Welcome! Starting soon

Innovative Shopping Center Branding

AGENDA

- Introduction
- Main talk
- Q&A



Peter Terpak

Group Marketing & PR Director - HB Reavis



Simon Staack

Managing Director at Emplate



Meet Peter



Peter Terpak

Group Marketing & PR Director
at HB Reavis

hbreavis

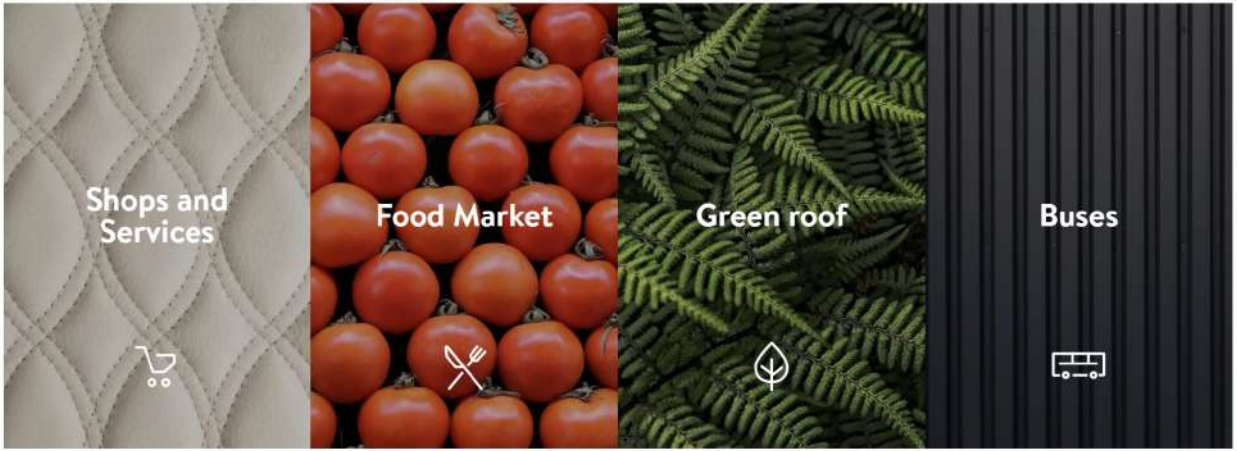
Meet Nivy Centrum

- Bratislava, Slovakia
- Home to 250+ stores
- Part of HB Reavis Portfolio
- Mixed use complex

This is nivy®










ZEN
ZEN




RESERVED
RESERVED
ERVED

Competition






EUROVEA
L'ERBOLARIO
LODI
TOSCA BLU
COS
UNDER ARMOUR
COSTA
COFFEE


UNEXPECTED
CHRISTMAS


I ZĽAVY
21. – 24. 11.


NÁKUPNÉ
ZÁŽITKY
ZO ZÁPADU
BORY
NAJZÁPADNEJŠIE NÁKUPNÉ
CENTRUM BRATISLAVY
I C ZĽAVY
21. – 24. 11.



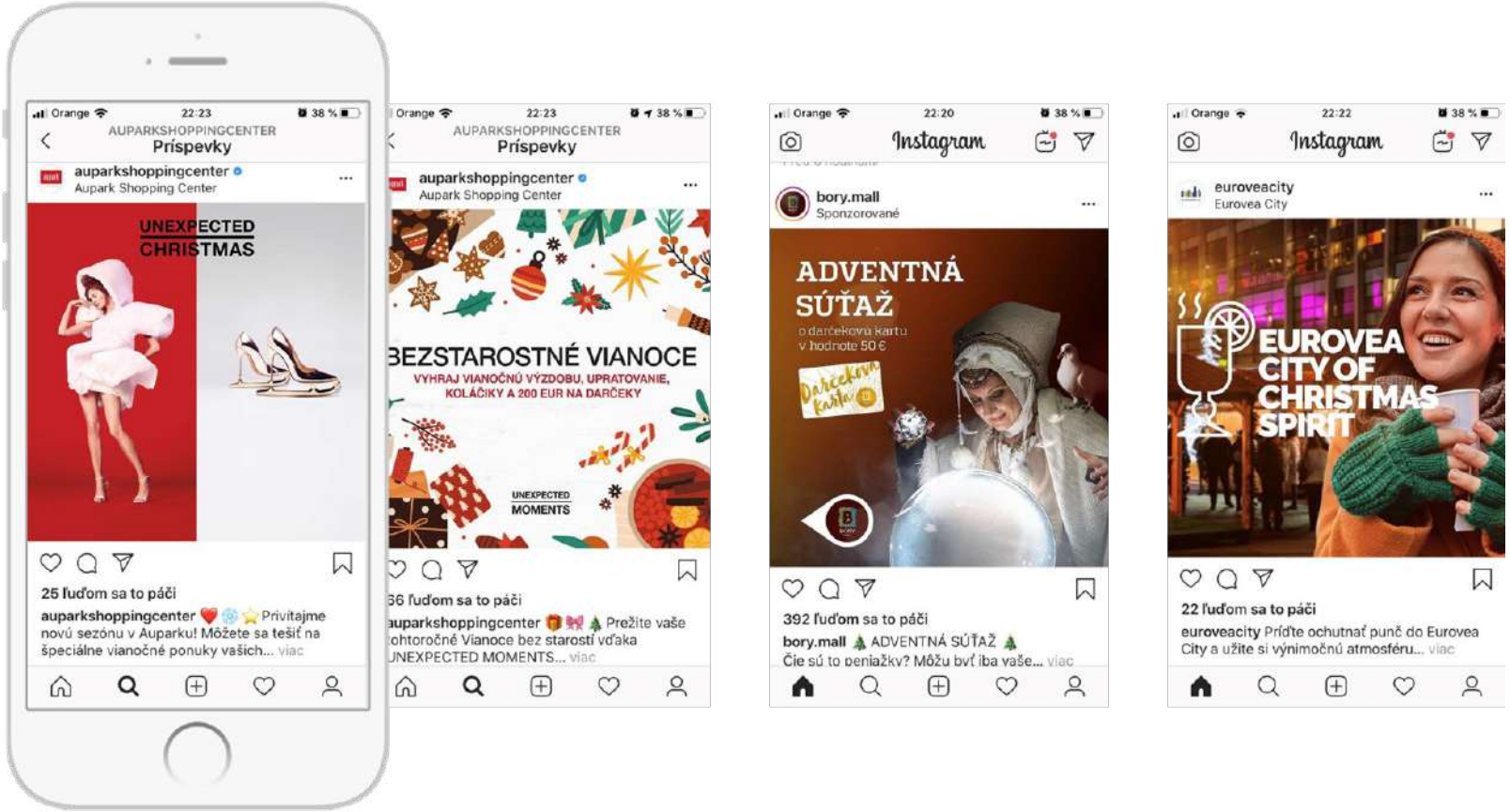



14. decembra, 18.00
Vianoce v Avione
ozdobí hviezda
Koncert Majka Spirita


VIANOČNÁ JAZDA PLNÁ DARČEKOV
VIANOCE VO VIVO!


