

Mall Magic

How Cushman & Wakefield is Adapting
to the Changing Landscape of Retail



Margaret Cooper

Marketing Consultant
Marketing inCOOPERated
Margaret@mcooper.ca

Helen Edwards

Marketing Director, Pen Centre
Cushman & Wakefield Asset Services
Helen.Edwards@cushwake.com



Cushman & Wakefield Asset Services

- Retail specialists that provide services for owners, investors and tenants worldwide
- From regional shopping centres to community malls and lifestyle centres
- Provide end-to-end services



Faced With the Changing Landscape of Retail



The way people shop
is changing



Malls are increasingly
competing for the
same retailers



Innovating to
develop new ways of
attracting shoppers

Another Challenge: Data Fragmentation

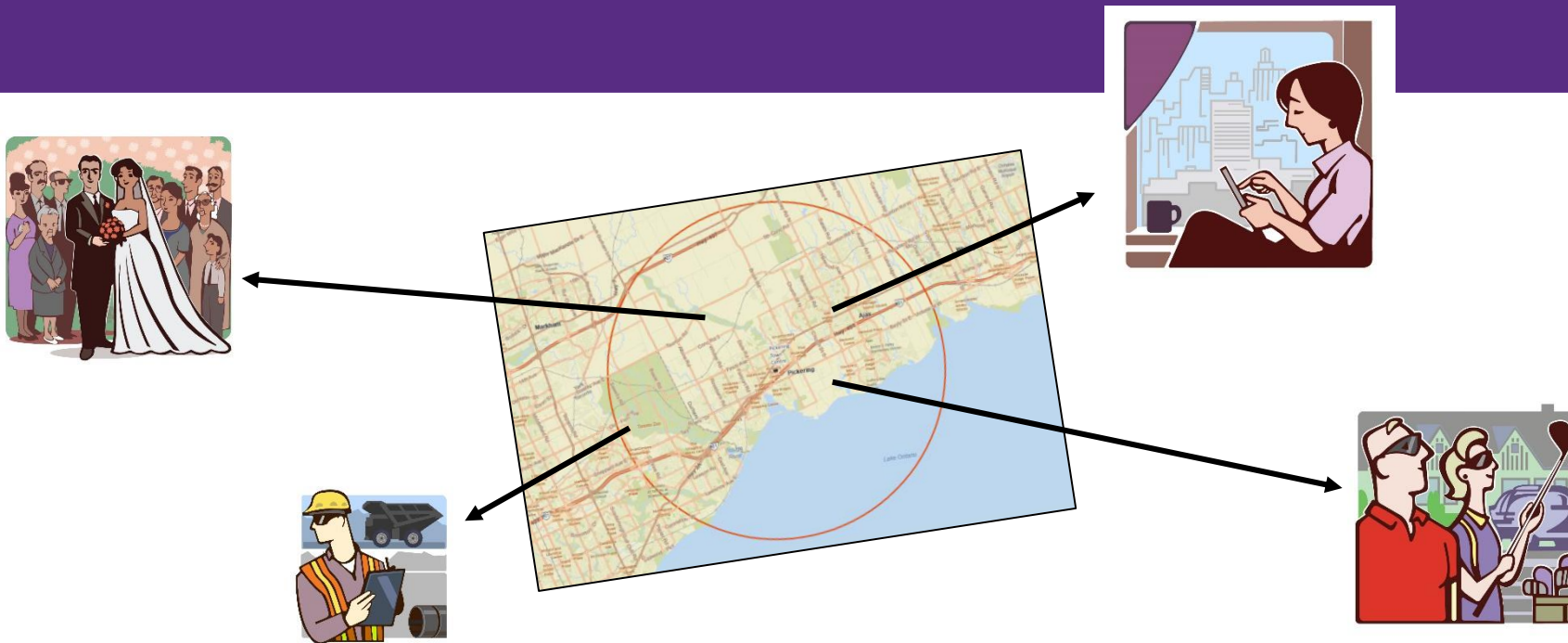


We Turned to Environics Analytics to Answer

- What are the opportunities within our trade areas?
- Who is/is not shopping with us?
- How do we attract more of the shoppers that we want?



