Let's work together....

Retailer opportunities – intu Victoria Centre and intu Broadmarsh

2017
Meet the marketing team.

We consider ourselves part of your team – and we’re just at the end of the phone or email:

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Did you know?

We have a retailer information page online: http://intu.co.uk/victoriacentre/retailer-information
Visit this page to find out information on the day to day running of the shopping centre including service road rules, contractor tracker and waste management.
Should you want us to add anything that we may have missed please contact Jenny Street-
jenny.street@intu.co.uk
Need to let Head Office know what’s on offer to boost your sales?
Key dates for the diary.

We’d love you to be involved in our campaign plans. Talk to us about your plans and let’s work together...

**Campaign dates for your diary –**
- February half term holidays 11-19 Feb
- **Easter holidays 3-17 Apr**
- Spring Summer fashion 1 Mar– 30 Apr
- Student night 26 Apr
- May half term holidays 29 May- 2 Jun
- intu’s summer party 1-2 Jul
- Summer school holidays 31 Jul- 1 Sept
- Autumn Winter fashion 4 Sep – 26 Oct
- Student night 4 Oct
- October half term holidays 23-27 Oct
- Black Friday 24 Nov

Please note campaigns in bold are also taking place at intu Broadmarsh
# 2017 Campaigns Calendar

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
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<tr>
<td></td>
<td>Valentines</td>
<td>S/ S Fashion 6th – 23rd Apr</td>
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<td>Half Term W/C 11th</td>
<td>Mother’s Day 26th</td>
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<td>April</td>
<td>May</td>
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<td>Easter Holidays 3-17th</td>
<td>Half Term W/C 29th</td>
<td>Father’s Day 18th</td>
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<td>Student night 26th</td>
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<td>July</td>
<td>August</td>
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<td>intu’s Summer Party 1st</td>
<td>School holidays</td>
<td>A/W Fashion begins on 4th</td>
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<td>School holidays 31st</td>
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<td>October</td>
<td>November</td>
<td>December</td>
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<td>Student Night 4th</td>
<td>Christmas go-live 1st</td>
<td>Christmas</td>
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<td>Half Term W/C 23rd</td>
<td>Black Friday 24th</td>
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<td>Halloween</td>
<td>Toy Testing Lab opens (iVQ)</td>
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<td>24th</td>
<td>Grotto opens (IBM) 25th</td>
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**Key:**
- Group-wide campaigns
- Seasonal campaigns
- School holiday campaigns
Your digital marketing opportunities

Website
Events, offers, news and job vacancies can be added to the website. Please provide
• Images to specific sizes (see table overleaf)
• An exciting description
• Start and end dates
• How to apply (jobs only)
(Please allow 3 days notice for your content to be made live)

If you would like to change any info on your retailer page please ask at the Customer Info Desk for a request form

Social Media
We’ll post about your promotion or event if we can fit it into our social media plan. We only ask for a few key things:
A description of your promotion including key messages like dates, price, how to claim etc
A nice jpeg image to support the message (see table overleaf)
A week’s notice

Email
We have a joint database of almost 100k local customers across intu Broadmarsh and intu Victoria Centre, and there are regular opportunities to put your messages out there. Contact the marketing team for more info!

New kid on the block?
We want to get you on our retailer pages! It’s a great way for customers to find you. We will need a few things from you first...
• Store logo as an eps file, see table overleaf for size
• A brief description of your store
• Store phone number and address
• Opening times (if different to the centre’s opening times)

NEW: the intu app
Showcase your offers to customers here at the centre, get them on the intu app. Please ask the marketing team for an information pack.

Download the app from intu.co.uk/app.

Key Stats
www.intu.co.uk/broadmarsh
30k visits each month
Facebook 5k
Twitter 4.5k

www.intu.co.uk/victoriacentre
70k visits each month
Facebook 19k
Twitter 8.4k

Please send all requests to Samantha Kauss samantha.kauss@intu.co.uk t: 01159121267 m: 07484078824
# Digital Image Specifications

![intu Logo](image)

## Website

| 1. Hero banner | 1740 x 824 pixels, jpg | Full bleed image, no text |
| 2. Thumb banner | 1220 x 768 pixels, jpg | Full bleed image, no text |
| 3. Store Logo | 500 x 220 pixels, High resolution logo in a SVG format or high resolution PNG format |

## Facebook

| 4. Social Tile | 1800 x 1800 pixels (recommended), jpg or png | Professional quality, preferably photography |

## Twitter

| 5. Image | 506 x 253 pixels, jpg or png | Professional quality, preferably photography |

## Email

| 6. Promo | 260 x 155 pixels, jpg | To match web images, full bleed, no text |
| 7. Header | 560 x 300 pixels, jpg | To match web images, full bleed, no text |

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Please send all requests to Samantha Kauss [samantha.kauss@intu.co.uk](mailto:samantha.kauss@intu.co.uk) t: 01159121267 m: 07484078824

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Example: Website hero banner Facebook tile Eshot promo

Make sure you ‘Like’ us on Facebook, follow us on Twitter and share with your friends!