ČIE SÚ TO
DARČEKY?
VAŠE, VAŠE
ROZPRÁVKA OŽÍVA
NA ZÁPADE


I VIANOČNÉ
PREKVAPENIA


Orange 22:23 38 %
AUPARKSHOPPINGCENTER
Príspevky
auparkshoppingcenter
Aupark Shopping Center
UNEXPECTED
CHRISTMAS
25 ľuďom sa to páči
auparkshoppingcenter Privítajme novú sezónu v Auparku! Môžete sa tešiť na špeciálne vianočné ponuky vašich... viac
Orange 22:23 38 %
AUPARKSHOPPINGCENTER
Príspevky
auparkshoppingcenter
Aupark Shopping Center
BEZSTAROSTNÉ VIANOCE
VYHRAJ VIANOČNÚ VÝZDOBU, UPRATOVANIE, KOLÁČIKY A 200 EUR NA DARČEKY
UNEXPECTED
MOMENTS
36 ľuďom sa to páči
auparkshoppingcenter Prežite vaše ohtoročné Vianoce bez starostí vďaka UNEXPECTED MOMENTS... viac
Orange 22:20 38 %
Instagram
bory.mall
Sponzorované
ADVENTNÁ SÚŤAŽ
o darčekovú kartu v hodnote 50 €
Darčeková karta
392 ľuďom sa to páči
bory.mall ADVENTNÁ SÚŤAŽ
Čie sú to peniažky? Môžu byť iba vaše... viac
Orange 22:22 38 %
Instagram
euroveacity
Eurovea City
EUROVEA
CITY OF
CHRISTMAS
SPIRIT
22 ľuďom sa to páči
euroveacity Príďte ochutnať punč do Eurovea City a užite si výnimočnú atmosféru... viac

Competing visuals

Impossible to distinguish between brands















Starting point

Process insights

B2B Branding used during development phase



- Based on monochrome logomark
- Brand not defined beyond logomark
- Not variable, hard to read and apply
- Not reflecting the value proposition of the project for B2C purposes
- Insufficient potential to express tonality and functions of the project that we need to present to our customers

Our needs

Unique & Well-defined Brand

Very Distinctive from Competition

Communicating Benefits of our Project

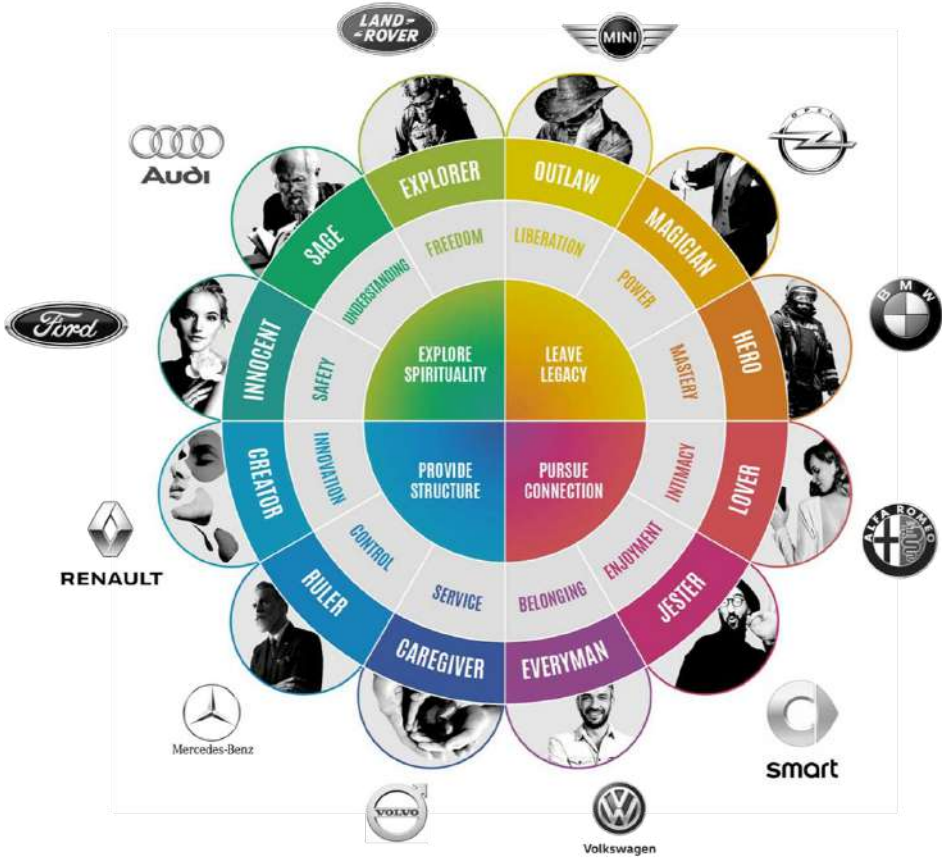
STANICA NIVY PERSONALITY





- YOUNG
- DYNAMIC
- URBAN
- INCLUSIVE

ARCHETYPES


EXPLORER
OUTLAW
MAGICIAN
HERO
LOVER
JESTER
EVERYMAN
CAREGIVER
RULER
CREATOR
INNOCENT
SAGE
FREEDOM
LIBERATION
POWER
MASTERY
INTIMACY
ENJOYMENT
BELONGING
SERVICE
CONTROL
INNOVATION
SAFETY
UNDERSTANDING
EXPLORE SPIRITUALITY
LEAVE LEGACY
PURSUE CONNECTION
PROVIDE STRUCTURE
LAND ROVER
MINI
Audi
Ford
RENAULT
Mercedes-Benz
VOLVO
Volkswagen
smart
ALFA ROMEO
BMW

To care for and protect others

ARCHETYPE CAREGIVER

CHARACTERISTICS

caring
maternal
nurturing
selfless
generous
compassionate

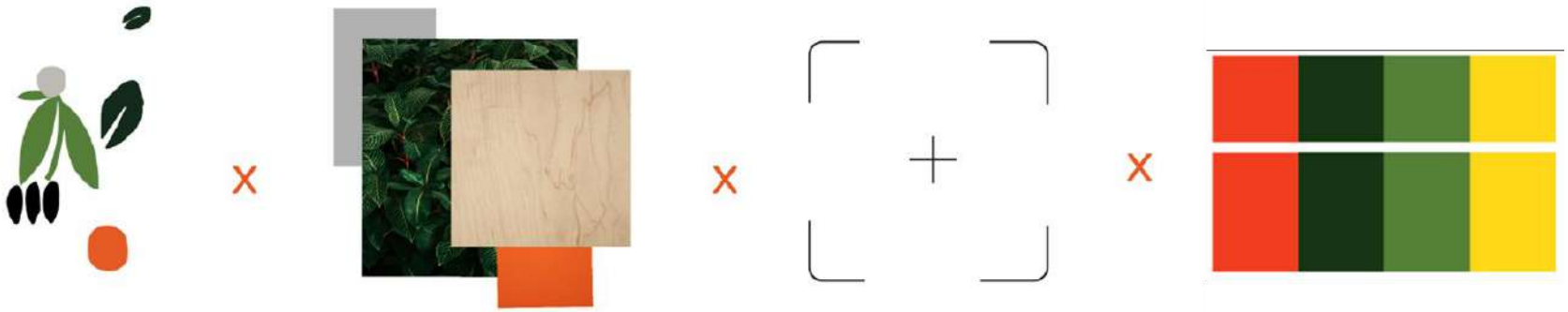
MARKETING NICHE

Help people care for themselves, serve the public through health care, education or aid programs.

Nurturer businesses offer **protection, safety and support** to their customers.



