



SHOPPING CENTER TACTICAL ACTIVATION

IMAGES: CITYPARK

ENTRY TITLE: "THE MYSTERY OF BANKSY - A GENIUS MIND" IN THE SHOPPING CENTER CITYPARK

CITYPARK

Owner: Bauvermietungsgesellschaft Poppmeier & Co. KG.
Management Company: SES Spar European Shopping Centers

When it comes to street art, there is no other than Banksy, the most famous and mysterious graffiti artist in the world. Since Graz has been internationally recognized as a Capital of Culture and Banksy as the most famous street artist in the world, the exhibition "The Mystery of Banksy" at CITYPARK, the most popular shopping center in Graz, was a logical and natural fit. Due to the pandemic, it was necessary to find attractions for customers and to fill vacancies. A unique museum space was created, for which the cooperation partner has paid rent and customers had to buy tickets like in a "real" museum.

PRESS COVERAGE SUMMARY

"We sent out a total of three press releases for the exhibition. The media response was incredible: There were 89 clippings with a volume of 19,5 pages, which had an advertising value of € 533.794 and a reach of 57,891,203." (From the Solal Awards application)

ADVERTISING SUMMARY

POS: The exhibition was intensely advertised and signposted at the POS.

Signposts and posters at the center-area: The exhibition was intensely advertised and signposted in the outdoor area of the center.

OOH - outdoor advertising: CITYPARK launched many different campaigns that drew attention, including posters, extended city lights, three branded trams and two branded tram stations.



The exhibition was intensely advertised and signposted at the POS.



150 pieces from the Banksy Collection were shown.



The exhibition „The Mystery of Banksy – A Genius Mind“ was opened in mid-February 2022.



SOLAL'S

GO TO

NUMBERS



FROM THE SOLAL AWARDS CEREMONY SPEECH

“Graz was the City of Culture, but had to adapt during the pandemic, so they turned to the world’s most famous graffiti artist to fill in the empty spaces creating a real museum within the mall. The judges were very impressed by the quality of the exhibition combined with the excellent objectives and results. ‘A great example of how to bring culture to a shopping center’. Well done CITYPARK.”



Every visitor of the exhibition received a booklet of vouchers. Different contests took place where visitors could win tickets for the exhibition.



**We focus
on your retail
real estate.**





COMPANY TACTICAL ACTIVATION

IMAGES: CITYPARK

ENTRY TITLE: INFINITY

Company: Cushman & Wakefield

Infinity is an omnichannel marketing loyalty program that enables Shopping Centers to engage with consumers across all critical channels, physical and digital to increase sales and customer satisfaction.

The mediator between head and hands must be the heart, and this is precisely what Infinity stands for: putting the heart at the core of digitalization and technology conceived for an ever-changing world, a powerful tool to rethink the customer journey and shape a tailored experience for everybody.

Through visitors' interaction with the center itself and technology such as geolocation or Smart Data, the platform collects, analyzes, and processes information about the clients, and "returns" relevant and "intelligent" information. As the data is processed through algorithms, the shopping center has the possibility to communicate with its visitors in real time, send them hyper-segmented and personalized information, anticipate behavior and future purchases. Furthermore, tenants, among other benefits, are able to build a database of loyal clients, discover trends and profiles.



Infinity is an omnichannel marketing loyalty program that enables Cushman & Wakefield's Shopping Centers to engage with consumers across all critical channels.



Promotions and surprises: Periodic raffles and promotions take place on a regular basis for Club members, as well as other benefits such as gift campaigns, exclusive access for activities, digital points in the center and many more surprises to come.

FROM THE SOLAL AWARDS CEREMONY SPEECH

"An omni-channel loyalty program, Infinity enables shopping centers to engage with customers across physical as well as digital channels. The judges thought that this was 'coherent and well-executed' creating 'maximum effect with minimum budget'. They praised the 'significant commercial results'. Well done to Cushman & Wakefield."



Being a member of the Club allows visitors to enjoy periodic events in the shopping centers. "People of all ages will have fun thanks to workshops, live shows, animations and other activities prepared for all types of audiences," states Cushman & Wakefield.

