

newsletter

Issue Three • November 2013



High Chelmer
Chelmsford

Welcome to the Winter edition of the High Chelmer Marketing team newsletter – are you ready for the Christmas rush?

In this our third instalment we bring you all the information you need to get involved with the wide range of marketing opportunities we have available to you, learn about our recent successes and discover ways in which you can drive your store sales performance.

The past few months have seen two firsts for High Chelmer. In September we launched the new season with an Autumn Winter Fashion Weekend complete with live fashion shows, beauty bar and style lab. Followed closely by our first Student Lock-In event in October where 1,500 students attended the centre for an exclusive night of store discounts and give-aways!

What we have been up to...

Autumn Winter Fashion Weekend

Saturday 21st & Sunday 22nd September

To celebrate Autumn/Winter being live in our stores, High Chelmer hosted a weekend dedicated to all things fashion. On Saturday 21st and Sunday 22nd September 2013, the event saw us create a personal styling lounge in Central Square within which shoppers were able to browse through the latest Autumn/Winter products from across High Chelmer's stores, receive free makeovers from our designated beauty bar, watch live fashion flash mob shows and enter a competition to win a £500 shopping spree with top stylist Lucy Garrett.

In support of the hero event, we ran a heavy media support campaign in the Essex Chronicle, Chelmsford Weekly News and on Ticket Gateways at Chelmsford Train Station.



Lucky shopper, Sophie from Chelmsford, enjoyed a £500 shopping spree at High Chelmer just two weeks later. Stylist Lucy was on hand to help the competition winner spend in our stores and pick outfits to fit her personal style and shape!

We were very pleased with the results with stores noting sales increases of up to 15% week-on-week and up to 110% year-on-year! Fashion stores commented they enjoyed working with our stylists and using the elements in the fashion event as a platform to showcase their latest products and the very best of this season's trends.



Student Lock-In

Tuesday 15th October

On Tuesday 15th October, High Chelmer hosted its first Student Lock-In event offering exclusive discounts, give-aways and free entertainment to students for one night only. Delivered in partnership with Total Students, who have activated similar activities in major regional destinations such as Cabot Circus (Bristol) and Trinity Leeds, over 1,500 student flooded into High Chelmer between 6 and 9pm to make the most of their student loans!

We are pleased with your results of sales up to £6,500 in 3 hours, an electric atmosphere in store and to see queues trailing out of your doors! We'd like to take this opportunity to thank all those that took part and hope together we can build on the success of this event again next year. Next year we hope to organise extra entertainment and activity to be positioned throughout the mall, Central Square proved very popular this year and we'd like to see what benefits extra entertainment would have next year.

To see a short video of the Student Lock-In visit www.facebook.com/highchelmer



Are you connected?

Tenant Login

All tenants can log on to our specially dedicated Tenant Portal on www.highchelmer.com where having registered, you will gain access to weekly footfall statistics, essential operating handbooks plus the latest newsletters from High Chelmer's Management and Marketing teams. To register, simply visit www.highchelmer.co.uk/tenants-login

Social Media

As of 1st November 2013, we have 5,109 fans on our Facebook Page and 1,040 followers on Twitter – a respective increase of 14% on Facebook and 13% for Twitter since August 2013. Our social media pages offer you the perfect vehicle to drive awareness of your latest offers, run captivating competitions and drive footfall to your stores. If you would like to be further featured, contact Grace on grace.easter@eu.jll.com or 07720 679454.



What's to come...

'I Love High Chelmer' Campaign

Monday 25th November – Friday 20th December 2013

In recent months we've seen a huge increase in followers and fans to the High Chelmer Facebook and Twitter pages. Now we have the shoppers attention, we'd like to talk too them!

Each week for 5 weeks we'll be giving away £50 in shopping vouchers to 5 lucky winners who tell us why they LOVE High Chelmer! We'll be asking them to TWEET and TAG us in posts to tell us what they like most about High Chelmer shopping centre for their chance to win...

Keep your eyes on your news feeds and your shoppers informed!

Visit www.facebook.com/HighChelmer or www.twitter.com/HighChelmer to find out more...

Christmas Sundays at High Chelmer

With an aim to drive footfall and encourage dwell time on Sundays, recognised as the quieter trading day at High Chelmer, the centre will provide a host of activity targeted at families with young children this Christmas! In support of Christmas Sundays we will be running a media support campaign in the Essex Chronicle and Chelmsford Weekly News, plus heavy promotion across our digital platforms...

Letters to Santa

1st & 8th December 2013

High Chelmer will create our very own Letter Writing Station in Central Square where shoppers and their little ones can write their Christmas wish list and deliver them to Father Christmas himself on our Miniature North Pole Express train! Expect old style typewriters, quill pens and rubber stamps so the kiddies can stamp out pictures of what they would like for Christmas!

Parents and children will all be encouraged to sit down and get creative with the letter writing by Letty the Elf, a friendly librarian like elf whose job it is to make sure all the children's

wishes get onto paper and off to Father Christmas onto our Miniature North Pole Express.

Parents will be given the opportunity to take photos with their smart phones, but a professional photographer will be on hand to take a picture for a small charge of £2 per print.

Santa's Refresh Station

15th December 2013

On Sunday 15th December from 11am – 3pm, High Chelmer will provide weary shoppers with a pick-me-up and some Christmas cheer! From 11am in Central Square, shoppers can enjoy comfy seats and an Ice Luge serving blue fruit punch.

Our elves have been sent by Santa himself from the North Pole to help chill out Christmas shoppers, there to give people an 'elfing-hand' to get into the true Christmas spirit! But first our elves need to check how festive you are so shoppers will need to complete the check-list!

- Have you had a kiss under the mistletoe yet?
- Have you eaten a mince pie?
- Have you sung a carol?

If shoppers pass the test they'll be invited to our unique Luge designed in true High Chelmer style!

Contact Us...

To get involved with any of the activities in this document, or to discuss any ideas you may have, please contact...



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