IDENTITY STRUCTURE



ORGANIC ELEMENTS

TEXTURES

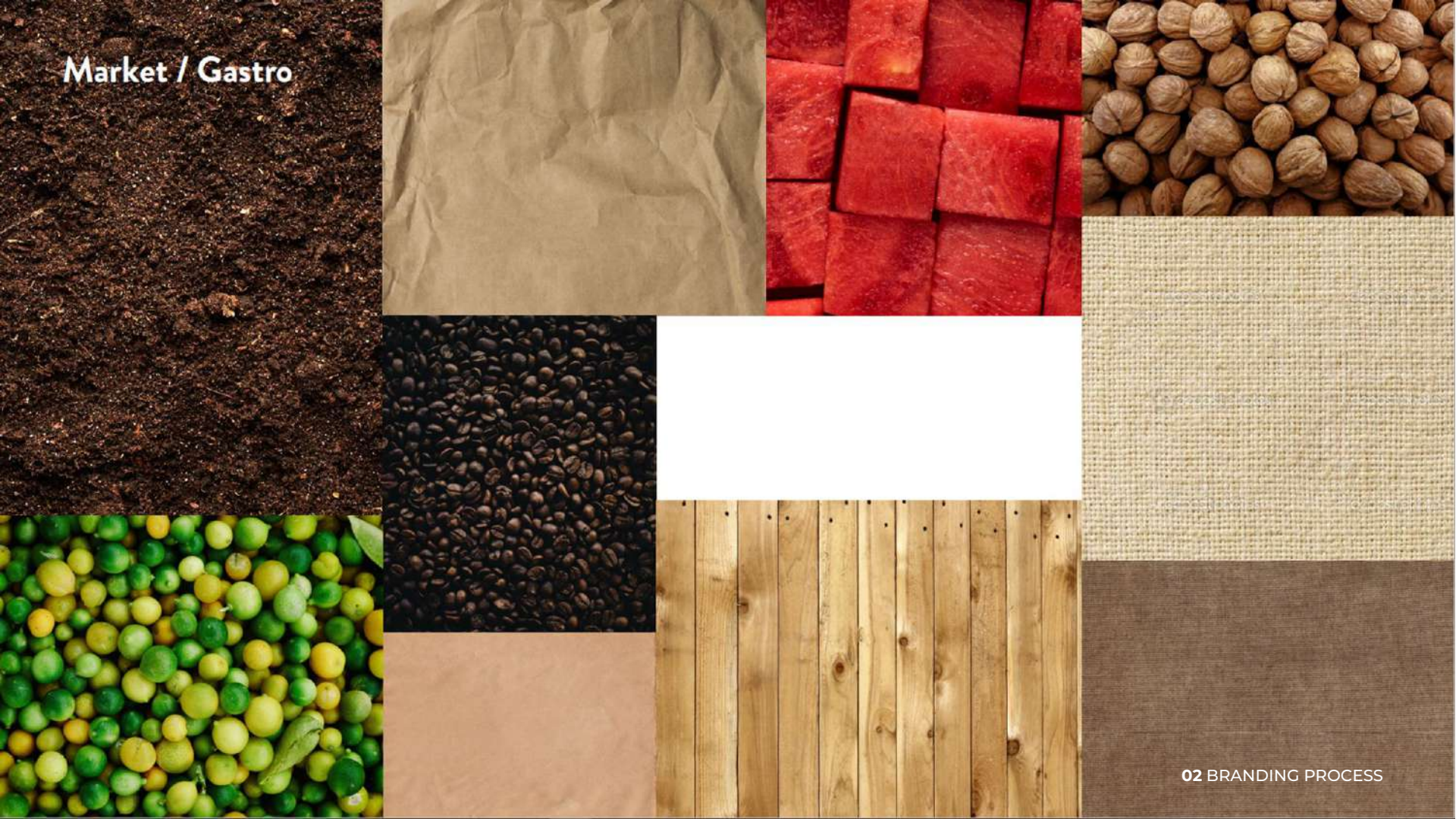
VOIDS

COLOURS

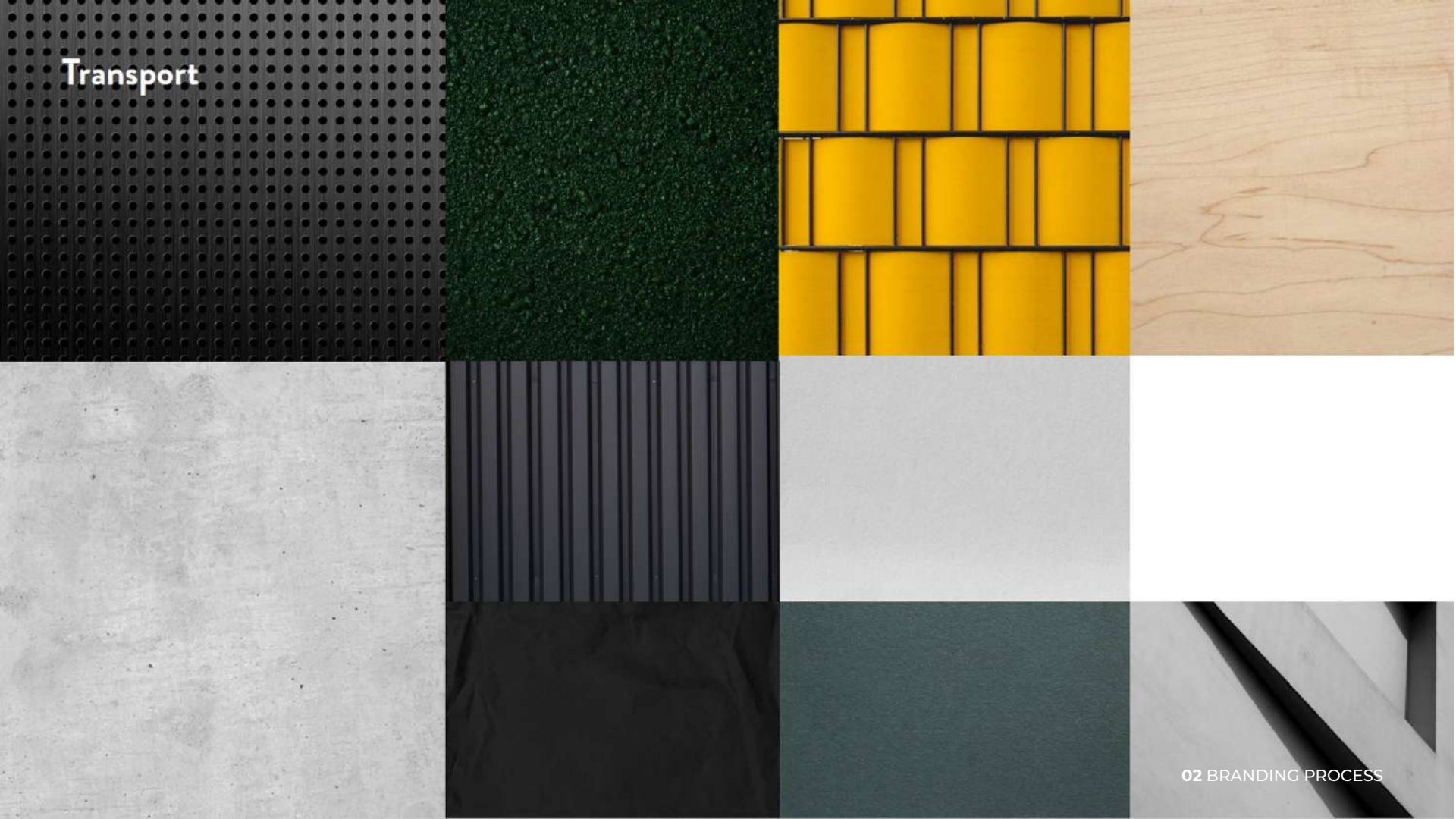
TEXTURES – URBAN GREEN STYLE




Rooftop / Sport


Market / Gastro

Retail


Transport


