



# MALLS REINVENT THE WHEEL

## BETS BIG ON OUT-OF-THE-BOX 'IDEAS'



Come Diwali and there are lanterns and lucky draws. Christmas time is to have on display a Santa or Snowman and of course mistletoes and stockings. Valentine's Day literally translates into a feeling of having love in the air with heart shaped balloons and other stuff to showcase the sanctity of the day. During Holi, the call is for a colorful ambiance and summer holidays are marked with contests on a holiday abroad and things on similar lines. Shopping centres / malls cannot afford to miss celebrating any of the festivities - be it those that call for national celebration or the ones that are region specific. But do these activities and events lead to driving in footfalls? We speak with leading players to learn more.

BY **ZAINAB S KAZI** —————

**A**ptly setting the context for the story to accentuate the changing dynamics of consumer preference for events and activities held at malls, Ramesh Pandey, GM – marketing and events – Ambuja Neotia Group shares, “Customers are tired of seeing FLAT 50 per cent sale promotion pictures hence they actually look forward to some unique events.”

Little wonder, today we have a lot many event agencies which are being outsourced by malls to hold events and activities to keep shoppers engaged. From having activities for kids at the atrium to lucky draws, the sync is perfect.

Malls and shopping centres can create a property which would engage people - it could be a painters club or something where book lovers could get together for reading sessions, a cooking club, a club for aspiring theatre artists etc. Considering each city within the country is fighting for space, malls can turn into hubs for events and activities that are niche for a particular set of audience.

Rajendra Kalkar, president (west), The Phoenix Mills Limited has some good words to share, “Each initiative needs to have a 360 degree approach. Targeting a good event concept without a great partnership is only half a job done. The strategy towards initiatives should keep in mind to create an experience worth selling to your target audience and also receiving desired response from them to further innovate and experiment.”

### CONCEPTUALIZING THE CALENDAR OF EVENTS

Considering activities are held to attract shoppers and keep them engaged, it goes without saying that they need to be the focal point when the calendar of events is being prepared. An important factor to keep in mind is having events / activities which can also involve children since they have an important say in any decision making process being undertaken by the family.

A noteworthy initiative by Ishanya in Pune deserves a special mention wherein the team has launched - The Ishanya Art and Culture Club: An Enthusiast's Guild which is poised to be a destination for connoisseurs of art and culture in India.

Pandey hits the nail right on the target when he talks about the rationale that is in place before they narrow down on the events. He says, “Our malls are known in India for its consumer connect events which we have been doing for the past 10 years. We have never ever projected our malls as Ultimate Shopping Destination instead we have been projecting it as Ultimate Hangout Destination. The USP of our malls are open space and non-ac areas where we do events round the year.”

Citing a perfect example and importance of involving and giving prominence to regional identity of the people living in the area, Gaurang Agrawal – CEO – West Pioneer Properties (India) Pvt. Ltd. shares (for Metro Junction Mall at Kalyan), “The

unique value proposition we bring in is that we have ensured all activities cater to different ethnicities, culture and different age groups. In addition to just walk-in customers, we have tied up with several local schools, colleges, various cultural groups and communities for hosting and conducting initiatives in the field of art – music, dance and painting. Also, we make sure local talent is given prime focus, we have had a Marathi movie – Friends shot in our mall. Additionally, we had a couple of Hindi rock bands Aabhaas and Moksh perform in the mall last year.”

Metro Junction Mall is a complete family destination and is evolving as the largest cultural community hub for the Kalyan-Dombivli-Ulhasnagar (KDU) region. On the significance of involving local culture, he adds, “All our initiatives are focused towards community building, in line with our Vision to create a world class shopping destination. Events focusing on local talent and kids, works really well with our demography. Kalyan-Dombivli has an average literacy rate of 93.06 per cent, higher than the national average of 74.04 per cent. It is a mix of different communities; the main language is Marathi. However, regional mix has worked in our favour with footfalls considerably increasing over the years.”





