

YULE VILLAGE

Background

During Christmas 2018, mercury retail delivered a UK first event in Bexleyheath, Kent. The Yule Village was the town's largest event to date, which offered visitors the chance to experience the feeling of being under the Northern Lights within a Nordic Forest. From the moment visitors stepped into the tipi they felt the crunch of snow beneath their feet and were emersed in the sounds and smells of the forest. There also a festive family cinema tipi and a large entertainment room, complete with a 9ft interactive reindeer and multiple selfie props, where families could play board games.

Our Work

Our work comprised two main phases:

Phase 1

Mercury retail worked initially had to present our event ideas to the Bexleyheath BID management team. Once we had their buy in we then had to undertake a series of consultation work which included presenting to the BID board, levy payers, key stakeholders and the local authorities to satisfy them the Yule Village was how the budget should be spent. The size and scale of the event was unprecedented in Bexleyheath. The BID took a risk and it was our job to ensure it was a success. We held a VIP launch, which gave business owners, local authorities and journalists a chance to experience the tipis before the official opening.

Phase 2

Mercury retail managed every delivery aspect of The Yule Village, which took over Bexleyheath town centre for six weeks and was open to the public every day.

We created captivating and engaging marketing collateral to promote The Yule Village.

Our work involved the production of:

- A video to capture the family magic inside the tipi
- Branded fencing around the perimeter of the tipi
- Pre and post event pr
- Designs for bus backs / posters / leaflets / digital campaigns

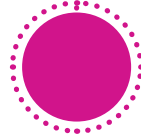
The Results

Footfall figures showed visitors to Bexleyheath town centre increased 2.5 per cent compared to the previous year in the month of December, which is higher than the national average of minus 2.6 per cent - the second largest drop since the recession in 2010.

Forecasts warned shopkeepers to prepare themselves for the quietest festive period since the credit crunch that year. More than 42,000 flocked to the town centre on the launch of The Yule Village, which was 15 per cent higher compared to the previous year.

All of the work was delivered on time and within the budget of £75,000.





IT'S THE FORT THAT COUNTS

Background

The Fort that Counts was a thought-provoking campaign to put Manchester Fort Shopping Park at the forefront of people’s minds during the Christmas period. This multi-layered campaign embraced all platforms including OOH, events, social media and PR to ensure the message reached the park’s multiple target audiences. It aimed to tick all the boxes such as increasing sales and footfall in comparison to last year, attract a new younger demographic, growing our social media following, strengthening the centre’s position in the local community and for the centre to be seen as a meeting point for great shopping, food, drinks and events.

Objectives Vs Results

5% footfall Vs last Christmas period

We set it our target to increase the footfall to the retail park by 5% YoY. During the week of the billboard campaigns we footfall to the retail park increased by 33%.

Increases in sales by 2% in participating retailers in comparison to sales Vs LY

100% of retailers at Manchester increased sales or remained level in comparison to Nov – Dec 2018

Increase event attendance in comparison to last year

Each year, Manchester Fort partners up with the local Jewish community to celebrate Chanukah, this is part of the inclusivity aspect of our events. It’s the Fort that Counts event saw an increase of 36.6% of people attending the event.

Increase Facebook followers by 50 on average per week during the campaign

On Facebook we averaged 61 new followers per week.

Receive more than 20% engagements on posts over the campaign period YoY

The social campaigns Wish Fortfillment and 12 Days of Fortfillness proved to be an impactful campaign as Manchester Fort’s Facebook account saw an increase of 82% YoY.

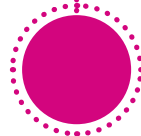
Increase Instagram reach and impressions by 10% over the duration of the campaign

Through the month of December Instagram saw an increase of 90.5% on reach and 97% increase on impressions.

Strengthen community partnerships through CSR events

The shopping park funded a family party Royal Manchester Children’s Hospital. We held a “Toy Drive” and worked together with different retailers and was donated several sacks of toys and gifts for parents were donated along with a fully functional Santa’s workshop.





CAMPAIGNS TO ENCOURAGE PEOPLE BACK TO THE HIGH STREET THIS CHRISTMAS

As town centres, high streets and retail destinations gear up for what should be the busiest time of the year, it is our job to present them as a safe, friendly and fun place to visit.

Edmonton Green
#SpreadTheEdmontonCheer

The Brief

With all events cancelled in Edmonton Green this year, we have been tasked with developing a campaign that will create an online conversation to encourage people to still visit its retail destination this festive season.

