

CANBERRA CENTRE

Canberra residents are career driven yet value a healthy work/life balance. Canberra Centre recognised this and set out to create a health and wellness sanctuary within the shopping centre, leveraging a multi-channel strategy to promote wellness based workshops to shoppers.

OBJECTIVE

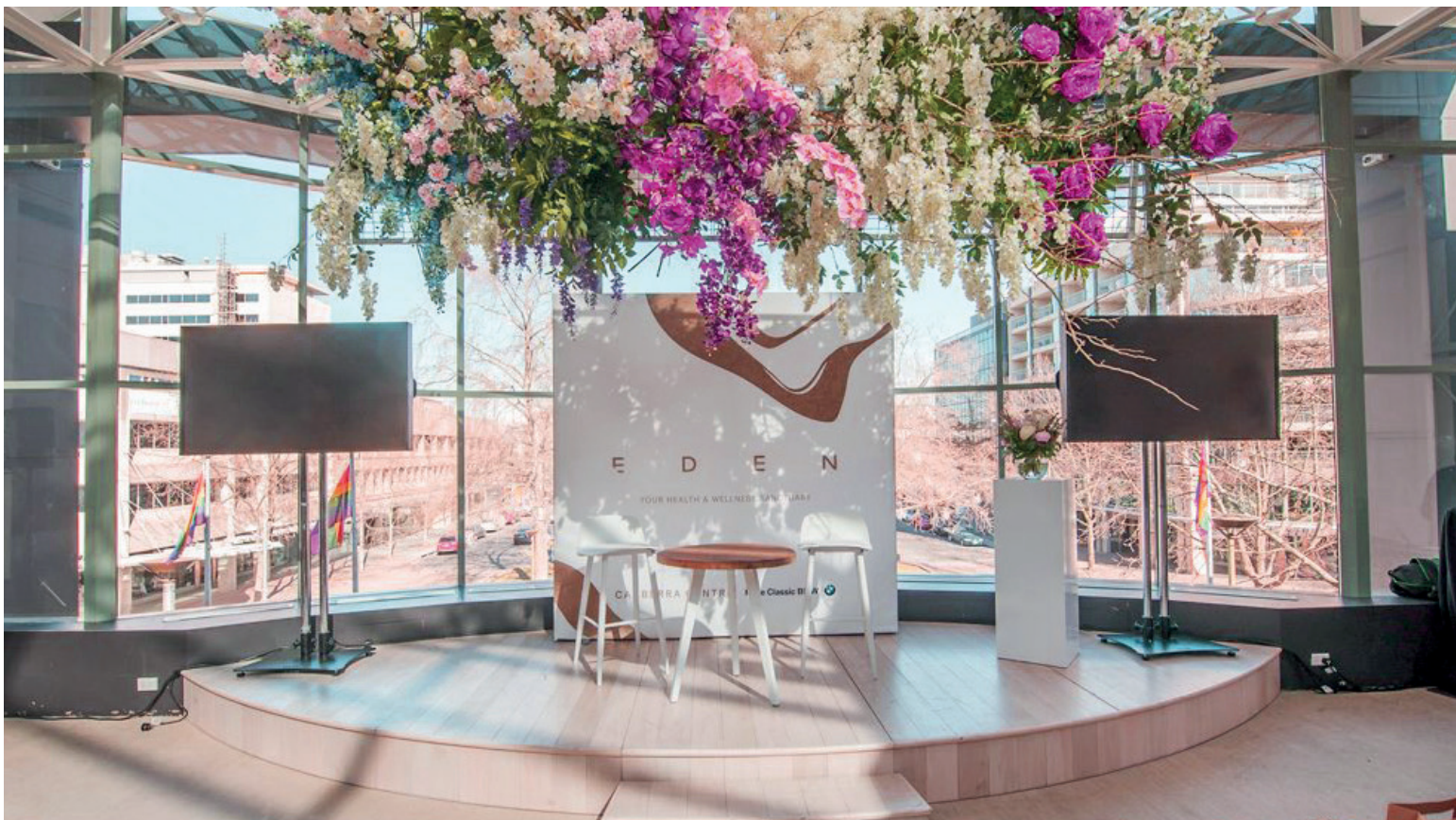
The initiative aimed to position Canberra Centre as leaders of health and wellbeing in the ACT by offering a unique experience to shoppers. Through Eden's educational workshops and supported by the 'Eden' booklet, the Canberra Centre sought to create brand awareness, increase in-store and online traffic and boost Centre sales.

METHOD

Canberra Centre gave a whole new meaning to retail therapy creating 'Eden', a health and wellbeing sanctuary to nourish the mind, body and soul of shoppers between September 2016 to October 2016. The centre provided a space within the complex where shoppers could participate in masterclasses hosted by Australia's leading health and wellbeing experts teaching them ways to create a healthier life. The workshops focused on a variety of stimulating activities including candle making, floral paper art, meditation and many more.

To spread the word about Eden, a multi-channel strategy was implemented in the lead up to and during the two-month festival. The centre produced the 'Eden' booklet featuring expert advice and hero products that could assist shoppers in maintaining a healthy work/life balance. The booklet was delivered to 47,000 targeted females and males between 25-54 years of age with an interest in healthy living. Additionally, 3,000 copies were also displayed in centre. Content from the booklet was repurposed and featured on the Centre's blog, which fed through to social channels and e-newsletters.





RESULTS

The Eden booklet's wide exposure generated a significant response with a total of 1,000 people attending the masterclasses over the event's duration, including a number of repeat visitors. The booklet was also successful in pushing readers online as Canberra Centre's blog views jumped by 143% in August during the pre-promotion phase of the campaign.

Canberra Centre also saw an increase in precinct traffic by 3.7% in September and 5% in October as well as a 3.8% lift in Centre sales in September 2016 and 3.9% in October 2016 compared to the previous year.

CONCLUSION

The Centre's ability to offer a premium wellness sanctuary for shoppers and seamlessly reflect this experience within the 'Eden' booklet ensured an emotional and memorable connection was made for the targeted audience. This considered content marketing strategy allowed Canberra Centre to communicate information in a storied format, creating brand awareness and brand equity simultaneously.

Based on the increase in traffic and sales over this period, the 'Eden' booklet was successful in not only engaging with its core audience but also reaching the attention of those beyond the existing foot traffic.

“It's a sanctuary where people can replenish, revitalise and regain their optimal self. We want our visitors to feel a sense of belonging and nourishment.”

Amanda Paradiso, Canberra Centre's Centre Manager

