

WOODGROVE a tweet success

Woodgrove Centre's Twitter campaign Hidden Cash was a "tweet" success this summer. The idea, suggested by Woodgrove's Guest Services representative Eleni Rounis, was put into action with the assistance of social media partner, engageQ. Taking inspiration from the Hidden Cash Twitter trend that started in San Francisco in May, Woodgrove "secret agents" hid 15 envelopes with gift card prizes ranging from \$100 to \$500 around the shopping centre and in Nanaimo, June 28 to Aug. 12. Clues as to the Hidden Cash locations were tweeted via Twitter @HiddenCashWG. The response was immediate with up to 30 people arriving at the locations in search of the envelope. After the first few weeks of the campaign, followers were successfully converted to @WoodgroveCentre and the target hit with an increase of Twitter followers rising by 131.6 per cent.

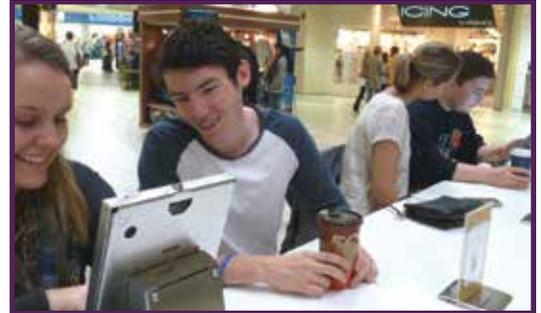


Hidden Cash a suggestion by customer service staff, hits the tweet spot.

UPTOWN WINS international

Uptown has been awarded first place at the International Council of Shopping Centers (ICSC) Annual Sponsorship & Advertising Conference for their H&M Lounge Experience campaign.

CONNECTED@ Coquitlam Centre



Young adults are attracted to the Connected Lounge.

Since launching in May 2014, Coquitlam Centre's Connected Lounge has attracted the centre's younger demographic with its stylish high-top tables and lounge furniture, HDTV's, free use of Apple and Android tablets, Charging Stations and WI-FI. Marketing Director, Deborah Stetz explains, "The concept was developed to provide leasing with some additional leverage to attract new retailers catering to a youth and young adult market, and at the same time, we were able to provide our valuable secondary audience of 18 to 24 years with new amenities to enhance their overall guest experience." Events such as Video Game and Movie Nights, Mini Makeovers and DJ Afternoons will be held at the lounge, as well two display areas that feature trendy items from retailers that cater to the targeted demographic. Almost immediately, participating retailers noticed an increase in visits and sales.

PINE CENTRE UNLOCKED ROYAL CITY TUNES UP



Pine Centre GM Sonya Hunt (left) and a lucky family.

Incorporating the mall's 40th anniversary, Pine Centre in Prince George was home to a colourful back to school display and eight lockers filled to the brim with the best their merchants had to offer in fashion, school supplies and more. Individuals registered online Aug. 1 - 22 and on the 23rd, they redeemed that registration for one lock combination with more than 180 contestants trying their luck at the eight lockers. It took 2.5 hours for all the lockers to be unlocked. Community groups such as the Red Cross and PG Public Library enhanced the event and the winnings kept coming with 10 - \$100 Pine Centre gift cards drawn.

Royal City Centre was recently the presenting sponsor for the Uptown Live Music Festival August 10.



Royal City staff manned the prize wheel.

The festival exceeded organizer's expectations in attendance and talent. The weather was spectacular, the crowds were enthusiastic and the bands amazing, reported the centre. The new beer gardens and the food trucks did booming business, and the Royal City Centre Street Team was in blue and white regalia handing out lollipops and tickets for a spin of the RCC prize wheel for gift cards and prizes/swag donated by merchants.

METROPOLIS EXPRESS supports Burnaby

Since 2005, the Metropolis Express has raised over \$600,000 for local charities.



The Metropolis Express is a trackless train that runs through the corridors of Metropolis at Metrotown and provides rides by donation.

The centre is currently seeking applications for the Community Investment Fund, which distributes the train funds. Primary areas of focus are youth-based programs, environmental projects and social welfare. Organizations that have benefited: Boys & Girls Club, KidSport, United Way, Progressive Housing Society, Dress for Success and the Salvation Army.

metropolisatmetrotown.com/community

The Occasion

The Occasion, Oakridge Centre's online fashion, etiquette and special occasion resource website, launched this summer. The e-zine inspired platform at occasion.oakridgecentre.com provides advice, tips and ideas for planning or attending events, along with showcasing related retail options.

To kick off, Oakridge partnered with Birks in a contest giveaway to win a classic freshwater pearl necklace, valued at \$750. The contest ran on the site attracting 782 entries. During the contest period, Oakridge gained 77 new Twitter followers and 76 new facebook fans.



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