Enjoy our FREE Wi-Fi when you’re in centre

Sign up to our database to get all the latest news from the centre! Visit intu.co.uk/victoria or /broadmarsh
Feature on the new intu app

Now live - the intu app is where you can get store offers, maps and info for intu centres. Feature now for FREE!

The intu app in a nutshell

- Maps & directions
- Store details
- Amazing offers

- Offers
  - Enjoy offers from your favourite retailers
  - Get the discounts before they go

- Maps & Nav
  - Type the store you’re searching for
  - Follow the directions
  - Browse offers from the retailers that you walk past

- Store info
  - View the offers from the stores next to you

How to feature on the app:

It's free

Why should you get involved?
- Drive footfall to your store
- Increase sales
- Increase brand awareness with intu shoppers

What collateral and copy is required for offers to be uploaded?
- Offer image 640x420 (if not provided default image will be used)
- Store/retailer name
- Offer title (max 70 characters)
- Offer start time/date and end time/date
- Offer details (e.g. % off) and terms and conditions. Min 300 characters and max 1500 characters
- Offer code (if required)
- Barcode image PNG (if required)

Email your offer to
offers@intudigital.co.uk
& samantha.kauss@intu.co.uk
Welcome to kids club

We love our little shopper so much so that we have over 4000 members on the kids club database.

Want to get involved?

• Free, fun events take place every school holiday – you’re welcome to come onto the mall and be a part of our jam-packed calendar of fun. How about offering a bounce-back into store to boost sales? It’s a captive audience.

• Have an exclusive offer or discount? Let us know.

• Got a VIP visitor coming to store? Your very own mascot? We’d love to see them and can let the rest of our gang know.

• Something for our goody bags? Everyone who signs up gets a goody bag so if you have something you’d like us to pop in, just let us know.

Contact kate.hissett@intu.co.uk.
intugrams

Shhh this is our little secret...
We like to surprise customers when they are shopping in the centres. An intugram is a little treat that we can pass onto our customers, to make their experience at the centre just that little bit sweeter 😊

We offer all our retailers and restaurants the opportunity to send out intugrams to our customers—free! And the great news is all you need to do is provide that little something be it a free coffee or a little gift. Then we will do the rest.

We just ask that can you provide a minimum of 20 of the freebie and that it is a free gift- not a discount.

The customer will then be enticed to come into store and collect the freebie, a great way to measure their success and not to mention get extra footfall into your store.
Employee discount scheme.

If we work here, we should get perks – right?

If you’d like to be listed under the employee discount scheme you just need to offer a discount – and we’ll make sure you’re added to the list.

This will run across both intu Victoria Centre and intu Broadmarsh, which we hope will encourage footfall across the city as well as increase awareness of your store.

All new starters within each centre will get to know about your store and it gives them a reason to come and spend their hard earned cash during their lunch break or after work.

If you want your store to be involved then please pop to the customer service desk or contact jenny.street@intu.co.uk (iVC) / lynda.pearson@intu.co.uk (iBM)
Want to reach a potential 700,000 customers each week? That’s how many people, on average, come through our Nottingham centres!

Advertising opportunities are managed through a different team but we’re more than happy to put you in touch:

For any further information please call Julia on 0115 912 1288 or email julia.matthews@intu.co.uk
We have great relationships with the local media including the Nottingham Post, Capital FM Nottingham, Gem 106, Smooth FM to name but a few.

If you have some **news about your store** or a new product range/launch, let us know and we’ll work with you on a press release. We’re supported by the lovely communications team at Cartwright Communications based here in Nottingham.

Not sure which publication or radio station you should be advertising on? Again, just ask us and we’d be more than happy to give you our local opinion!

Just contact amy.dibble@intu.co.uk.
Doing our bit for the community.

Working with the local communities is big on our agenda.

If you have some **news about what you’re doing in the community** let us know and we may be able to hook up?

We’ll keep you posted with our fund raising progress and plans at the retailer get-togethers.

Speak to Kate Hissett for more information.
Last years campaigns
The best bits from intu Victoria Centre in 2016

Autumn/Winter fashion
February half term holiday - Kung fu panda
Spring Summer Fashion
Everyone’s invited
Easter holidays - SpongeBob Square Pants
Last years campaigns
The best bits from intu Broadmarsh in 2016

Christmas family fun day
Everyone’s invited
Easter holidays - SpongeBob Square Pants

Summer holidays – Superhero summer
Ignite! Festival of science and curiosity
...you’re in the picture!

We look forward to working with you 😊