



**SHOPPING CENTER
OVERCOMING ADVERSITY**

IMAGES: RØDOVRE CENTRUM

ENTRY TITLE: ANIMALS IN ART

Rødovre Centrum, Copenhagen, Denmark.

Owner: Rødovre Centrum A/S

Management Company: Rødovre Centrum A/S

On March 10, 2020, the Danish prime minister closed down the majority of Denmark, including all museums.

Rødovre Centrum was allowed to stay open, as we contain supermarkets, food stores, and pharmacies not subject to the restrictions/lockdown. We came up with the idea to help the ARKEN Museum of Modern Art (henceforth ARKEN), because if the visitors cannot come to culture, then culture can come to the guests. We created a colorful campaign at an otherwise bleak time, included elements from ARKEN’s scheduled exhibition, “Animals in art”. Inside the mall, we had offered that ARKEN could showcase their exhibition to our customers. The exhibition has achieved incredible results.

RESULTS:

TV spot

Commercial views in the Greater Copenhagen area (the largest area in Denmark with 1,780,000 people over the age of 15): 36% watched it a minimum of 1 time, and 6.6 times on average.

Total number of views: 4.3 million.

Online

Reach: April, May, June 2020: 2,425,000 (measured against the same period in 2019: 1,260,000)

This constitutes a growth of 92%, RC had between 490% and 3000% more comments on posts in comparison to the four closest competitors.



**Exhibition:**

“There was an overwhelming interest in the exhibition and many customers came to see it. Measured against our greatest competitors, we were pleased with the customer visits as well as revenue during the campaign period despite the various lockdown limitations and restrictions we were subjected to. We are convinced that we have been an attractive choice as a shopping destination, as customers were able to combine their shopping with an experience/an exhibition free of charge – and attend an event following an insecure lockdown period of two months.”
(From the Solal Awards application)

Customer visits:

May: Index 67

(RC had 10% more customers compared to the four closest competitors)

June: Index 92

(RC had 3% more customers compared to the four closest competitors)

Revenue:

May: Index 71

(RC had 11% higher revenue compared to the four closest competitors)

June: Index 98

(RC had 7% higher revenue compared to the four closest competitors)

**FROM THE SOLAL AWARDS CEREMONY SPEECH**

“With the country locked down, only places for essential shopping remained open. Rødovre teamed up with their local museum to bring culture into their own space. The results were incredible. The judges thought that this was ‘both impressive and educational’ with ‘an outstanding quality of realization.’ They praised the ‘very sophisticated communication’ with one describing it as ‘the perfect entry.’”





SHOPPING CENTER OVERCOMING ADVERSITY

IMAGES: RØDOVRE CENTRUM

ENTRY TITLE: WE ARE LIVE

Rødovre Centrum, Copenhagen, Denmark.

Owner: Rødovre Centrum A/S

Management Company: Rødovre Centrum A/S

The world was disrupted by COVID-19, and the Danish authorities shut down all Danish shopping malls to contain the spreading of the disease. Accordingly, Rødovre Centrum was forced to close, which negatively affected revenue in all of its stores. To keep brick-and-mortar stores alive, it was necessary to come up with a solution.

Inspired by Tmall and Taobao in China as well as Amazon Live, the solution was to carry out daily live shopping via Facebook live-streams from the stores of the mall, with the intention to drive sales to the brick-and-mortar stores.

The campaign was a resounding success, providing much-needed revenue for the stores, happy and loyal customers, and publicity in the media: WeAreLive

“The customers were able to ask specific questions about the products displayed live by the hosts, and they could buy the products they liked by writing comments. The hosts made sure to answer questions continuously and created a pleasant, fun atmosphere with dancing and good charisma.” (From the Solal Awards application)

Results:

- All participating stores avoided bankruptcy!
- Increased revenue in participating stores from 0 to 373,000 euros
- WeAreLive had 873,500 views and customers were very active, posting a total of 75,781 comments.
- Rødovre Centrum outperformed the average customer attendance numbers of the industry significantly during the reopening.
- ROI = 3,843.4 %



During the broadcasts, viewers could buy the products on display by writing comments. Artificial intelligence tracked and processed all of the orders, then provided customers with specific payment options at the end of each broadcast.



79 Live Shopping events: Store employees were featured as hosts in the broadcasts when particular stores live streamed.





FROM THE SOLAL AWARDS CEREMONY SPEECH

“With retail closed due to Covid, Rødovre wanted to keep its retailers’ trade alive. The solution was daily live shopping via Facebook live-streams from the stores. Trade continued and the center achieved incredible publicity. The judges said, ‘What an incredible idea!’ ‘Super cost-effective to support tenants’, ‘incorporating psychology’ in a ‘light and engaging way’. Well-deserved Rødovre Centrum.”





SHOPPING CENTER OVERCOMING ADVERSITY

IMAGES: RØDOVRE CENTRUM

ENTRY TITLE: FURRY CHRISTMAS

Rødovre Centrum, Copenhagen, Denmark.

Owner: Rødovre Centrum A/S

Management Company: Rødovre Centrum A/S

Denmark has seen a growing number of animal protection cases – either because they are stray animals, have been left behind or are being mistreated. The organization “Dyreværnet” (the Danish animal shelter) has worked hard every day to help struggling animals, give them comfort, provide them with medical assistance and love at their shelter until they find their way to their new, loving homes.

In collaboration with Dyreværnet, Rødovre Centrum has created the Christmas campaign “Furry Christmas”, a campaign radiating warm-heartedness and Christmas spirit while also raising awareness for Dyreværnet and focusing on their exemplary work.

The campaign achieved incredible results for Rødovre Centrum (RC) as well as for Dyreværnet.

Results:

“The collaboration generated incredible results. The heart-warming message garnered significant interest, generated great press coverage as well as traffic and revenue for RC, and increased the number of inquiries to Dyreværnet. Dyreværnet achieved the following results thanks to the campaign:

- 20% more animals were adopted in December 2019 than average
- They increased awareness by 22% because of the campaign being presented in their catalogue, on TV, and in the media.
- They increased their number of Facebook followers by 11%.
- They increased their number of newsletter subscribers by 15%.

Dyreværnet has received 15,000 EUR (due to the donation message in the Rødovre Centrum media).” (From the Solal Awards application)



During the exhibition, Rødovre Centrum had 4% more customer visits compared to the closest competitors in the area.



The focal point of last year's Christmas exhibition at the mall was dogs of all sizes, shapes, and races.





FROM THE SOLAL AWARDS CEREMONY SPEECH

“In collaboration with an animal rescue center, Rødovre created their ‘Furry Christmas’ which featured rescued animals and starred animal rescuers as models. The campaign radiated warm-heartedness and the Christmas spirit, achieving stand-out results. The judges said that this was an ‘elegant and emotional campaign with excellent story-telling and great ROI’. ‘Public-spirited with outstanding results’. Great work again from Rødovre.”



20% more animals were adopted in December 2019 than average.