Leisure

COLOR MOODBOARD

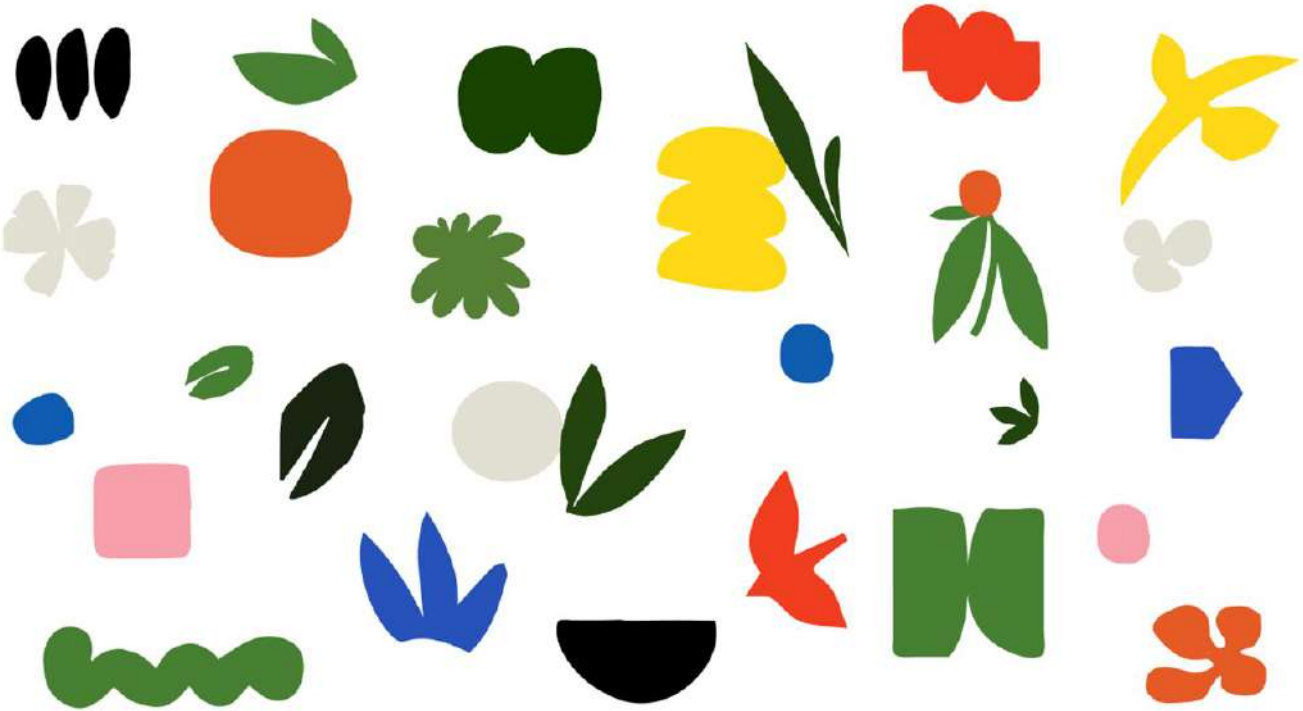


COLOR PALETTE



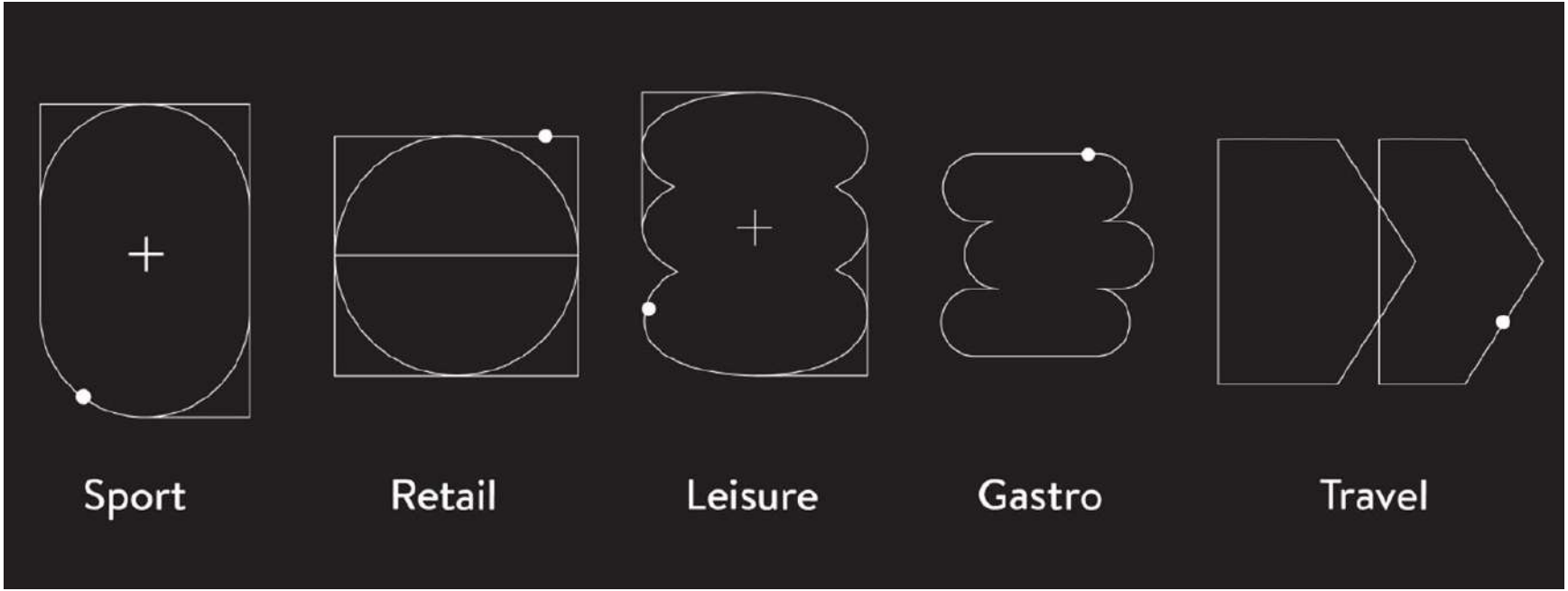


ORGANIC ELEMENTS




nivy
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VOIDS IN FUNCTIONAL SHAPES




