

CASE STUDY WISHPOND MALL360 IMPLEMENTATION

Cornwall Centre: implemented May 2012

Location: Regina

Number of stores: 90

Website: www.cornwallcentre.ca

Facebook site: <http://www.facebook.com/cornwallcentre>

Wishpond Mall360 link: http://www.facebook.com/cornwallcentre/app_247031045331980

Number of stores active on Wishpond Mall360: 64

Number of stores with active products lists: 33

Primaris Retail REIT property in Regina, Saskatchewan

THE CHALLENGE

In recent years we have seen a universal trend towards the social media space and participation in this media has seen exponential growth and participation across all aspects of society. The shopping center marketing environment has rapidly assimilated this trend and many of the progressive shopping center marketers have developed and implemented social media links to their property websites.

The problem that they face is that once the website, Facebook site and mobile site are launched there is no clearly defined “next” progressive step. There is no link back to the retailer in terms of the marketing process. Customers can visit the property website and the Facebook site but this relationship is largely static and often one sided. The only interaction possible is a “like”

and “follow” in the most generic sense. A “next step” is required that could guide customers to not only the merchants but the range of products that the merchants offer. In addition the ability for customers to interface with and to search the shopping center merchant product ranges.

Shopping Centers require the ability to increase the scope of communication from the standard of mall and fashion trends to the showcasing of entire merchant product ranges. To drive spend and feet in the property customers need to have access to the full range of products available in that property, not only physically but also in the virtual environment where customers spend an increasing amount of their free time.

The virtual environment is where 100% of social media interaction takes place. This space needs to be occupied to a much greater extent by the shopping centers. Shopping centres require increased online visibility above what a website can provide. By creating

an increased online presence a property automatically provides the opportunity for increased customer engagement, the creation and harvesting of fan bases and brand ambassadors all with a reason to talk and share while tying into the specific property.

THE SOLUTIONS

1 - Wishpond Mall360 allows shopping centers to showcase their merchants and the products that they carry across all digital platforms: mobile, web and social

From a technical perspective Wishpond Mall360 is a fully managed, turnkey and seamless integrated solution designed to suit the retail and shopping center environment.

Key features

- Highly integrated look and feel
- Organic, intuitive product mapping
- Shopping center managed showcase banner to allow live updates and changes
- Customer interface tracking
- Low maintenance
- Extensive product search capability and localized updating
- Viral communication platform

By implementing the Wishpond Mall360 system the property marketer solves a number of the challenges described previously.

- 1.** A turnkey solution that allows the mall to progress to the next level beyond simply creating a Facebook page.
- 2.** The ability to showcase merchants across a number of platforms.
- 3.** Creating a product discussion platform where customers can indicate their personal product preferences and state their opinions.
- 4.** The creation of a searchable product environment within a mobile, social, and web platforms.
- 5.** The ability to track trends across product ranges.
- 6.** Comprehensive data analytics. These include demographic, psychographic and contact information.
- 7.** Increased internet presence and SEO improvement.

2 - The Wishpond mall New Media Suite.

This product offering allows the mall to generate, launch manage and implement promotional contests and traffic drivers across all new media platform.

Competitions and sweepstakes are a vital and integral part of the shopping center marketing arsenal and are regularly used to facilitate marketing goals and targets. Historically this particular activity is a marketing tool that is difficult and complicated specifically with pre-launch preparation, organization and obtaining adequate participant volumes for a successful sweepstake/ competition. All of these problems have been solved via the Wishpond mall New Media Suite. The product is a single entry simple solution that enables the shopping center marketer to design and launch a promotion

Key features

- Highly integrated look and feel
- Easy one click entry
- Countdown clock
- Entrant indicator
- Rich custom graphics
- Subscription option
- Viral functionality
- Live running comments
- Search option
- Cross media interface platform

3 - The collection of and management of a range of data is a key benefit to the property manager.

The fundamental basis of any customer relationship management CRM program is the ability to follow the following 4 steps.

1. Identification of the customer and the creation of a customer database.
2. The ability to differentiate between customers thereby allowing the shopping center staff to segment and cluster the database into specific categories around

simply and rapidly. The problem of securing sufficient participants is solved by the use of highly integrated social sharing that is associated with the Wishpond product range.

Cornwall Centre ran a social sweepstake in late August. The campaign was built up in line with the “back to school” initiative. The winning prize was a \$500 Cornwall Centre gift card. The sweepstake was run for a two week period. Cornwall Centre achieved more participation in a 14 day period using the Wishpond product than they had achieved using traditional methods in a previous sweepstake which ran over a 30 day period. This can be attributed to the fact that the sweepstake is designed for and built on a social media platform.

which specific marketing strategies can be built.

3. Creating specific interface/communication strategies for the clustered and segmented databases.
4. The customization of the various communication and marketing strategies to achieve specific outcomes.

Wishpond Mall360 provides an extensive range of data as mined from the various product implementations. The bulk of the data provided is only available via the company specific products that Wishpond has provided to Cornwall Centre.

