

Innovate or Die Hard



Traditionally The Industry Sees



We See This



We ALL See

The Fundamental Differences



Traditionally

- Operational Efficiency Model
- Focus on tenant metrics (rent levels)
- Calendar based marketing

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- Focus on tenant metrics (rent levels)

The Fundamental Differences

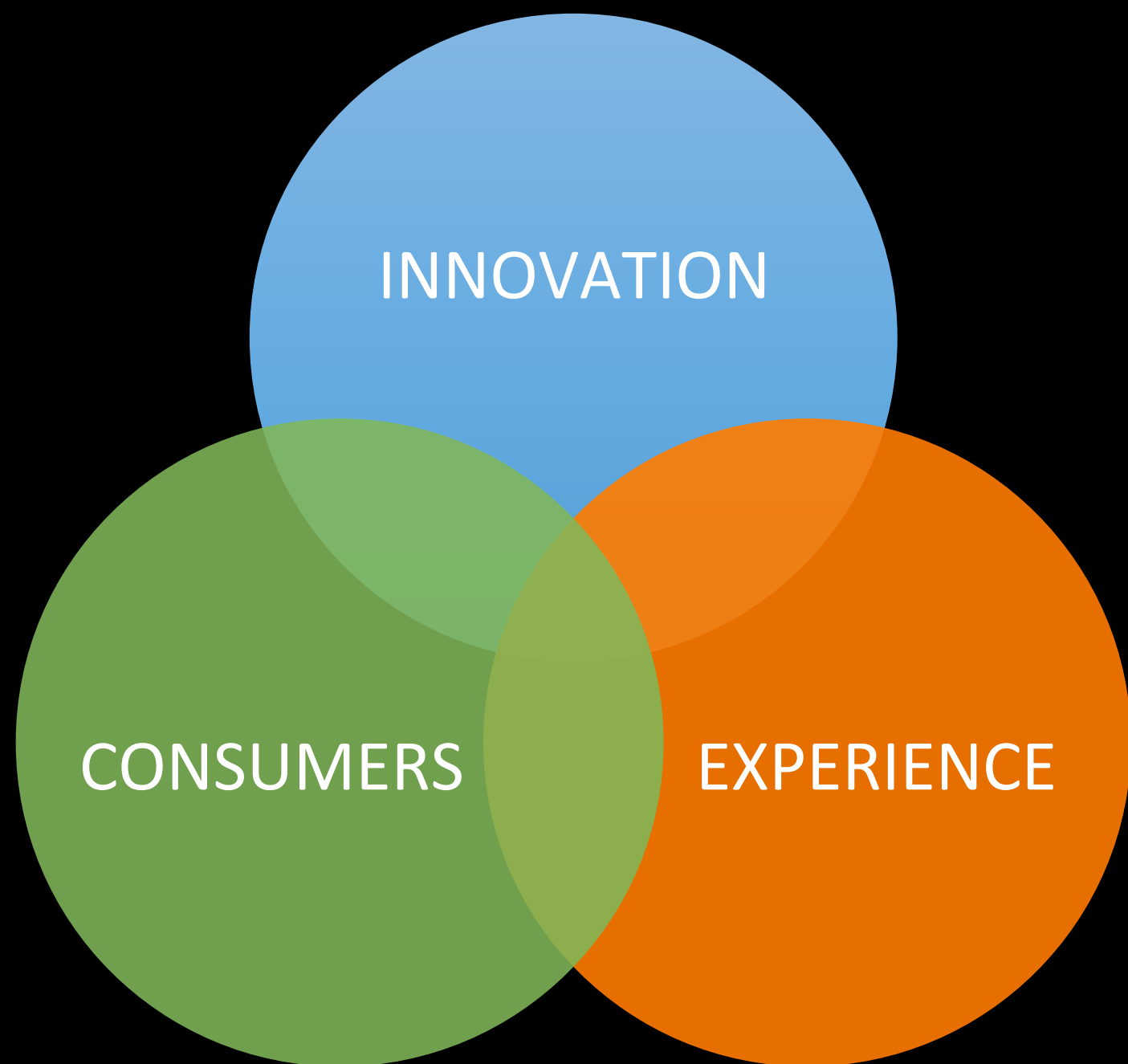
Our Model

- Innovation Model
- Focus on customer metrics (center turnover)
- Experience Marketing

