

Retail Campaigns

spirit
MARKETING GROUP

Easter Fun at the SpiritCentre

We'll have a flower-face garden, face painters, balloon modellers, kids competitions plus lots of Easter Fun offers.

It's all happening each day from 2pm.

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2-8 April 2007

www.spiritcentre.co.uk



A New Range of Cost-Effective Services and Campaigns for Retail Centres Requiring Optimum Performance for the Marketing Budget:

- Bespoke creative and print options with unique centre branding For Valentine's Day, Mother's Day, Easter, Back to School, Halloween and Christmas campaigns
- Campaign by campaign PR support
- Co-ordinated mall activity
- Retailer / tenant liaison and integration
- Digital marketing upgrades
- Media & advertising management
- Commercialisation & mall income consultancy

Campaign Promotional Pack includes:

10x A1 posters 50x A4 posters 50x A4 window stickers
2 Pull-up banners 50,000 leaflets (for solus / centre use)
2 Car-Park banners 2 Ad templates
Larger quantities can be produced if required

Price per Campaign:

Creative and Print £5,000 - Newspaper Solus (30,000) £500*
PR - Full Service £1,500 - Advertising £2,000*
PR - Support Pack £500 - Mall Activity from £2,000
Promo-Web 3mths £3,500

Spirit Fee @ 15% of selected options

* Prices subject to local rates and services required

If you would like to receive a Manager's Guide including a full breakdown of this service and packages, please contact Andy Batt: andy.batt@spiritmg.com or call +44 (0)208 554 2416