



NewMark Merrill
COMPANIES

Shopping Center Marketing Programs: The participation payoff



NewMark Merrill's marketing programs offer shopping center merchants the opportunity to increase sales and traffic to stores through a variety of participation options. Check out how these merchants leveraged our programs to achieve great results. You can do it too! For more information or to generate ideas for participation in our 2022 marketing initiatives, contact your NMC marketing director.

1 Bar service at a summer concert gives Bad Daddy's a boost.



\$4,000+ Sold from beer tent during the concert | **+38% TOTAL SALES** inside the restaurant week over week



Bad Daddy's at Village at the Peaks seized the moment to provide bar service during the summer concert series by applying for a special alcohol permit with the assistance of the shopping center marketing team. As more than 1,500 attendees enjoyed Eagle's cover band, The Long Run, Bad Daddy's sold beer, wine and their famous margaritas from a branded tent within the controlled perimeter and passed out FREE kids meal coupons and Bad Daddy's swag.

2 A tree-lighting event showcase brings new students to the dojo.



10 new student free trial packages converted to paid students for a total value of **+\$4,000**

Church's Martial Arts took advantage of the visits generated by Piazza Carmel's annual tree lighting ceremony in December to showcase their world class instruction, giving live demonstrations integrated into the event. Performances from teachers and students engaged event attendees with entertainment and provided a real life, exciting view of what a class at Church's would look like. Instructors and students were also on hand at the event to offer a coupon for a FREE one-week trial and uniform to attendees impressed with the showcase.



3 Easter event activation results in enrollment increase.



300 email addresses collected | **102** interested in enrollment



UEI College, a tenant at Southgate Plaza, participated in the annual Easter event with a 10'x10' booth provided by the shopping center to gain exposure and raise awareness of the upcoming semester. They brought clear professional signage, branded totes and pens, and enthusiastic staff to describe the benefits of enrolling. Those providing an email address received a bright tote in their branded color.

4 A "welcome back" health event converts attendees to patients.



+200 leads with 12 already converted to patients and more pending!

In conjunction with the shopping center marketing team, Oak Street Health held a "Welcome Back" event providing entertainment, free giveaways and information on their programs and services to engage their existing customers and connect with new customers. Additional shopping center merchants joined in the event as well drawing in more than 1,000 attendees.



5 A holiday event coupon leads to soaring sales for BurgerIM.



+21% sales increase over previous Saturdays | **+16%** sales increase over previous month



BurgerIM participated in the annual Holiday Carnival event where approximately 3,000 members of the community came out for an afternoon of snow play, Santa photos, carnival games and to learn and experience more from the merchants at Norwalk Town Square. BurgerIM handed out coupons offering 10% off with an expiration date of 12/31/21.

For a winning marketing program of your own, contact your shopping center marketing director:

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