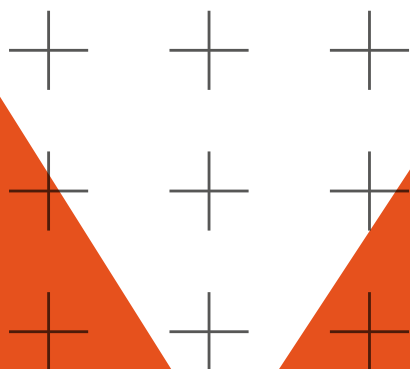




VELOCITYTM
WORLDWIDE

MEET VELOCITY WORLDWIDE

The leading Data-Inspired Shopping
Centre Marketing Agency





WE ARE

a creative agency powered by technology. It's what allows us to deliver exciting personalised customer experiences that gets results for our Clients. We bring together decades of creative retail and shopper marketing expertise with our unique personalization and insights retail technology platform, Darius® to help shopping centres and leisure destinations to: Attract new customers / Improve customer loyalty/ Grow footfall / Increase spend / Increase repeat visits

WHY YOU SHOULD TALK TO US?

Delivering the same marketing strategy that has worked in the past can be the most dangerous thing for shopping centres in 2023, because Your Customers now want More, Your Customers want Personalization, Your Customers want an Experience that's Tailored to Them.

WHY SHOULD YOUR SHOPPING CENTRE GET INTO DATA AND PERSONALISATION?



The answer is simple.... It allows you to deliver customer experiences that make your Centre more money.

To make the destination experience at YOUR shopping centre even better... and create new experiences, personal experiences that shopping centre visitors crave and expect... You NEED:

Data including Local Data

Digital Intelligence

A Connected Data Strategy and Actionable Insights to create a Customized and Personalized Shopping Experience

To achieve this you need a platform that creates a **360-DEGREE VIEW** of your **CUSTOMERS** across your shopping centre(s) to **Gather, Profile, Enhance and Activate Visitor Data** in Real Time. You need a MarTech platform like Velocity Worldwide's **Darius platform**.

	Without Data	With Data
Engage with your customers when they're in the mall ...and when they're not	✗	✓
Turn the mall into a destination centre	✗	✓
Build value for tenants and investors	✗	✓
Run relevant, personalised offers	✗	✓
Give your customers experiences your competitors can't	✗	✓
Know which offers are working and which aren't	✗	✓
Influence your customers' purchasing behaviors	✗	✓
Get real-time insights about your customers and what they want	✗	✓
Measure how effective your marketing really is	✗	✓

WH AT WE DO

We can develop and execute your entire marketing strategy or work on a specific project or campaign – we practice what we preach so our service can be personalised to your needs. Regardless of the scale of appointment, we underpin everything we do for clients with a data strategy that helps grow sales, loyalty and footfall. If you don't have any data now, then don't worry as we can help you build that too.

SHOPPER PROMOTIONS

We use our Darius® platform to understand who your shoppers are, where they are shopping, how they shop, how they engage with your marketing and your centre's brands and most importantly, how they might enjoy interacting with your centre's brands in the future...

TENANT ENGAGEMENT/ RETAIL LIAISON

We put members of our team onsite to really understand what is happening in your tenants' stores enabling your Shopping Centre to deliver ongoing marketing support that is designed around individual store needs.

LIVE EVENTS & EXPERIENTIAL ACTIVATIONS.

Back in the day, Velocity was established as a dedicated retail event management company – and we're still one of the best in this area. Today, we elevate and reinvent the Shopping Experience in malls by Integrating Darius® with on mall events and activations to drive traffic and increase dwell time while delivering a strong ROI for your event budget spend. We also create bespoke experiences for your tenants that can help them build long-lasting, meaningful relationships with their customers through positive engagement.

DIGITAL CONTENT AND SOCIAL MEDIA MANAGEMENT.

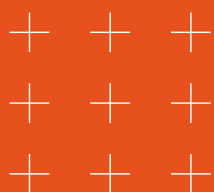
Our digital and social team specialise in creating bespoke content strategies that get results. Because we put our people onsite, our digital content is unique to your Centre and best positions your tenants current stock packages with your target shoppers needs.

CREATIVE CONCEPTS

We don't follow the crowd and we are always pushing the boundaries and coming up with innovative creative concepts that help create a real point of difference for your shopping centre and because we REALLY understand who our client's shoppers are we will tailor your creative approach for different audiences.

DESIGN

We have an in-house team of creatives that are always on hand to produce unique design work, no matter what the medium.



SAMPLE WORK

MOTHER'S DAY PROMOTION AT CENTRE COURT SHOPPING CENTRE

Promotional Content delivered In-Centre and Online was defined by data captured on Darius

Darius enabled shoppers to engage with in-centre product installations to receive personalised content and offers.

Product displays on-mall were changed continuously while the campaign was live in response to what shoppers were engaging with to optimise conversion to sales.



RESULTS

£113,444 YOY additional sales throughout the campaign. 84.5% up on target.

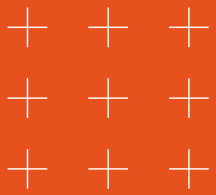
The centre was **12.5% up** on sales YOY during the campaign period.

232.4% growth in online engagement over campaign period.

Car visitation **up 8.7%**



Purple Apple
Winner



SAMPLE WORK

SUMMER CAMPAIGN AT COUNTY MALL SHOPPING CENTRE

Augmented Reality experience
designed to influence shopper
flow around the Mall

Proximity marketing enabled
bespoke special offers to be
delivered to shoppers based on
their location on the mall

Purple Apple
Winner



RESULTS

Sales for Food & Beverage category (target retail category for promotion) **increased by 9.7% YOY**

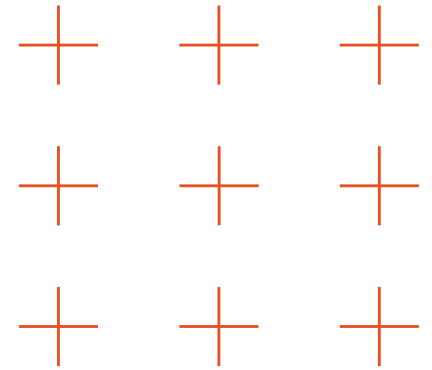
Footfall outperformed national benchmarks by **5.5%**

Increased kids club database by **5%**

Shopper engagement with offers was **+25%** higher than paper only coupons used in previous promotions.



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