Personified target segments enabled us to better understand who our target shoppers are and how to engage them



Each Data Source Provided a Unique Customer Lens



Shopper postal
codes



A targeted online
survey from

ENVIRONICS
RESEARCH



Mobile Analytics
Data

Shopper Survey



Top competitors



Top reasons to visit

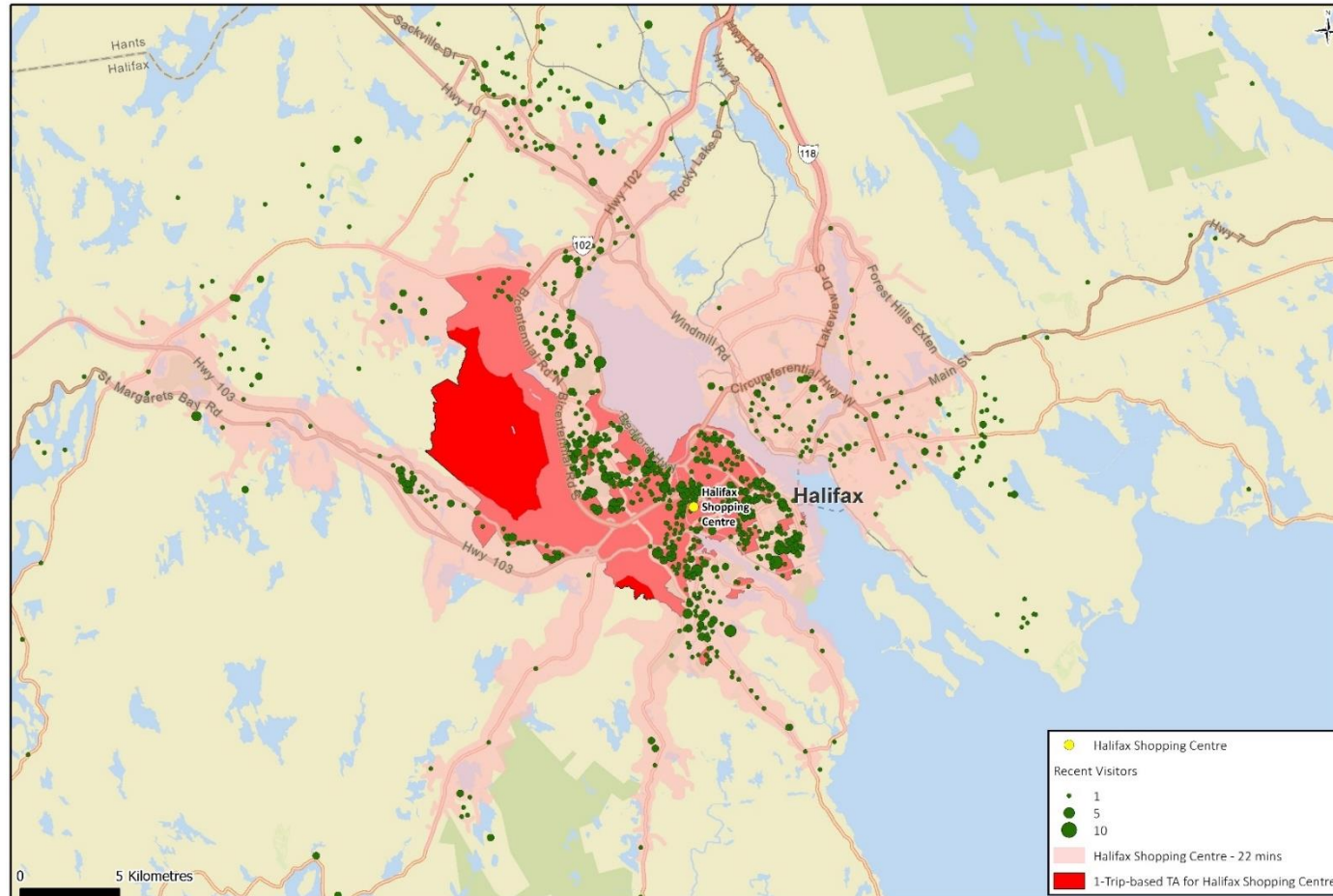


Retailers they
want to see



Areas that exceed expectations...
or need improvement

Mobility Data Shows Us Where Customers Travel From



Mobile
Analytics
Data

Mobility Data Also Shows Us:



Mobile Analytics Data

Who our
shoppers are

Who we
share

And who is shopping
our competition



Aspiring Locals

The first illustration shows a car with a driver and passengers, with a city skyline in the background. The second illustration shows a person running on a treadmill in a gym. The third illustration shows a person riding a bicycle on a path, with a city skyline in the background.