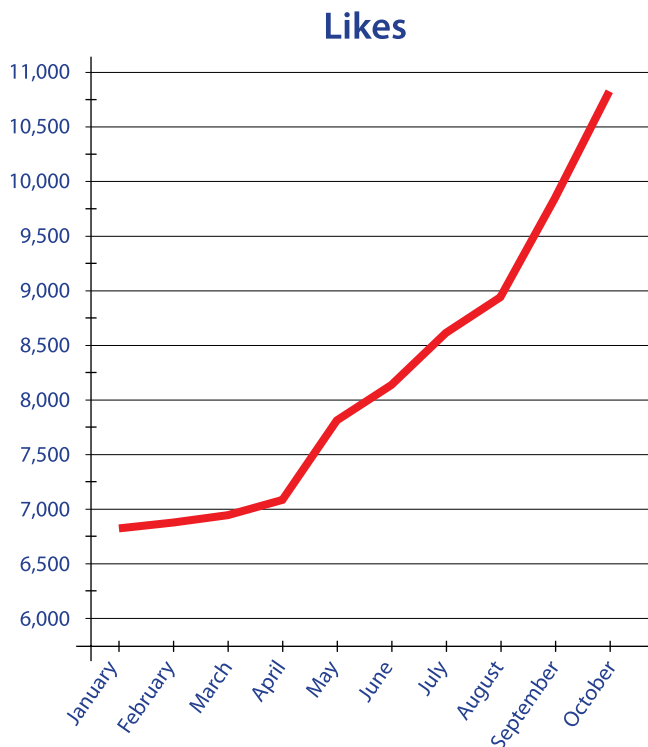
THE OUTCOME

“Since the introduction of the “Breakout your Style” advertising concept and the introduction of Mall 360, Cornwall Centre has seen amazing results. The Facebook fan base has reached over 10,000 fans, increasing by over 4000 fans in four months. Traffic was up 2.9% in May and stayed even in June, but the real increase can be seen in the sales figures. May showed an amazing 9.8% increase and June boasted a 10.24% increase over the same time last year!”

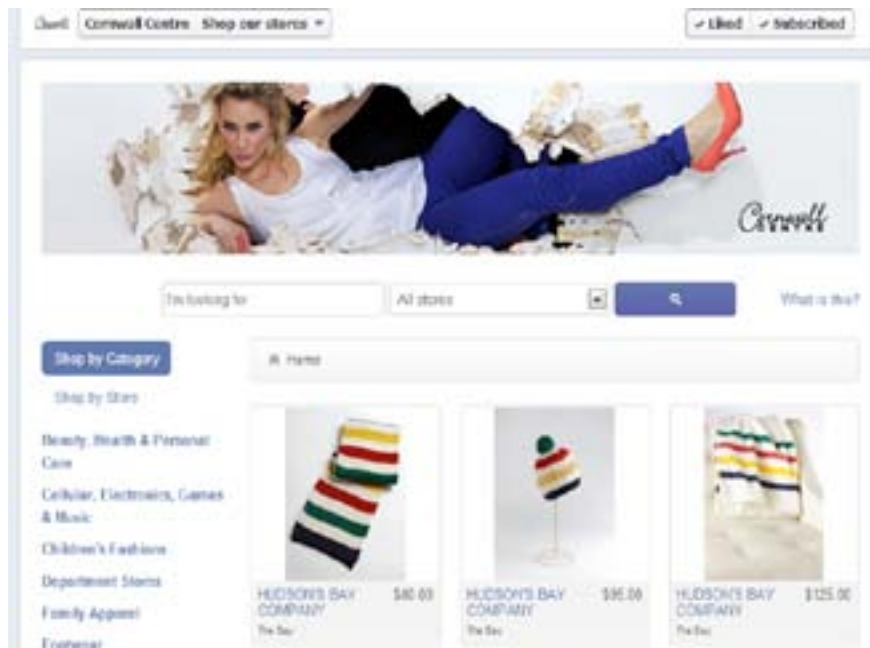
Krista BeBeau | Marketing Manager
Cornwall Centre
Primaris Management Inc.



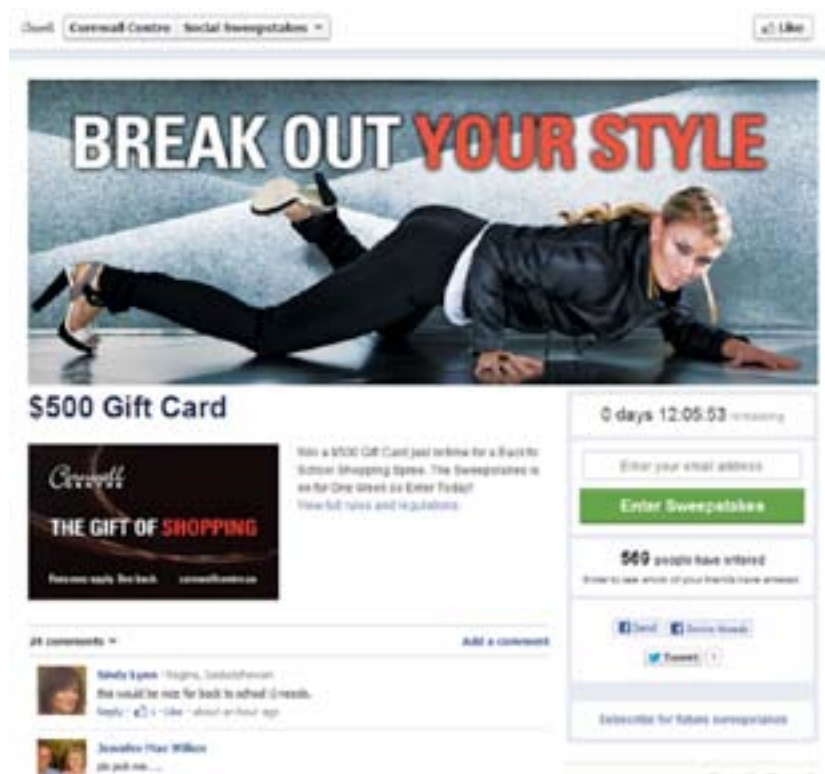
Mobile optimization for Cornwall Centre.



The adjacent graph clearly reflects the exponential increase in the Cornwall Center fan base from the inception of the Mall360 program. Also note the specific sharper increase in numbers when individual tools were leveraged.



Cornwall Centre - Social Store



Cornwall Centre - Social Sweepstake