

Retailer Newsletter

July 2019





Marketing

Updates

METREWARDS APP LAUNCH

Our MetRewards app is now live and can be downloaded via the App Store now. Your store should have received a strut card and window decal by now. Please make sure this is visible for our customers wanting to use the app and please let Juliana know if you have not received this. Customers scan the QR code to redeem an offer if you have provided one as well as gain points after every purchase.



For the launch of the app, we have offered the below to customers for the month of July:

- 100 points for downloading the app and completing their profile
- Free coffee at participating retailers for 50 points
- Free lunch at participating retailers for 100 points
- \$20 gift card for 150 points
- 5 points to enter major prize competition for a \$500 gift card

If at any time you would like to promote a deal or prize through the app, please email Juliana at Juliana.Lovell@mirvac.com or call on 0466 317 538.

MARKETING OPPORTUNITIES

There are multiple free marketing opportunities available to you, each retailer should have a copy of the Marketing Mediums package outlining all your options and the specifications. If you do not have a copy please get in contact with Juliana or Jordan.

Website

If you have any offers you would like featured on our website please send through the copy and an image at 1080px wide x 2160px high.

Digital displays

We are now sending out an email with the dates we are updating the digital directories, you will need to book your image two weeks in advance as we have limited space. Display images need to be 1080px wide x 1920px high.

Email newsletters

MetCentre distributes monthly newsletters to it's database, to feature on this please contact Jordan.Smith@mirvac.com

Social media

MetCentre uses Facebook and Instagram to communicate retailer content to it's followers, please contact Jordan if you would like to schedule content for your store.

Operational

Update

SMOKING

We must be careful of the designated smoking areas around the Centre as we have been advised by local council that they will issue on the spot fines to those individuals not smoking within these areas.

For additional information please refer to www.cityofsydney.nsw.gov.au/community/health-and-safety/smoking-in-public-places

The MetCentre has recently launched our new retailer support program, DRIVE. All retailers received their DRIVE pack which included the Marketing Directions Calendar and the DRIVE handbook in May. The program replaces the HYPE Initiative and is designed to assist all retailers to maximise your sales potential.

START

Start is designed to assist both incoming stores and refurbishing stores to promote themselves to the shopping centre's customers.

SHINE

Exposing customers to your marketing message is a key element in unleashing your store's sales potential. Shine is designed to give you the opportunity to communicate information about your store to the Centre's customers, utilising the Centre's resources.

REWARDS

Rewards is a sales-linked reward program that is designed to encourage your store to reach a set monthly sales target.

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.

ACCELERATE

The Accelerate program is a comprehensive program that identifies areas of opportunities in regards to store presentation, visual merchandising and customer service.

INSPIRE

Inspire is a resource library available to all retailers, located in Centre Management on Level 16, 60 Margaret Street.

To start taking advantage of any of these programs, please email, Juliana.Lovell@mirvac.com