new product quickly. To take part in the Ignite initiative, simply provide a prize/s to be used on the Centre's digital or social media platforms to giveaway.

Providing an instant giveaway, is the perfect way to get your product or store in front of the thousands of followers that the Centres have, whether it be via the website, Facebook, Instagram or a digital mail-out. This program has the power to ignite sales and interest in your store and encourage new customers. The Ignite program is best used with the Shine program to maximise your stores potential.

The Detail

- > Make an appointment with the East Village Marketing Manager to discuss and schedule your Ignite promotion.
- > Complete the Ignite agreement and deliver the prize prior to commencement.
- > Upon completion meet with the East Village Marketing Manager to discuss results.

Ignite Booking Form

Date: _____

Retailer: _____

Contact: _____

Prize/Giveaway: _____

Facebook ☐ Post Date: __/__/__ Post Time: __-__

Instagram ☐ Post Date: __/__/__ Post Time: __-__

EDM ☐ Send Date: __/__/__ Send Time: __-__

Image supplied ☐

Copy: _____

Retailer Name: _____

Retailer Sign: _____

Results

Facebook

Reach	Likes	Comments	Shares

Instagram

Likes	Comments	Re-Post

EDM

Open Rate	Click Through Rate

DRI>E ACCELERATE

The Accelerate program is a comprehensive program that identifies areas of opportunities in regards to store presentation, visual merchandising and customer service. Sometimes a fresh set of eyes can identify areas of strength and improvement opportunities.

The Accelerate program will give your store access to a comprehensive range of professional advice on all facets of your store from visual merchandising, store presentation, customer service and sales.

While on the Accelerate program it is compulsory that your store be participating in both the Shine and Reward program.

Participation

- > Meet with the Marketing or Retail Manager to discuss how the process will work. Realistic expectations and timeframes will be set for the program.
- > The Accelerate program requires active participation from you and a commitment to improve your business.
- > A Store Audit of your stores presentation will be undertaken with the Centre Management team. This audit will give you good insight into how a customer views your store. When it comes to attracting customers first impressions really count.
- > From the Store Audit it will be decided if a professional visual merchandiser will be required. If a professional visual merchandiser is engaged you must ensure staff are present for the session.
- > An in depth Diagnostic Mirror will be completed with you. In some cases it may be beneficial for an external retail consultant to be engaged to offer expert advice. A high level of commitment to undertake actions to improve your business is required.
- > If you are on the Accelerate program you must be actively participating in the Shine and Reward programs.

DRIVE INSPIRE

The Inspire – Resource Library is available for all retailers at East Village. You will find the Inspire – Resource Library in Centre Management.

The Library has a range of retail resources about customer service, visual merchandising, improving sales, industry information and more.

The Detail

- > Visit the Centre Management Office and select your title.
- > Check the chosen resource out with the Marketing Manager.
- > Return the book by the due date.

Retailer Newsletter

At the beginning of each month all retailers will receive a Retailer Newsletter. This newsletter will keep you up to date with everything that is happening at East Village. The retailer Newsletter is delivered directly to your store each month or can also be viewed at www.EastVillage.com.au/Drive



CENTRE MANAGER

As an introduction to our new East Village Retailer Newsletter, I would like to welcome everyone to this medium, which is aimed at providing regular communication about our Centre.

This year has kicked off to a good start following the Christmas break, with Lunar New Year and Mardi Gras celebrations resulting in solid retail turnover figures and a continued increase in Centre traffic.

There are some exciting projects starting during the course of this and next month, which include the Amenities and Parents Room Upgrades and the External Public Domain Paving Works. These projects are aimed at strengthening customer loyalty and will assist in driving sales, whilst keeping the Centre looking fresh.

There are also some exciting Marketing events on offer which will run over Easter and the School Holidays, further helping to drive traffic and increase the overall Centre's sales during this period.

Regards
Tom Pearce

SALES REMINDER

Please be reminded that sales are due on the 5th day of every month and are to be emailed to management@eastvillage.com.au

NEW EASTVILLAGE.COM.AU

The Centre website has been revamped. Browsing from desktop, tablet and mobile is even easier with our clean minimal design. Check it out EastVillage.com.au

MARKETING UPDATE

Lunar New Year Celebrations

To celebrate Lunar New Year, on Sunday 14 February East Village played host to a traditional Lion Dance. The Lion performed the traditional lettuce eating ceremony at a number of stores while promotional staff distributed lucky red envelopes to customers. Centre traffic increased +29.0% on this day.

A successful Facebook competition 'Win Yum Cha for two' was also run to increase social engagement.



Mardi Gras - 19 Feb - 6 Mar

In addition to the in-Centre Mardi Gras decorations, a radio campaign was run on OK Live to increase East Village's brand awareness amongst this key market.



[facebook.com/eastvillageVP](#) [instagram.com/eastvillageVP](#)

ThermoChef - 15 Feb - 13 Mar

The recently run ThermoChef promotion, achieved 1,262 entries. To enter, customers simply needed to provide a valid email address and their postcode. This is a great result and all customer email addresses have now been added to the East Village database so we can communicate regularly with them.



Hoppy Easter - 14 - 28 Mar

We're excited to introduce Hoppy the Easter bunny and friends, whose burrows were installed around the Centre! Hoppy is a digitally animated, augmented reality, life-sized Easter Bunny, brought to life via a free smart phone app created for Mirvac. There's fun for all ages as the app enables shoppers to take a range of Easter themed selfie photos to share with friends and family on social media - great exposure for East Village.



Easter Village Craft

To further engage with our family market, Easter themed craft will be held outside Coles on Easter Saturday and Easter Monday from 11am-3pm.

Kids will be able to decorate and take home their own Easter basket!



School Holiday Activities

Kids' school holiday activities will be run in the first week of the school holidays. Further information will be distributed shortly.

CENTRE MANAGEMENT NUMBER

Please be advised that the Centre Management phone number is 1800 888 688.

The 1300 818 818 phone number no longer exists.

[facebook.com/eastvillageVP](#) [instagram.com/eastvillageVP](#)

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A decorative header at the top of the page featuring a complex geometric pattern of overlapping triangles in various shades of red and orange, creating a dynamic, low-poly effect.

DRI>E

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East Village