The Delivery

Edmonton Green has a spectacular Christmas decoration display this year and to kick our campaign off we organised a Christmas light switch on with the centre's Charity of the Year, which was filmed for social media as we couldn't host our usual style event due to Covid 19 restrictions. This aimed to raise the profile of the charity and reveal to the public a giant 22ft reindeer. Following on from this we then ran a "Name the Reindeer" social media competition to keep the conversation alive and everyone had to use the hashtag when entering.

Each weekend in December in the lead up to Christmas there will be a promotional stand with people giving out branded chocolate

in return for customers presenting a receipt from an on-site retailer that day to drive footfall and spend.

We are supporting local good causes, such as the Salvation Army Gift Appeal and the local foodbank, which encourages people to make an extra purchase while they are out shopping.

We have 50 promotional reindeer plush toys to giveaway throughout December via a QR code window trail. Families will be able to take part by scanning posters in the windows of retailers to pick up clues and every answer submitted puts them into a draw to win. We are also doing a social media competition whereby people will have to guess which store the reindeer is hidden from a series of photos posted on Facebook and Instagram to get people thinking about the retail offering in Edmonton Green.

The results

We have only delivered the launch plan so far. The initial Facebook post received 735 reactions (380 of these were shares), 1,032 link clicks and it reached 10.6k people. Over 100 people entered the reindeer naming competition and so far almost 300 people have voted for their winner. Mercury has secured print and online media coverage in the two main newspapers in Edmonton Green, which made reference to the huge queues of people lining up to take photos with him following on from the big reveal.



