




The Magic of Merlin

MERLIN'S WALK
SHOPPING CENTRE,
 CARMARTHEN



Purple Pip Winner 2011

Why we did it

WE needed to inject new life into a tired and uninspiring mall lacking a strong identity which faced fierce competition from a new £74m development across town

Greyfriars – 24 shops, including TK Maxx, Argos, Animal, near the town bus station. With scores of tourists and visitors from neighbouring villages arriving in Carmarthen every week, it had potential...but needed a facelift



Welcome to Greyfriars Shopping Centre based in Carmarthen

GREYFRIARS SHOPPING

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Floor Plan
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Greyfriars Shopping-Where choice really matters

Greyfriars has been designed to reflect the character of this historically important West Wales town, with its gabled end shops and stone walkways and is attractive in its use of colour and shape.

The centre was opened in 1986 with some 34 retail units. It is situated off Llanst Street and offers major high street shopping experience within the short walk of its rail. With high street names such as Argos, TK Maxx, J&J Sports, Game and The Works and many other high street named shops side by side.

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Latest News

- Santa is on his way -**
Santa is coming to Greyfriars on December 1 and December 22
- Ghost Match Wales visits Greyfriars -**
Stakeholder returns to carry out personal investigation
- SNAKES ALIVE -**
GERMANT AND SOCIATES VISIT GREYFRIARS

Floor Plan

The Competition

St Catherine's Walk would be offering

Shops – Debenhams, River Island, Next, New Look, Miss Selfridge, Republic

Eating – Frankie & Benny's, Pizza Express, Costa Coffee

Cinema – 3D six-screen Apollo Cinema, plus 950 car parking spaces



St Catherine's Walk was due to open April 30, 2010

We needed to act – and fast

Enter Merlin...



What we did

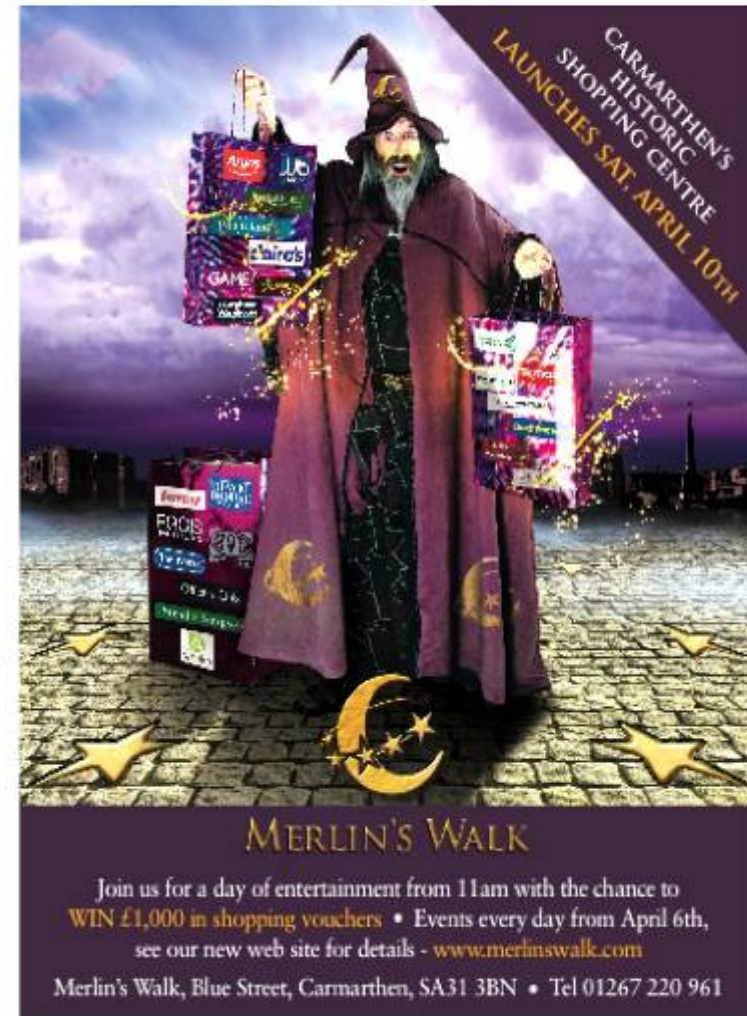
- Sourced marketing company
- Brainstormed ideas
- Decided on a name change
- Created new branding
- Sought landlord approval and funding
- Arranged tenant meetings
- Created new website
- Adopted Welsh policy
- Addressed planning issues– ALL controversial, but good publicity
- Sourced archways and statue
- Organised open day – events



MERLIN'S WALK SHOPPING



The rebrand



MERLIN'S WALK
RELAUNCH EVENTS
6th - 10th April

CENTRE MOVES INTO A NEW PHASE
The opening of the shopping centre's new phase of Merlin's Walk... (text continues)

YOUR NEW LOOK WEBSITE IS PACKED WITH VITAL INFORMATION
The opening of our new look website... (text continues)

TO SHOPS
IR SIOPAU

ESCALATOR TO SHOPS
PRIFAFAL YN SIOPAU

TOILETS
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NO ENTRY
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How we did it

- Secured budget: £122,500, comprising £33,000 marketing budget plus £89,500 additional funding.
- Engaged Carmarthen community in the Merlin's Walk concept and secured press coverage prior to re-launch, achieving more than £17,000 PR value
- Reinvigorated Greyfriars with a clear identity, prior to St Catherine's Walk opening, the centrepiece being an oak carved statue of Merlin
- Played on our strengths as a family, value centre
- Delivered a programme of launch week events leading up to the open day on April 10



Was it worth it?

- 100% occupancy
- Increased footfall at the time of great challenge in the retail sector
- Gained significant media exposure
- Platform to build on the Merlin theme in future
- Tenant morale boosted
- St Catherine's Walk – friend not foe

What the judges said: A brave move to rebrand which seems to have delivered strong commercial results.

Pros: Innovative change - Clear branding - Good results



Centre manager John Nash

Yes, it definitely was!

Investing in the future

- A Mini Merlins Club for youngsters up to 11
- Launched in National Family Week – May half-term
- More than 200 members (and growing)
- Parents register children for free and receive a goody bag, vouchers, newsletter, picture with Santa at Christmas and birthday of the month draw
- Great for email capture
- Locking them in for the future



What next?

A nationwide Merlin convention?