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nivy©

Final result

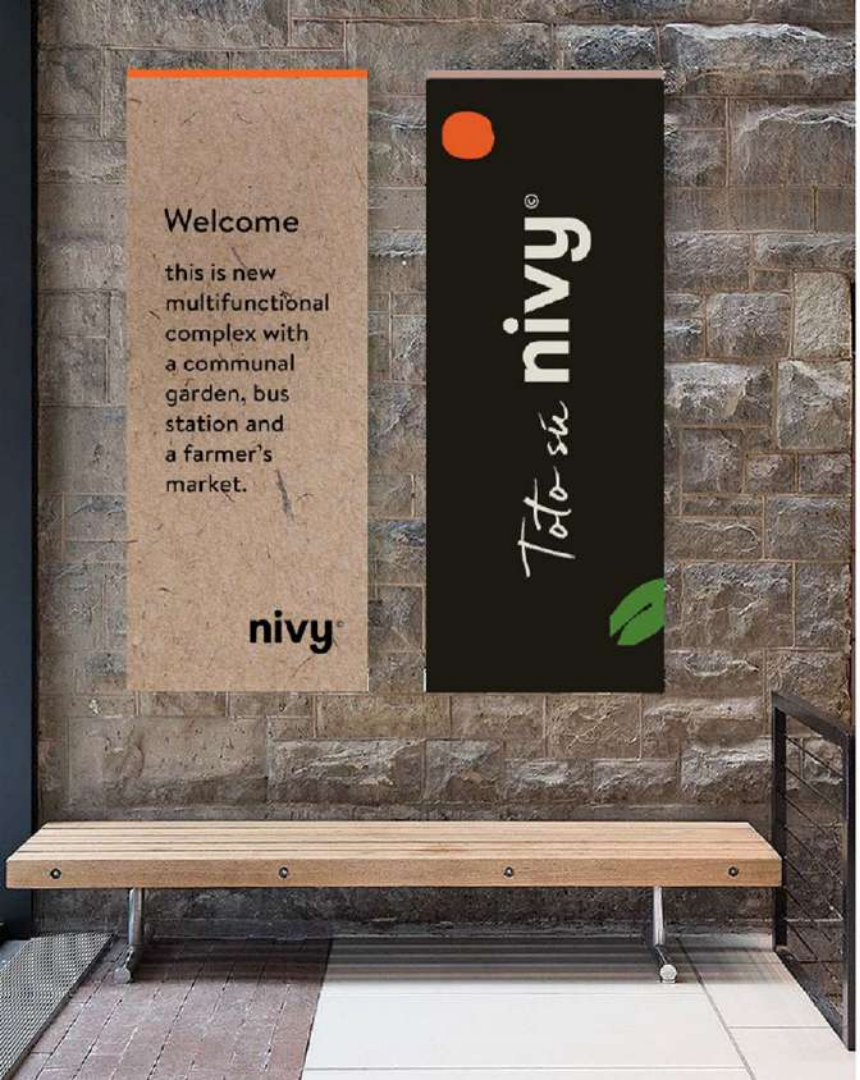











Welcome
this is new multifunctional complex with a communal garden, bus station and a farmer's market.
nivy
Toto sú nivy


nivy


Zesty & fresh
Toto sú nivy©
primesight|power


Nakupovať lokálne potraviny a odísť s košíkom avokáda
Biomrkvička z Dunajskej Stredy je plná antioxidantov, rakytníkový sirup z Patiniec je skvelý na pleť a avokádo je práve v akcii.
Toto sú nivy


Ísť autobusom do Dioru a späť
Teplovzdušným balónom, motorovým člnom aj primestskou linkou. Je nám úplne jedno, ako si prideš po tú peňaženku, bez ktorej nemôžeš žiť.
Toto sú nivy


Zabehať si so smart hodinkami v teniskách zo strednej
Teplovzdušným balónom, motorovým člnom aj primestskou linkou. Je nám úplne jedno, ako si prideš po tú peňaženku, bez ktorej nemôžeš žiť.
Toto sú nivy


Obliecť si šaty
zo sekáča a k tomu
Kenzo kabelku
Ručne šitá kabelka z Paríža a k nej dokonalý kabát z... Kto vie. Ale čo je na tebe, to je na tebe. Hlavne, že sa to spolu ladí.
Toto sú nivy


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Toto sú nivy


Ísť autobusom
do Dioru a späť
Toto sú nivy


Nakupovať
lokálne potraviny
a odísť s košíkom
avokáda
Toto sú nivy


Vitajte
nivy
Zelená strecha
Tržnica
Gastro
Obchody
Offices
Autobus
Parkovanie
nivy


Toto sú nivy
Otvárame
Už čoskoro
lululemon
athletica


Toto sú nivy


nivy


Toto sú nivy
nivy


Toto sú nivy


nivy

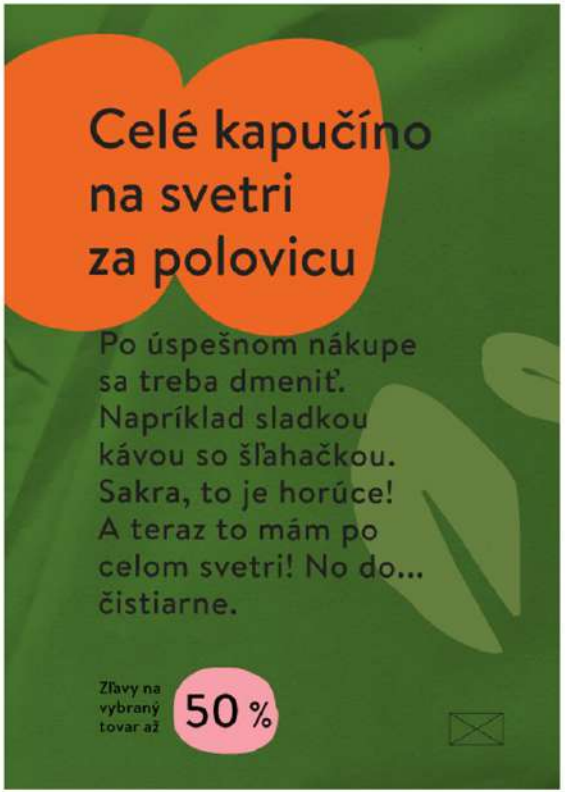

Toto sú nivy


Toto sú nivy


Toto sú nivy
www.nivy.sk
OUTFITTERS
ROPOLOGIE
Toto sú nivy
www.nivy.sk
Toto sú nivy
www.nivy.sk
Toto sú nivy
www.nivy.sk


Celé kapučíno
na svetri za polovicu
Po úspešnom nákupe sa treba odmeniť. Napríklad
sladkou kávou so šľahačkou. Sakra, to je horúce!
A teraz to mám po celom svetri! No do... čistiarne.
Zľavy na
vybraný
tovar až
50 %


Celé kapučíno
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Zľavy na
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tovar až
50 %


Celé kapučíno
na svetri
za polovicu
Po úspešnom nákupe
sa treba dmeniť.
Napríklad sladkou
kávou so šľahačkou.
Sakra, to je horúce!
A teraz to mám po
celom svetri! No do...
čistiarne.
Zľavy na
vybraný
tovar až
50 %

No Logo Test


Zabehať si so smart hodinkami v teniskách zo strednej
Teplovzdušným balónom, motorovým člnom aj primestskou linkou. Je nám úplne jedno, ako si prídeš po tú peňaženku, bez ktorej nemáš šiť.


Weey
Zabehať si so smart hodinkami v teniskách zo strednej.


Zabehať si so smart hodinkami v teniskách zo strednej
Teplovzdušným balónom, motorovým člnom aj primestskou linkou. Je nám úplne jedno, ako si prídeš po tú peňaženku, bez ktorej nemáš šiť.

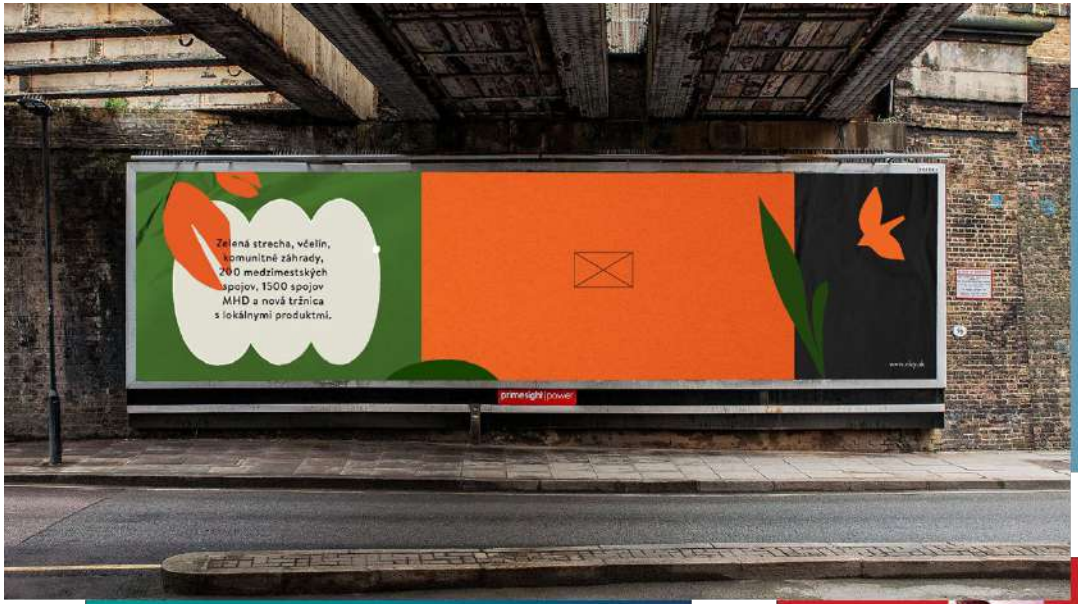
Audiofiles



Competition - after comparison






Zelená strecha, včelín,
komunitné záhrady,
200 medzimestských
spojov, 1500 spojov
MHD a nová tržnica
s lokálnymi produktmi.
primesight power


I ZĽAVY
21. – 24. 11.



