



MARKETING SERVICES

INTRODUCTION

Spirit Marketing Group have launched some of retail's major schemes in the UK & Ireland operating in both trade & consumer sectors. Spirit fulfil an outsourced marketing department role in both large and small centres as well as providing a direct production marketing or production service to centres and managing agents. Although recognised as one of the retail industry's leading consultancies, Spirit have a sound track record of marketing experience in other sectors including Financial, Health & Fitness, Leisure, Commercial Sports and Local Government.

The following services provide a summary of our services that are available individually or as a whole within a project management service.

ADVERTISING

Spirit have an excellent track record in delivering successful advertising services covering design creative and purchasing across direct and promotional platforms. Spirit has broad experience of managing clients in various sectors, both full strategic brand campaigns to pure sales promotions. Spirit's knowledge in identifying, selecting and purchasing the correct media of indoor, outdoor, printed, and digital platforms has been a critical factor in ensuring clients have generated maximum market awareness and accountable returns on the budget.

AV MULTIMEDIA

Spirit offers a reliable and cost-effective audio-visual network of technicians to provide a broad range of solutions to support client's commercial and digital marketing requirements. Spirit regularly manages the filming and editing of their client campaigns and special events, which are used in sales development and web-based applications. Spirit can provide the technical service as a direct supplier or as part of a campaign service to integrate all brands, creative and footage into the required AV formats.

BRAND DEVELOPMENT

Spirit has an extensive background in retail & property brand development, and we understand that the way the brand is perceived will have a major impact on the success of the scheme. Our brand development services is designed to Attract, Acquire and Retain greater market share, thus driving positive perception and create a distinction from competitor brands.

Spirit approaches this by:

1. Understanding the brand

During this first stage we assess the brand and explore the strengths and weaknesses of the scheme, its marketplace and the key battlegrounds. We identify opinions within key demographics, stakeholders and customers. By determining the foundations of the brand, Spirit will be able to make the recommendations to build the identity of the brand.

2. Developing the brand

At this stage we establish the future Brand Communications, an action-plan developed from our understanding of the brand and the objectives of the business. The action-plan will include the choice of communication methods on which the brand will be promoted and perceived.

3. Strategic, creative design

Spirit's creative design work is driven by the strategic requirements of the client brief and the results of the brand research. Creative design work can include corporate identity, website design and build, brochures and literature, annual reports, intranets and extranets, marketing collateral and advertising. In addition to the delivery these specific items, corporate guidelines can be delivered to give the brand 'legs' and longevity.

CAMPAIGN CREATIVE

Spirit builds upon the core brand through the communications of on and offline promotions, events and PR which will require a coordinated approach in the use and application of the brand in various creative styles.

CAMPAIGN MANAGEMENT

Spirit delivers trade & consumer campaigns swiftly and cost-effectively. Our integrated approach connects all elements of the business marketing strategy.

Spirit can manage all or individual elements of a main or sub-campaign working as sole or multiple agency but always to a clear central strategy.

COMMERCIALISATION

Spirit provides a full consultancy service to assist owners and marketing departments to increase income from their malls and spaces. We understand the increasing pressure for managers to drive greater profitability from their commercial space hire. We work closely with managers to support their responsibility to oversee the technical and safety management, marketing and promotions of the malls and external areas.

Spirit deliver these services as part of their role as outsourced marketing consultants to their clients, and also work with specialist third-parties to achieve joint marketing objectives on various schemes. By establishing the income potential from malls, walls, and dwell-areas such as food courts/toilets, Spirit can provide an invaluable service to drive income alongside the marketing initiative.

CORPORATE LETTINGS

Spirit provides a comprehensive service to owners and agents to support the trade and sales promotions of retail and commercial tenancies including:

Sales & Marketing Events
Design & Print
Exhibitions & Commercial Installations

The lettings and leasing market is highly competitive and owners and investors demand the highest performance from their managing agents to deliver profitable leasing results and satisfied tenants.

Minimising voids, pro-active prospecting and communicating a projects features and benefits accurately are crucial to a successful leasing performance. Spirit consistently plugs the trade teams into the consumer brand campaign resulting in increased tenant satisfaction and sales support.

CUSTOMER RELATIONSHIP MANAGEMENT

Spirit has a progressive management model to ensure CRM (Customer Relationship Management) initiatives are integrated into clients marketing strategies. CRM is a critical in ensuring marketing objectives are communicated and delivered alongside operational teams and retailers. Spirit can integrate the site's Customer Service principles into a core marketing function or campaign, achieving measurement of both campaign and CRM activity.

DIGITAL

Spirit offers all elements of digital marketing solutions, utilising new technologies within the mix to achieve optimum customer acquisition. This area of the communications mix is becoming more and more powerful within business development strategy planning.

Digital marketing can encompass many features including websites, mobile technologies (SMS/Bluetooth), plasma and electronic mail, and this is not an exhaustive list. Spirit supply full and one-off campaigns for clients connecting online with offline tactics designed to increase retail spend.

This service allows our clients to develop greater association with retailers/customers to increase footfall, sales conversion and understand their market profiles.

PUBLIC RELATIONS

Spirit can provide an integrated PR service at all levels of project delivery delivering optimum return on investment and at both developmental and consumer phases.

RESEARCH

Research forms a cornerstone of Spirit's project management in developing a strategy based upon its results.

No two Spirit clients, or centres are the same, and Spirit take a unique approach to the research required by each individual centre, asking the questions that are specifically required to understand the profile of the user/marketplace.

Through both qualitative and quantitative assessment, we will manage the intelligence drawn from both digital and traditional methods such as web-based and exit survey research, key battleground questioning and direct mail.

The results form the essential business intelligence that is crucial to the planning and cost-effective delivery of marketing and budgeting.

DIRECT EVENT/PRODUCTION SERVICES

ENERGY LIVE is Spirit Marketing Groups integral production team, which was formed as a result of Spirit's increasing popularity to deliver event services.

This removed the tiered costs of multiple external suppliers reducing the costs considerably, and allowing us to maintain control, quality and creativity all to our clients benefit.

Energy Live's Health & Safety management covers all elements of risk assessment, insurance, normal operating procedure and emergency action plans.

Energy Live can supply complete artist, sound, vision and lighting solutions as direct suppliers for established programmes and self-sufficient marketing departments.

Energy Live can be utilised by company's on-site marketing teams to compliment and enhance their individual centre/cluster campaigns.

Ensuring the highest quality production and delivery, the events can be exploited to deliver a range of commercial and management results demanded by the project marketing strategy.

A current index of Energy Live services is available to download from [**www.spiritmg.com**](http://www.spiritmg.com)

For further information please contact your nearest Spirit office.

Belfast HQ:	00 44 (0)2890 267090
Dublin:	00 353 (0)1 1806 9000
London:	00 44 (0)208 543 0110
Manchester:	00 44 0161 817 3681
Cork:	00 353(0)21 497 2818