entfieldindependent.co.uk November 25, 2020

Everybody loves Rudolph

Queues of people lined up to take a photo with the reindeer this month

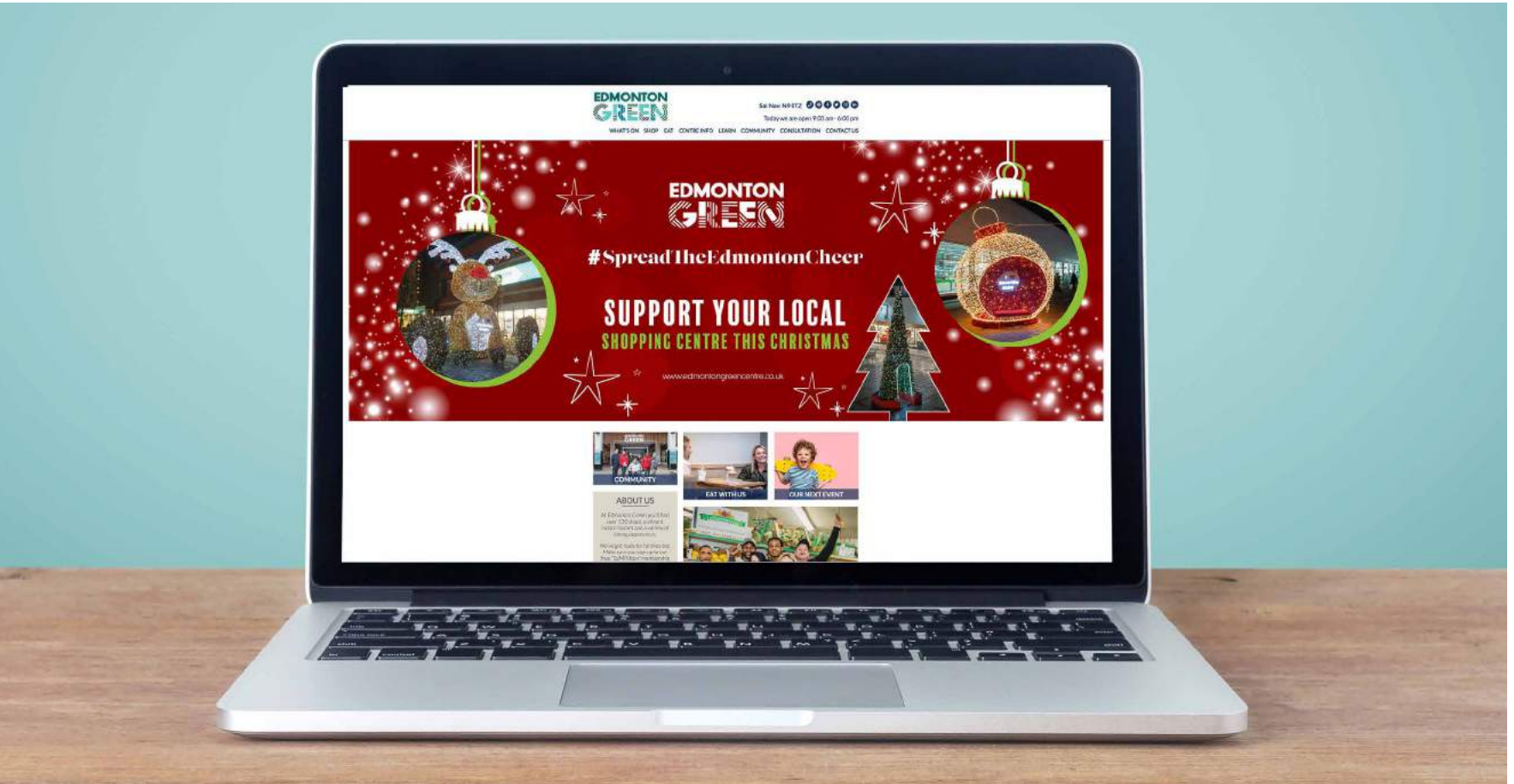
By Daisy Smith

A SHOPPING centre has unveiled a giant illuminated reindeer for its Christmas display.
Edmonton Green Shopping Centre has put up its Christmas display including the large reindeer, which has been praised by people on social media.
Hundreds commented on it online, with one person commenting "it makes the perfect backdrop for a family photo".
The shopping centre is encouraging people to share their photos over the festive season as part of its Christmas campaign, #SpreadTheEdmontonCheer.
Sabri Marzouki, asset director at Edmonton Green, said: "We have been overwhelmed at the reaction to our new Christmas display and it's fantastic to see the Christmas spirit it has already sparked with people."
"Sitting at the heart of the community we wanted to create a festive backdrop for everyone who visits us and have been delighted from the positive reaction we have received to date."
"This year's efforts to illuminate and decorate the shopping centre have been driven by our goals to put Edmonton firmly on the map and ensure the local community is at the forefront of everything we do."
The centre says the decorations look even more impressive at night.
Representatives from its charity of choice this year, Pace Front Inclusive Theatre, was invited to push the button to light up the reindeer.
It added that dozens of people have been queuing up to have their photos taken with the decorations.
A member of Edmonton Baptist Church, Elizabeth Hamlin said: "This year's decorations are a 100 per cent improvement on last year."
"I came to see them for myself as I had heard how good they were and I am not disappointed. They have really lifted the local community."
Ray Downing, artistic director at Pace Front, said: "Despite the wind and rain it was great to be celebrating Edmonton Green's very impressive festive decorations, they are the best we've ever seen."
"We have had to move all our classes online now as it was great to still be able to involve our youth group, who took part virtually via a live Zoom call."
You also have the chance to name the reindeer as part of a competition to win £100 of shopping vouchers.
Follow @edmontongreen on Facebook and Instagram for more information.



The illuminated reindeer display

Photo: Edmonton Green Shopping Centre



EXPERIENCE WORKING WITH BIDS ON DRIVING FOOTFALL TO RETAIL DESTINATIONS

Hull BID Fashion Week

The Brief

To raise the profile of Hull as a fashion destination by engaging and working with the three major shopping centres and two major department stores in Hull to deliver a Fashion Week on such a scale that would unprecedented any previous Hull BID events to increase footfall to the city centre.

Delivery

In a nutshell we delivered over 30 events across the city centre over a seven day period, plus a series of pre-promotional activities such as flash mobs, gazebos handing out branded merchandise, style spotting on the street with Capital FM and Hull and District Motorcycle Club's members branded their bikes and did a high-profile ride around Hull city centre streets.

The week-long events included a Style Queen & King Competition, which saw over 100 people pose in our "Street Studio" to be named the city's most stylish. Retailers were invited to host their own events in-store as part of the week, as well as supplying garments for 2 major fashion shows. Events aimed to attract the over 60s too, such as a Fashion Through the Ages talk at Hull History Centre, Learn to Surf the Internet in Style workshop at St Stephens and Capsule Wardrobe Demonstrations at Debenhams to name but a few.

The finale was hosted at Hull Paragon Station, where Mercury transformed the train station into a live runway. It involved dozens of local businesses, with hair and beauty backstage delivered by local make-up and fashion stylist and retailers were given the chance to have a pop-up gazebo to showcase their brand. Live entertainment also featured throughout the day from local performers.