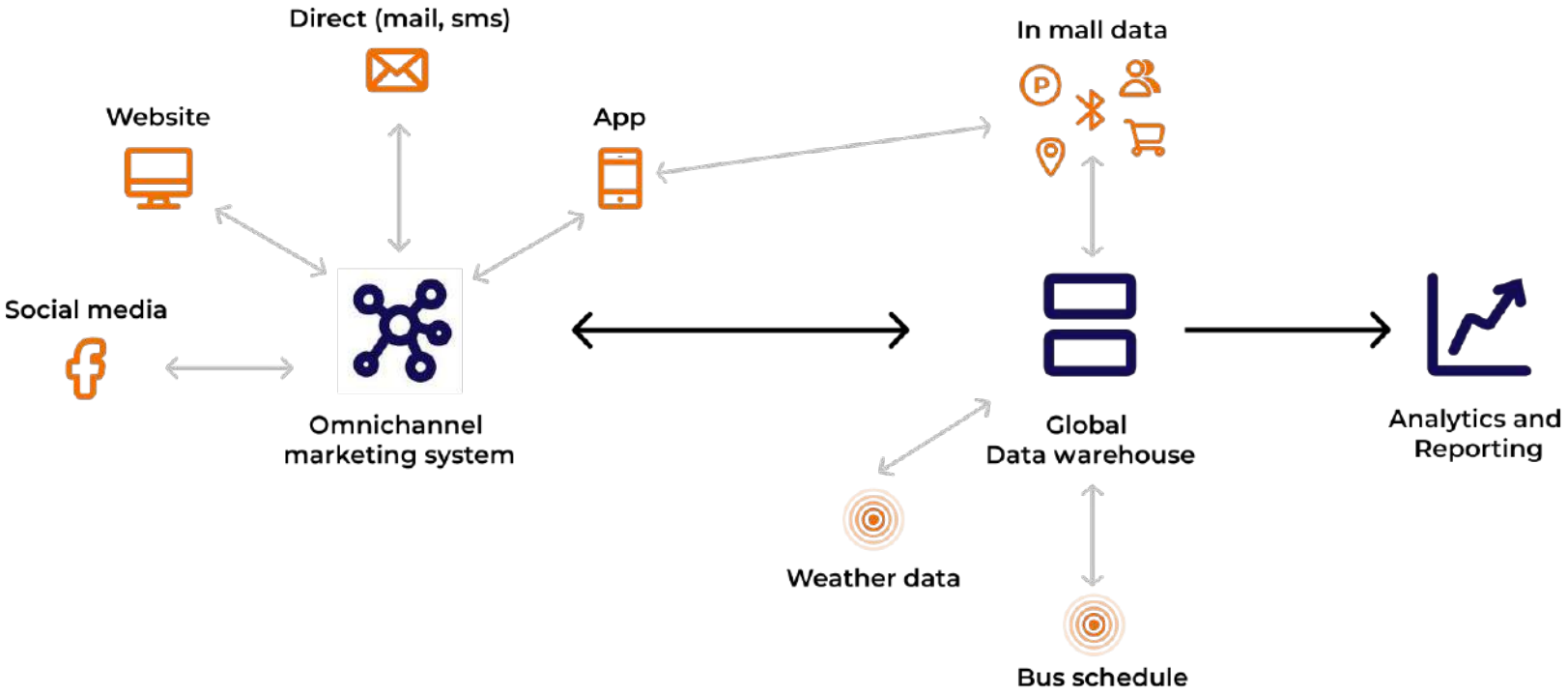

UNEXPECTED
CHRISTMAS


UŽITE
SI PESTRÉ
CHUTE
ZO ZÁPADU
NAJZÁPADNEJŠIE NÁKUPNÉ
CENTRUM BRATISLAVY


Celé kapučíno
na svetri za polovicu
Po úspešnom nákupe sa treba odmeniť. Napríklad
sladkou kávou so šľahačkou. Sakra, to je horúce!
A teraz to mám po celom svetri! No do... čistiarne.
Zľavy na
vybraný
tovar až
50 %