Environics Analytics Personified Target Segments to Understand...

How they think



What they think about the mall



How and where they spend \$



What their households look like

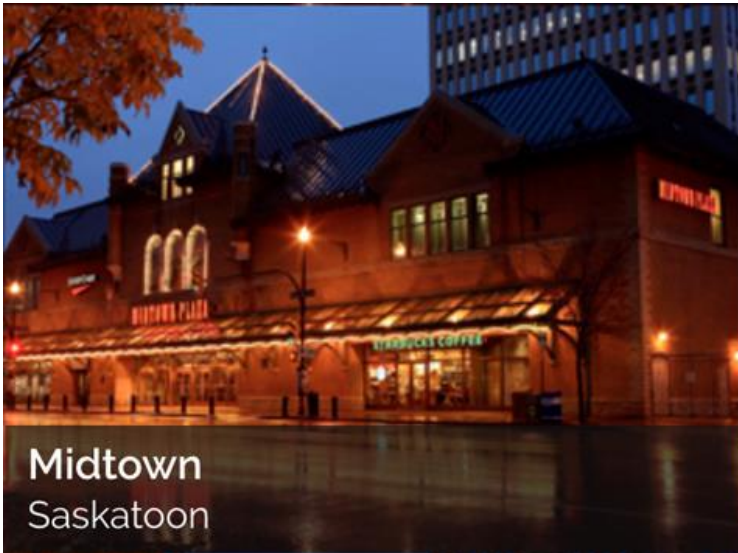


How they communicate



...as Well as Similarities and Regional Differences Across Centres

Brand Genuineness

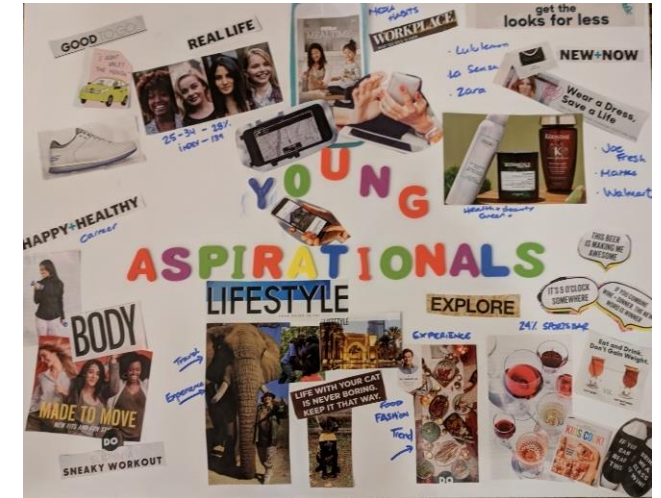
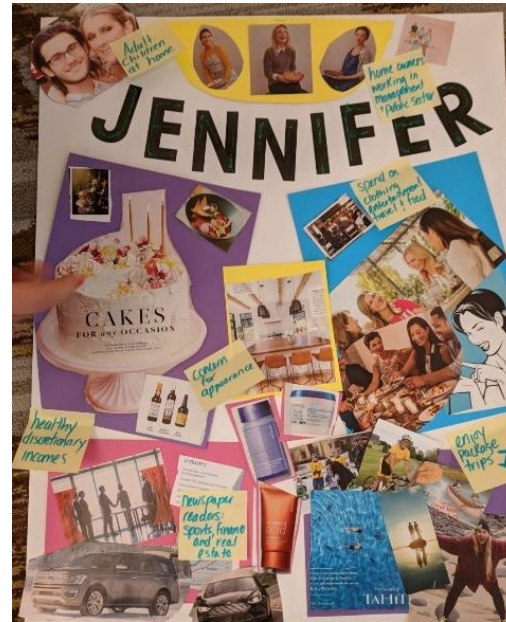