The results

- The event attracted a whopping 60,000 extra people to Hull City Centre in comparison to the previous week, which was a 9% increase.
- Hull Fashion Fest engaged 55 different businesses from across the city, who were actively involved on the week.
- The social media following increased by 67% compared to the previous campaign period.
- Secured eight pieces of media coverage across three weeks
- The event website had 14,938 page views, 4.7 pages per visit and an average duration of 4:46 minutes

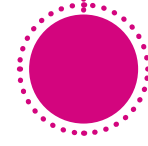


24seven Lifestyle



The Journal





EXPERIENCE WORKING WITH KEY STAKEHOLDERS TO BOOST CIVIC MORALE

The Promenades Extraordinary People Awards

Background

Community spirit was lacking in Bridlington, particularly after a spate of anti-social behaviour and crime in the area. Mercury was tasked by the local shopping centre with helping boost town morale by delivering an initiative that would bring Bridlington together every year and put The Promenade at the heart of the town.

Delivery

The Promenades Extraordinary People Awards (EPAs) brought over 100 local people, from aged 9 to 90-years-old, under the roof of an iconic landmark to celebrate individuals hard work, as well as raise vital funds for a charity. People had to nominate people who deserved recognition in nine categories. Mercury led planning sessions with local stakeholders, secured funding support from local businesses, organised the awards ceremony itself and drove ticket sales in order to bring the idea to fruition.

Results

- As this was an unprecedented event, our aim was to fill 50% of the venue capacity on the first year. We filled 139 seats (79%) and this number increased each year.
- We Increase AVE through positive media coverage by 10% across three months from to £1,078 to £2,450, which was a 127% increase.
- Each event aims to raise money for the shopping centre's Charity of the Year. Over £1000 has been raised each year through raffle tickets and art auctions from local primary schools.
- We formed some really strong partnerships and managed to get free use of the Bridlington Spa to hold the awards ceremony, a free photo booth from Photo Me, raffle prizes from local businesses and funding from three local organisations.
- The shopping centre's social media following increased by 710% compared to the previous year.
- Mercury has led on the delivery of this event for the last three consecutive years (unfortunately due to Covid this year's has been postponed)
- This event was shortlisted for a Purple Apple Award (an 'Oscar' within the retail events industry).



The Amazing Ashton Awards

The Brief

The local shopping centre and Town Team committee, which compromised of several key stakeholders, were looking for an initiative that would raise the profile of Ashton-Under-Lyne, unite residential and business communities and boost civic morale.

Delivery

Mercury drew on past experience delivering community award schemes and developed The Amazing Ashton Awards, which was the first of its kind in the town. We held meetings with the Town Team, went door to door round local businesses with nomination forms, did promotional events on the streets of Ashton handing out gold medals to raise the events profile and secured funding and donations from a number of local firms.

Results

The initiative was strongly supported by locals, with over 100 people nominating during the course of the summer.

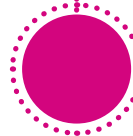
Mercury secured free use of The Village Hotel in Ashton for the awards ceremony, the local printers provided the programme of events free of charge and we secured funding from a local legal firm, security firm and construction firm to ensure the event remained within budget.

We got buy in from the local newspaper, Tameside Reporter, by asking the journalists to form part of the judging panel. As a result we were able to maximise our media coverage at each delivery phase such as the launch, the shortlist being revealed and the winners' ceremony.

We sold all the tickets to the awards ceremony evening, which was also attended by local dignitaries such as the Mayor.

Mercury has delivered the Amazing Ashton Awards for two consecutive years, although this year the awards were attended virtually via a Facebook Live feed. We took a different approach this year and asked the public to vote for the finalists. We had over 2000 votes cast.





OUR EXPERIENCE WORKING WITH THE OVER 50S TO COMBAT LONELINESS AND ISOLATION IN COMMUNITIES

Pickering and Ferens Homes Combatting Loneliness and Isolation during Covid-19

The Brief

Pickering and Ferens Homes (PFH) is a not-for-profit housing association based in East Yorkshire, with a portfolio of 1,500 properties for the over-60s. Mercury has worked with the award-winning provider for 10 years, providing a fully outsourced marketing and communications service.