Omnichannel

Brand embedded in all channels

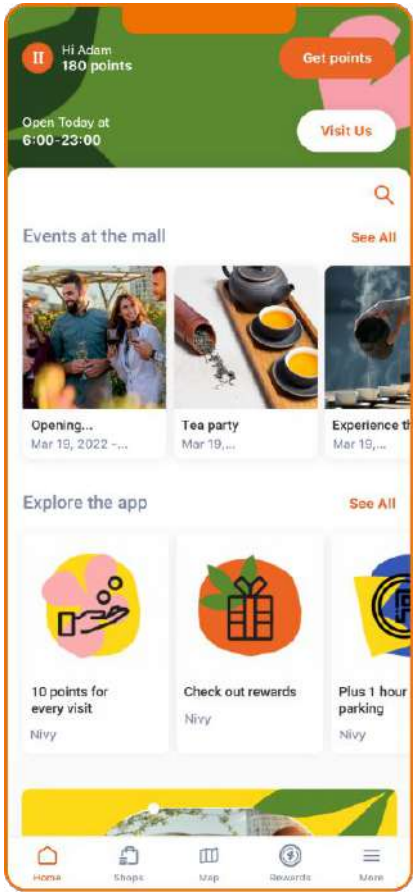


Web & App

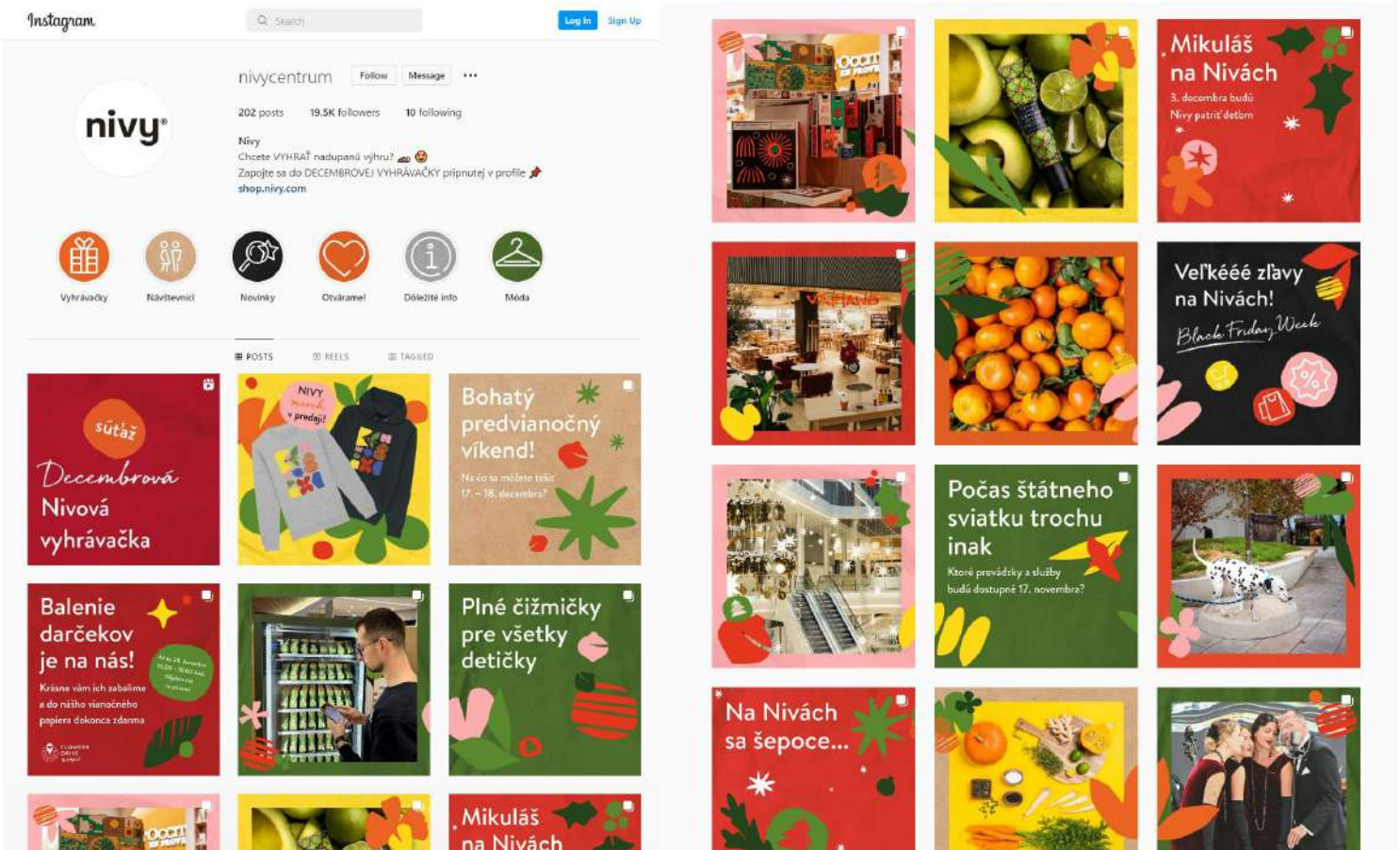

nivy
Vitajte
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exer citation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum
Button
Nové kaviarne


nivy
Rezervácia
Počet
Button


nivy
Nákupy
Gastro
Transport
Oddych
Zelená strecha
BBQ zóna
Služby
Detský kútik
Kino
Koncerty
Workshopy
Požičovňa
Šport


Hi Adam
180 points
Get points
Open Today at
6:00-23:00
Visit Us
Events at the mall
See All
Opening...
Mar 19, 2022 -...
Tea party
Mar 19,...
Explore the app
See All
10 points for every visit
Nivy
Check out rewards
Nivy
Plus 1 hour parking
Nivy
Home
Shops
Map
Rewards
More

Social Media



Merch









Brand performance survey - App users results

4,2x

More likely to have your shopping place on top of mind

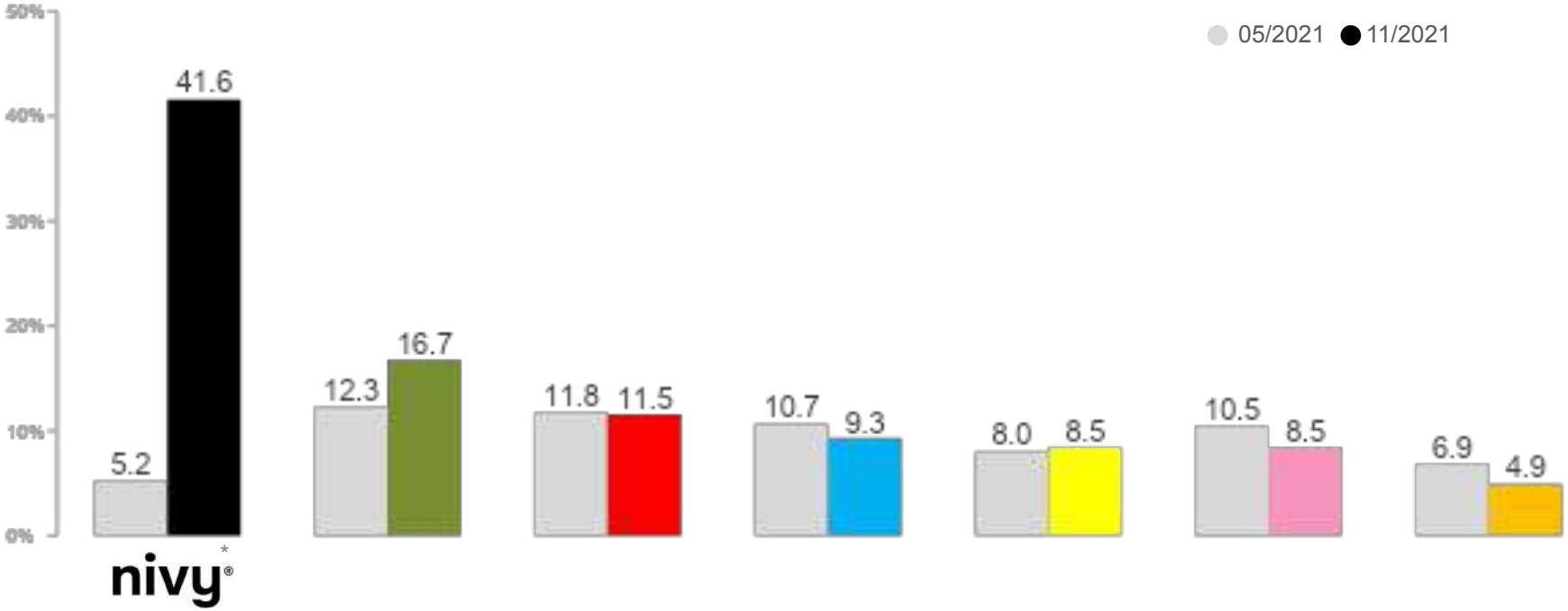
2,6x

More likely to be the first place customers visits when they shop

3,1x

More likely to spend most of their money at your shopping place

Communication Awareness - Prompted



Data

Mall app

- Downloads
- Registered users
- Active app users
- Engaged app users
- Active mall visitors
- Inactive app users
- Inactive mall visitors
- Uninstall rate
- Unregistered and inactive users
- Unregistered and active users
- Tiers penetration & avg.time spent
- Campaigns open rate
- Visits based on campaign
- Redeemed prize rate
- Churn rate
- Lifetime value
- Consent & permission acceptance rate
- Generated footfall

Website

- Unique visitors
- Returning visitors?
- Avg. session duration
- Pages per session
- Bounce rate
- Organic traffic
- Direct traffic
- Offers, events click/open rate
- Newsletter subscriptions
- App installs
- Generated footfall

E-commerce

- Total sales
- Conversion rate
- Cost per conversion
- ROAS
- ROI
- LTV
- Sales attributed to marketing
- Returning customer rate
- Average order value
- Offline purchases
- Unique visitors
- Generated footfall

Social Media

- Fans/Followers
- Post reach
- Post engagement rate
- CTR
- Cost per Link Click
- Cost per Engagement
- Response rate
- Ad Recall Lift Rate
- Spend
- Generated footfall