Comfortable Families

Utilitarian Consumer

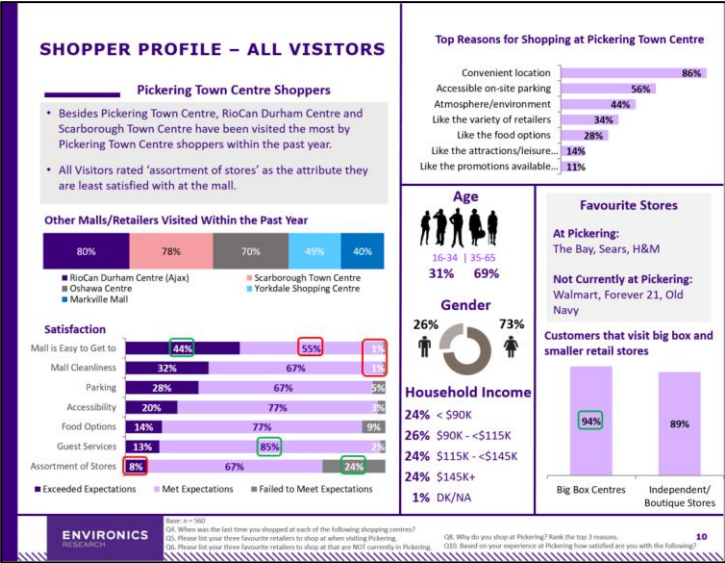


Marketing Focus on Target Shoppers



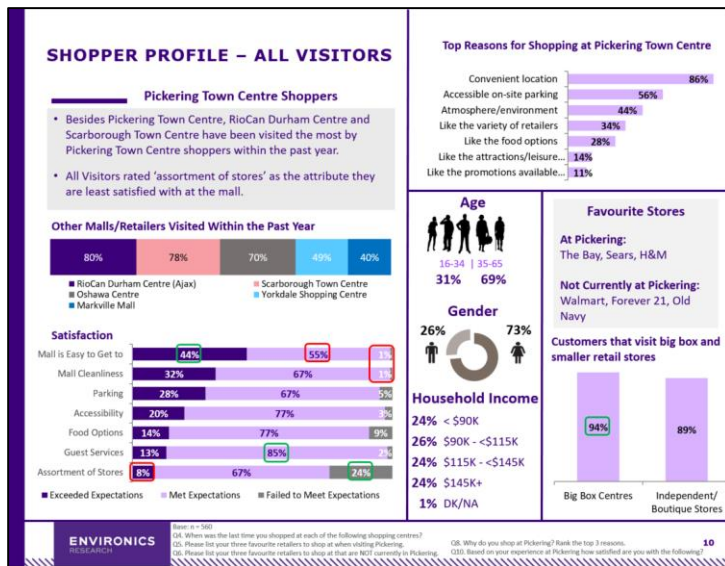
Each Mall Received Their Own Shopper Study