When Covid-19 hit in March 2020, whilst many of us moved our lives and social activities online there were still over four million people over the age of 65 who had never used the internet. The immediate priority for PFH was to establish a short-term communications strategy that would ensure we could communicate effectively with and engage residents, many of whom were shielding, to ensure they knew what support they could access and that they were not alone.

The Delivery

Within the first two weeks of lockdown, Mercury worked around the clock to publish a special edition of the PFH residents' magazine People First. We 'translated' all of the national restrictions into user friendly terms for older people to ensure residents knew exactly what it meant for them in the context of living in a PFH bungalow or sheltered housing scheme.

We identified heart warming stories and featured residents who were doing everything from singing for the NHS outside of their bungalows through to distributing red and green thumbs up/down cards to neighbours to leave in their windows as a way of communicating with each other when they needed support. We quickly moved our 'editorial' meetings, which see a panel of residents consulted with on the content of the magazine, to an online zoom meeting which was very well attended. For those residents who couldn't access the online sessions, Mercury called them to chat through

what they felt should be on the content list.

The magazine was printed and distributed to every property across the portfolio to ensure even the most remote residents, without internet access, felt uplifted and knew they were not alone in this. We also collaborated with Age UK to promote a vast range of their support services, including the befriending initiative which sees residents paired up with a 'befriender who will call them regularly'. Meanwhile, a social media strategy was established to push out all messages to PFH'S audiences on Facebook and Twitter.

Longer term, we have worked closely with PFH to establish an online activities programme, whereby residents could try their hand at everything from online yoga and movement to music through to knitting, circus skills and crafts. For those who have never used the internet before, we worked with PFH to promote a partnership with KCOM (the local broadband provider) to make residents aware of free internet installation, reduced rates and access to learning the basics.

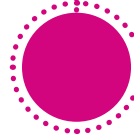
The results

The results are ongoing, as communications is ongoing and remains a priority in terms of keeping in touch with residents and keeping them up-to-date with the impact on PFH's services in line with continually-changing restrictions.

PFH's social media channels saw an engagement increase of 27.9% between March 2020 and November 2020 compared to the same period before. A review was also carried out for the Customer Service Excellence accreditation in October 2020 with the auditor highlighting PFH's excellent levels of communication during the Covid-19 pandemic as being a key factor in residents feeling satisfied.

Our work is on-going and will continue to see us going above and beyond every step of the way to ensure residents feel involved, despite face to face activities not being able to go ahead.





OUR EXPERIENCE ATTRACTING YOUNG FAMILIES TO RETAIL DESTINATIONS

Kids Club, NewRiver

The Brief

NewRiver, a leading real estate investment trust and owner of 33 shopping centres across the UK, commissioned a UK wide poll of 2,000 parents, which highlighted a need to help solve a common problem for customers shopping with young children in tow. It found 43 per cent of parents would rather avoid shopping with children for fear of them misbehaving. Mercury worked with NewRiver to develop a Kids Club initiative to encourage parents to come shopping with children and this was rolled out across NewRivers entire shopping centre portfolio.

Delivery

The first stage was to work with the marketing manager at NewRiver to establish the branding for Kids Club. Mercury then developed a log in portal for parents to sign up to the kids club, which we then implemented on 33 shopping centre website. We then designed a branded welcome pack, which parents received when they signed up as an incentive to get them into the centre to collect it. We helped devise a number of launch events in shopping centres and in line with this launch we wrote a press release which was issued to local media in all the shopping centre locations.

Results

The Kids Club has been a fantastic success and is still going strong three years later. The press release hit headlines up and down the country and every centre in the country signed up a minimum of 250 parents in the first week. We suggested providing prize incentives to the shopping centre management teams for the most amount of sign-ups each month to keep the momentum going.

We then developed a number of initiatives off the back of Kids Club to keep the PR wheel churning. Little Experts was then rolled out across all 33 shopping centres, which was essentially a call out for local toy testers who would be invited into the centre to rate retailers' products during key times of the year such as Christmas, Easter and summer holidays. Mercury also developed a PR stunt called "Temper Tantrum Training" whereby we photographed centre managed teams dressed as if they were heading back to school to learn how to deal with children misbehaving while out shopping.



Shopping centre staff receive 'tantrum training' to help families

Security and customer service staff at The Ridings shopping centre are receiving 'tantrum training' to support families while they are out shopping.

By The Newsroom

Thursday, 24th August 2017, 11:30 am
Updated: Monday, 11th September 2017, 12:06 pm



Tantrum training