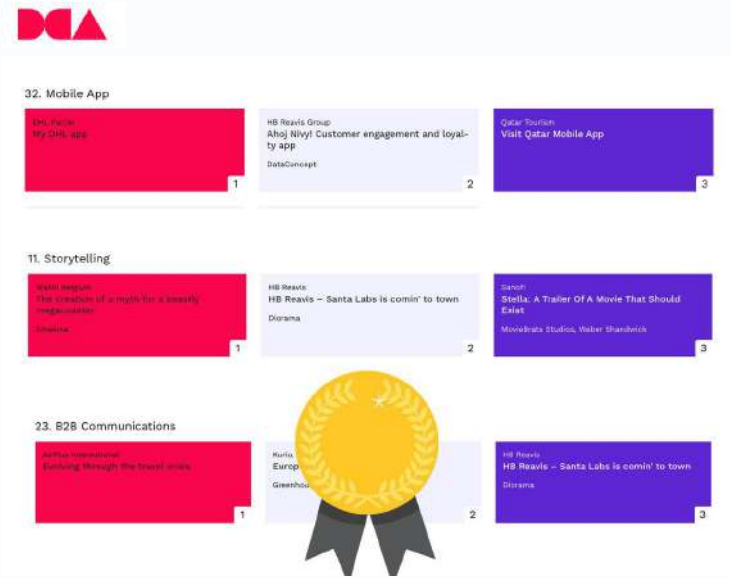
Digital Comms

- Reach
- Traffic to web/app
- CTR
- CPC
- CPA / CPI
- CAC
- Ad recall rate
- Newsletter sign-up rate
- Email open rate
- Email click rate
- Generated footfall

Footfall

- Frequency of visits
- Returning visitors
- One-off visit
- Dwell time
- Relevancy of visit
- Active visitors
- Churn rate
- Share of footfall amongst Bratislava's shopping malls
- Generated footfall by source
- Impact on turnover

Awards

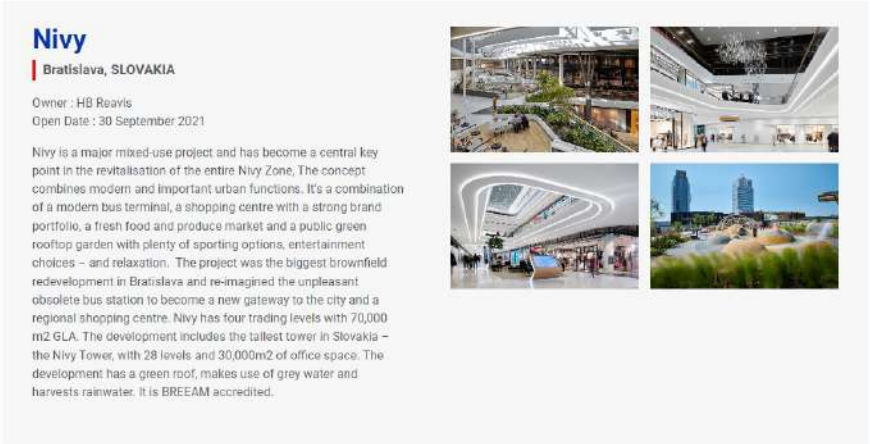


2nd place for Mobile App.

2nd place for Storytelling.

3rd place for B2B communications at DCA.

ECSP | European Council of Shopping Places



Finalist of ECSP Design Awards for new shopping centers

What’s next for Nivy?




nivy


nivy


nivy


nivy


nivy





OBCHODNÉ PODMIENKY REKLAMÁCIE A VRÁTENIE KONTAKT SK | EN

nivy

Obchody a služby Tržnica Zelená strecha Autobusy Ponuky Podujatia Magazín Merch

APPKA AHOJ NIVY!

OBĽÚBENÉ PRODUKTY



Mikiny
Mikina Nivy Color
49,90 €



Mikiny
Mikina Nivy White
49,90 €



Mikiny
Crewneck Nivy Color
45,90 €



Mikiny
Crewneck Nivy White
45,90 €



Tričká
Tričko Nivy Color
19,90 €



Tričká
Tričko Nivy White
19,90 €



Detské Oblečenie
Mikina Nivy Kids
39,90 €



Detské Oblečenie
Mikina Nivy Kids
39,90 €

Key takeaways

- Not many shopping centers put effort into branding, which is a huge missed opportunity.
- Branding is a worthy investment as it can increase memorability and increase performance of the mall
- Standing out and being consistent is key to successful shopping center marketing
- Branding is what can turn a place - a shopping center, into a community center everyone knows and loves

---

- Focus on distinctiveness
- Don’t be afraid to stand out



Bonus Question.

Anyone can participate in answering. ✋🏻✋🏽✋🏿

What’s next for the industry?

In terms of branding, what do you think shopping centers are doing/not doing now, that we should see more in the future?

Any new useful trends and practices?

Q&A Time! 

(don’t be shy)


ECSP
European Council
of Shopping Places


emplate

Main topics for 2023 program

Below we have outlined the four main topics we aim to focus on in each of our fixed meetings throughout the year. We will keep one or two spots open to address any other relevant issues that may come up at a later stage.

Sustainability

In this session we will discuss the importance of sustainability for the retail property sector, what it means for shopping places, what we can already measure and improve, and how technology can help us to do so.

Digital infrastructure / tech stack

In this discussion we will take a closer look at the modern retail property industry. We will define what is the required digital infrastructure for a shopping center today and will showcase some technologies already in use.

Digital customer experiences

n this meeting we will give an overview of customer behaviour trends in 2023 and recommendations on how shopping places can adapt to offer the best experience.

In-store technologies

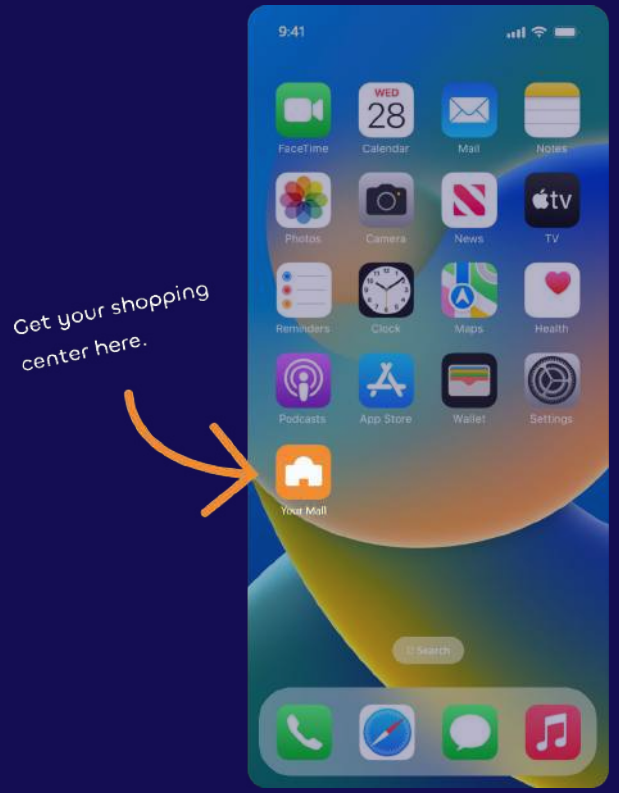
Most shopping happens offline, but technology is becoming more and more embedded in the customer experience. In this meeting we will present what leading retailers are doing and how can shopping places can support this transition.



Innovative Shopping Center Branding

emplate

Thank you for attending!



Stay tuned for more. 👇

/company/emplate