Part 1: ERG Survey

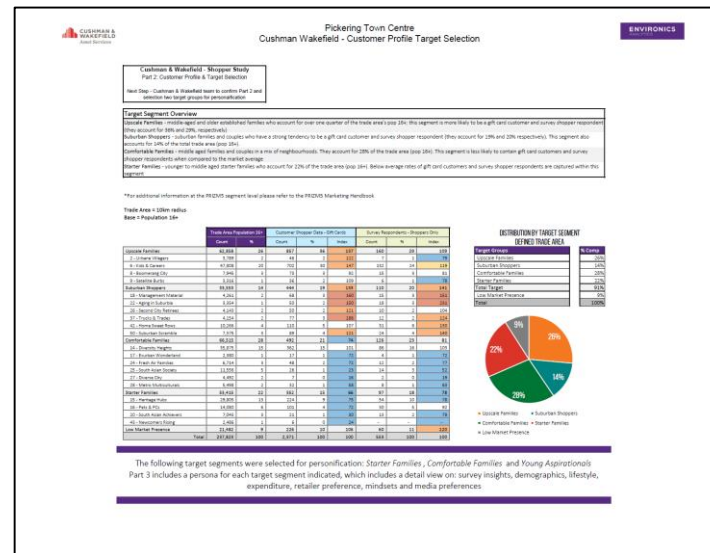


Each Mall Received Their Own Shopper Study

Part 1: ERG Survey

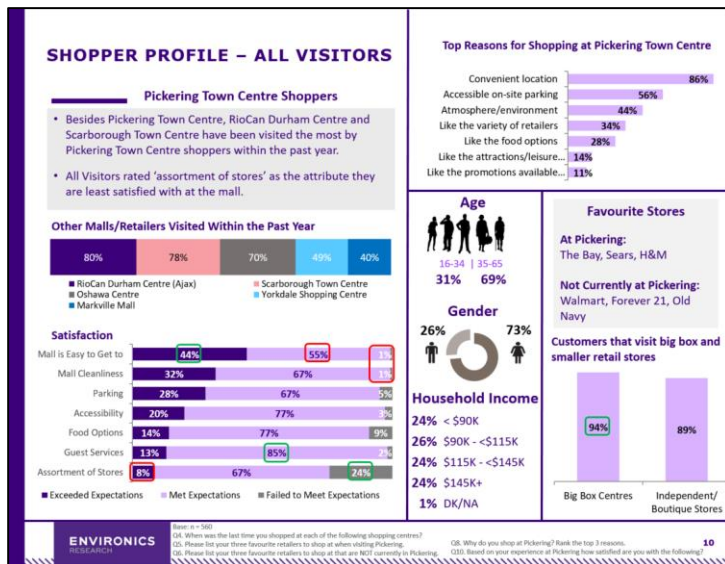


Part 2: Segmentation

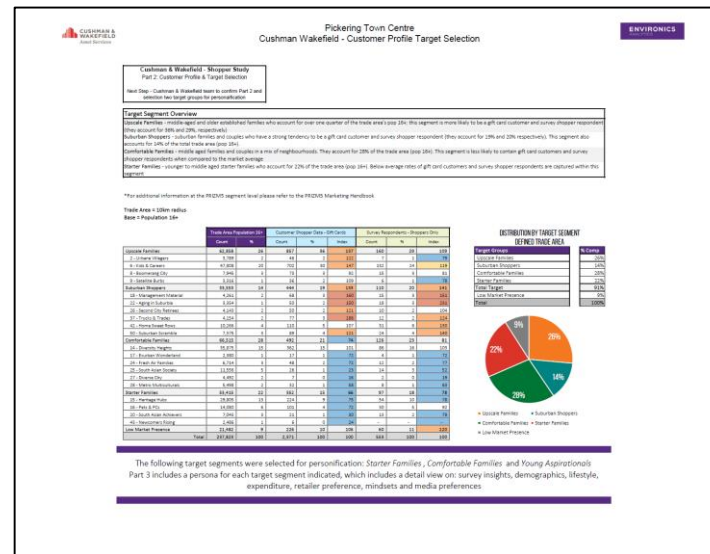


Each Mall Received Their Own Shopper Study

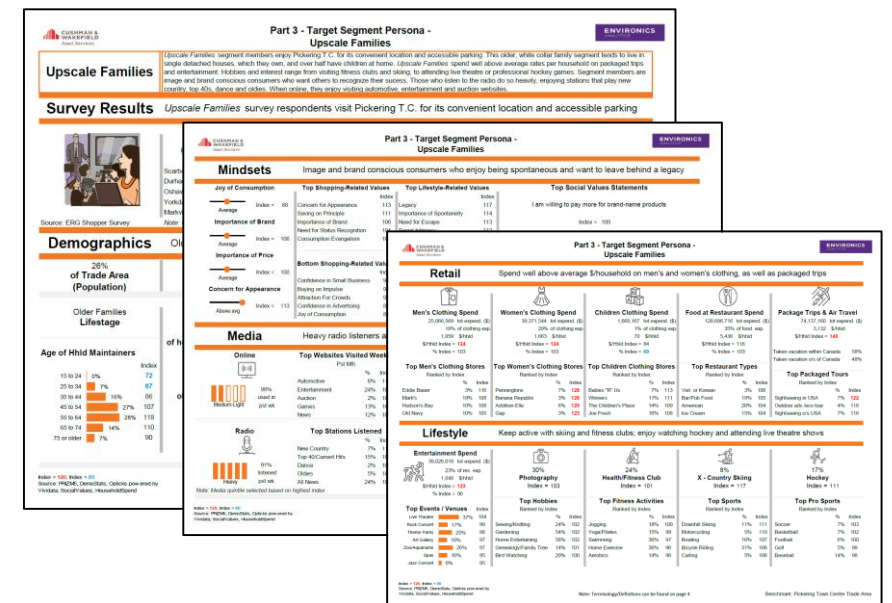
Part 1: ERG Survey



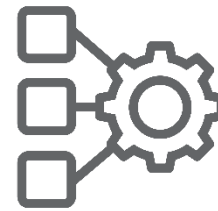
Part 2: Segmentation



Part 3: Personas



Research Comes to Life



Targeted Events Quickly Became a Success



Leasing Aligned to Segment Opportunities



or



Specialty Leasing Opened Up New Revenue Streams

Yu Kids



Geotargeted Digital Boosted Foot Traffic and Sales for Key Segments

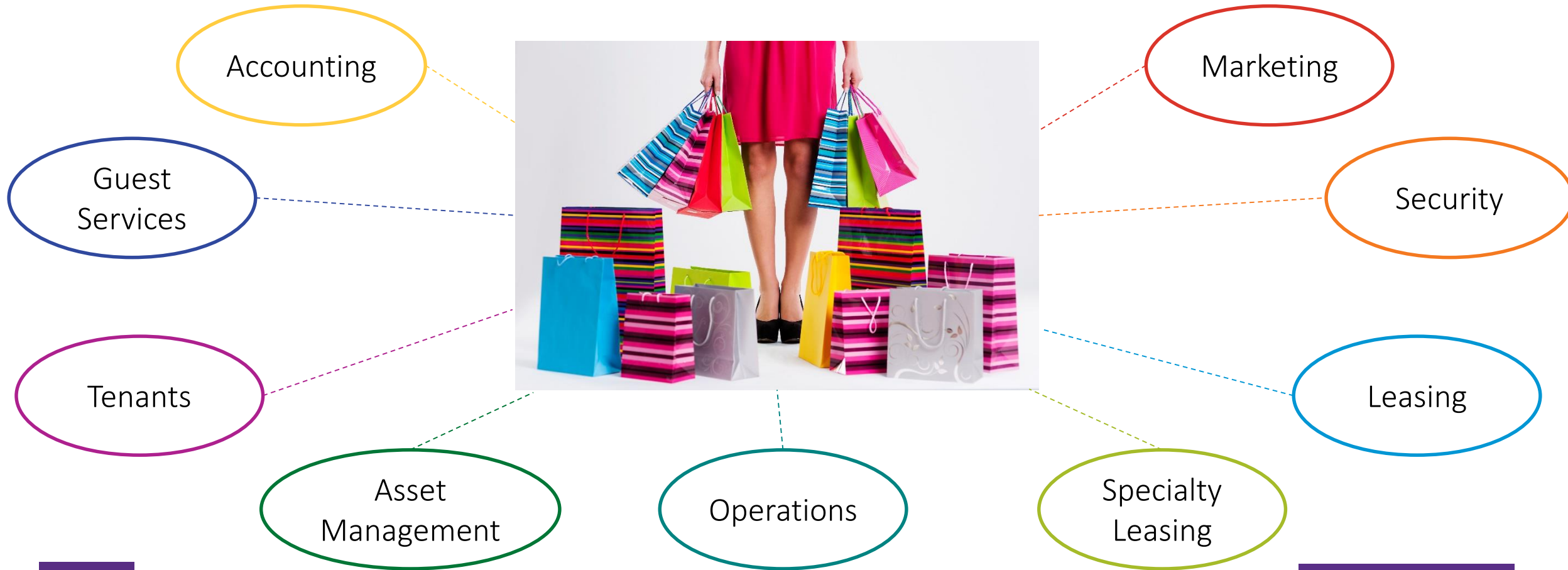


Marketing Can Identify and Focus on the Most Critical Customers



Young Aspirational

Corporately the Research Brings All Teams to the Same Table



So What?

Owners & Management now speak the same language when making investment decisions

Research That Doesn't Sit on a Shelf

- ✓ Don't be afraid to mix methodology and data inputs: customers, mobile, survey and demographics
- ✓ Sometimes it is even more important to understand who our customers are not as it is to know who they are
- ✓ Align stakeholders across the company with the same data driven vision

Questions?



Margaret Cooper
Marketing Consultant
Margaret@mcooper.ca

Helen Edwards
Marketing Director, Pen Centre
Helen.Edwards@cushwake.com