

BCSC Purple Apple
Marketing Awards

2011

REWARDING EFFECTIVE MARKETING



World Cup Man Crèche & Health Campaign

Purple Apple Merit Winner 2011

Community Relations



The inspiration...

- CSR is fundamental to the management of Kingdom Shopping Centre
- World Cup 2010 presented a great opportunity for a themed centre event - strong local interest in football (even though Scotland didn't qualify!)



The idea...

- Poor health profile of area, key NHS target. Men's health of particular concern
- We decided to use the World Cup as a hook to capture male attention & target important health issues
- We formed a partnership with the Everyman campaign & planned to host a month long football themed programme of cause related events
- In addition we approached local community health organisations to ask them to provide informal 'drop in clinics' and health information stands in the mall to support the centre events



Core objectives...

- To raise over £1,000 for Everyman
- To raise the profile of the Kingdom Centre by generating positive media coverage; the target was to achieve a value of media coverage that exceeded the cost of running the events
- Raise footfall & dwell time; to date y-o-y footfall was down by 4.3%
- To supplement the centre's events with further health awareness opportunities for customers in the mall



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Bringing it to life...



Mall 5-a-side competition

Play a game during the World Cup

Street Games GLENROTHES
FUN & GAMES from the Glenrothes Street Games Project
3rd July
Fife

Mall 5-A-Side
4th July
KINGDOM
WORLD CUP 2010
Lyon Square
IN AID OF
EVERYMAN
STAMP OUT MALE CANCER
TESTICULAR CANCER AWARENESS

Wear it Blue Day
with centre retailers
10th July

Beat The Goalie
with Glenrothes Juniors FC
10th-11th July

and help beat cancer.



‘Wear it blue’ day for retailers & beat the goalie events also held



The results...

- £2,300 raised for Everyman
- Over £31k media coverage, including TV reports on GMTV & STV news. Compared to event spend = ROI of 220%
- Man Crèche customer feedback was great - 94% enjoyed it; 97% purchased during their visit; dwell time increased from 30-60 mins to 2.5hrs
- Overall footfall up by 1% y-o-y
- Centre's website visits doubled
- Significant number of referrals for customers with health issues



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And... We won a Purple Apple Merit Award - Yey!