• Experience Marketing



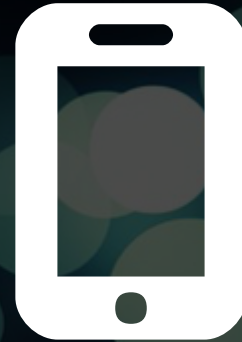
Use the Right Mix



Technology is the Enabler



web



mobile
devices



social
media

Innovation & Experience



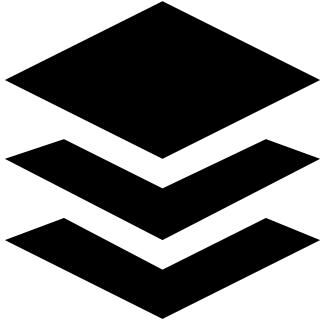
Trends → Redefined Catchment Area

Interaction → Redefined Communications

Customer Data → Redefined Propositions

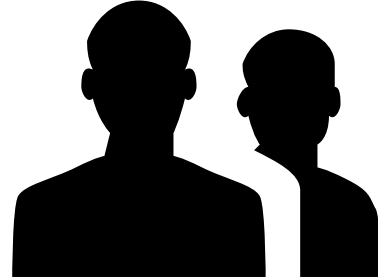
Traffic Monitoring → On Line Reality

Through



Propositions

- Shopping
- Entertainment
- Food
- Value Added Services



Customer Service



Experience Marketing

Innovation & Experience

Innovation on Propositions

Alternative Exclusive Content offered in the Cinema (live shows, operas, theater, etc)

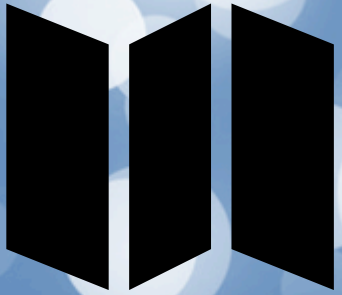




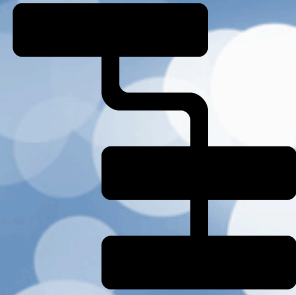
Experience Marketing programs allow Consumers to become Active Participants in a Marketing effort.

Well planned and executed Experience Marketing Programs can be very memorable and relevant and can result in a **positive change in Consumer Behavior** (such as making a purchase) and Attitudes (such as changing brand preference).

An Active Model



**Experience
Management
Systems**

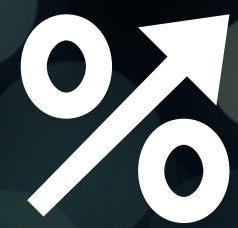


**Structured
Implementation
Mechanics**



**Targeted
Optimized
Communication**

Focus on Customer Metrics & Behavior



Visitors / Tribes

Number of Visits

Spending

Center Turnover

Center Income

Who?
What they want?

Give them experience
(fun / service / unique
features)
Engage them
Reward them

Give the right
propositions /
offers to the
various tribes

Successful
Tenants


Successful
Landlord



SO WHAT?

Overall, when Brands try to build relationships with consumers, a simple plan is still the best plan. Brands must first put themselves in the eyes of the Consumer in order to understand the interaction process and the emotions they are trying to evoke from the consumer.

Fortunately, Technology can't do the job on its own, nor will our innovative spirit alone propel experiential activations to succeed. Creative ideas and emotional context remain critical for creating powerful and memorable Brand Experiences.



Innovation Can Even Help You Survive!

Thank You!