

Shopping Center Marketing Programs: The participation payoff



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.

NewMark Merrill's marketing programs offer shopping center merchants the opportunity to increase

gives Bad Daddy's a boost.











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.



brings new students to the dojo. CHURCH'S

A tree-lighting event showcase





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 demonstra-

tions 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.



UEI COLLEGE

Easter event activation results

in enrollment increase.



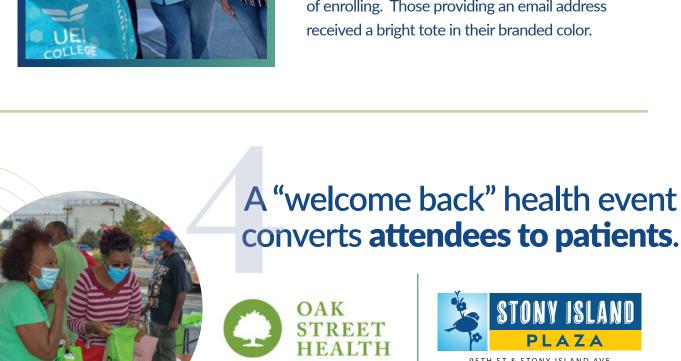


STREET

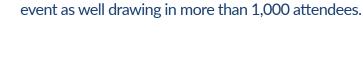


in the annual Easter event with a 10'x10' booth provided by the shopping center to gain exposure and raise awareness of the upcoming semester. They

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.



+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

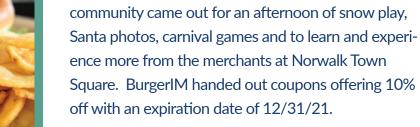
A holiday event coupon leads to soaring sales for BurgerIM.



+10% sales increase over previous month

BurgerIM participated in the annual Holiday Carnival event where approximately 3,000 members of the

+21% sales increase over previous Saturdays



ence 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: **Renatta Banning:** (Colorado) 720-438-2502 • rbanning@newmarkmerrill.com

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