



SHOPPING CENTER STRATEGIC MARKETING

IMAGES: MANUFAKTURA

ENTRY TITLE: "THE MANUFAKTURA MAN" - OPEN AIR OPERA, STRATEGY MARKETING

Manufaktura, Lodz, Poland

Owner: Union Investment Real Estate AG

Management Company: Apsys Polska

Manufaktura is a unique complex, combining commercial retail, culture and leisure, visited by 20 million people annually, designed and created as a revitalized 19th century post-factory complex. One of the most important pillars of its marketing strategy is to convey heritage and history and organize unique events on a global scale. In 2019, Manufaktura decided to attempt an amazing and unique venture, at first glance completely unrelated to the industry - an open-air opera "The Manufaktura Man" - the first opera about the place, its people and heritage.

The event, organized in cooperation with the Grand Theater in Łódź, was preceded by an unconventional, intense PR campaign and CSR activities.

STRATEGIC GOALS

Image

Reaffirming the image and solid reputation of Manufaktura as an iconic place and significant part of the fabric of the city; reestablishing the link between the textile tradition of Łódź and this versatile, multifunctional center of commerce, leisure and culture.

CSR

Reconnecting with former employees of the textile company and honoring them with VIP seats at the event. This activity adds up to build a cross-generational link between the younger visitors and Manufaktura.

Media Relations

a Minimum of 300 media publications; reaching nationwide media unavailable to the retail sector: TV editorials; culture-oriented titles, nationwide economic publishers.



The Manufaktura Man was watched in total by over 9,000 live-audience members.



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FROM THE SOLAL AWARDS CEREMONY SPEECH

“A center rooted in its industrial history, Manufaktura developed a unique open-air opera, which was all about the place, its people, and its heritage. This was backed up by an unconventional, intense PR campaign and CSR activities. The judges thought that this was an absolutely stunning idea and a real success in building local pride, with the former employees being brought back to the venue. Another excellent Gold for Manufaktura.”