📍 SINGER ABHIJEET ALIVE INDIA CONCERT, PHOENIX MARKETCITY, PUNE



📍 MALLIKA SARABHAI PERFORMING AT ISHANYA



📍 SHIMMERING DIYAS ACROSS THE CEILING AT DLF PLACE, SAKET

Highlighting the USP of activities undertaken at Lulu Mall, Shibu Philips - business head - Lulu Mall shares, "We try to build our activities around the needs and requirements of the customers. So post every event, a detailed customer feedback is taken and the results analysed and implemented in the next event. We have realized that the activity will only be successful if it has customer engagement. So in order to stand out from competition and get repeated customers, we focus on experience creation." Philips highlights the importance of involving children, "Activities for children are always well received. So during the holiday season, we conduct the Lulu Summer Camp & Little Town, meet and greet activities with established animation film production houses and also focus on contests and innovative activities around Children's Day and Independence Day." It is interesting to note that the loyalty programme by Lulu has seen an upsurge off membership in just three months since its launch. The number of members

stands at 20,000. Philips adds, "We believe in having 'first-hand experience' with the customers, by giving them a satiable experience that they would like to enjoy again and again. Our initiatives range from Social causes, Activities for children, A Well designed Loyalty Program, International performances during Holiday season, Flat 50 per cent Sale, Women's Wednesday, Shopping festivals with incentives for shopping, category promotions like Lulu Beauty Fest, Lulu Food Festival and much more. Each of these events are promoted through various ATL, BTL communication and new media."

Reiterating the factor of involving kids while developing the calendar of events, Urvi Vira, head mall marketing, Growel's 101 Mall shares, "A lot of our activities centre around kids and these become really popular. The reason could be that probably in today's day and age, kids are so addicted to gadgets that parents want them to go out and learn and experience something new. That is why we see that

a lot of parents bring their children specially to be a part of the activities. Or sometimes even if they are casually visiting the mall, they happily participate in what is going on around."

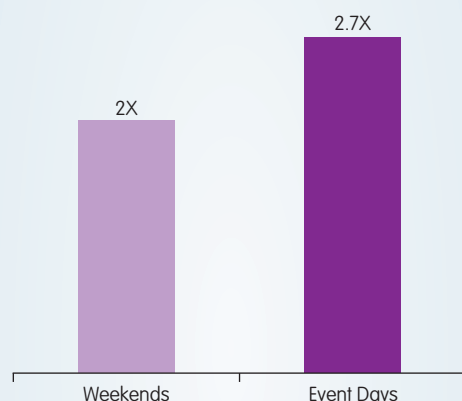
One of the early pioneers to set mall culture in the country, Inorbit Malls see a lot of buzz around festival season. Puneet Varma, associate vice president - corporate communications and marketing at Inorbit Malls shares, "It is not just about offers but it's about the shopping experience." Varma cites an example of an activity carried out at one of their malls which had participation from the visually impaired and another one which had underprivileged children. Elaborating on the same, he shares, "Inorbit Mall Vadodara celebrated the festival of lights with 100 blind people by hosting a celebration at the mall and giving gifts to them. This Christmas we had the concept of 'Tree of Smiles'. In this initiative shoppers could drop gifts for the underprivileged children in a larger than life stocking. Volunteers captured the smiles of these shoppers on instant Polaroid camera and the pictures were put up on the Christmas tree set up at the mall atrium. The proceeds were shared with the children of AAWC NGO."

On the calendar of events and what goes into designing the same, Varma reveals, "Preferences differ according to different age groups. Every initiative conceptualized by Inorbit taking into consideration the preferences. We as a mall host 300+ days of activities every year. There should be a mix of activities like shopping offers, themed events, lucky draws, CSR initiatives, celebrity visits etc. People prefer a two way communication these days. Interactive activities are more popular among shoppers. Having said that, kids' initiatives get an overwhelming response across." So here we have one more player talking about the importance of having activities around children. Rajiv Malla - director - Phoenix Marketcity- Pune, shares on the



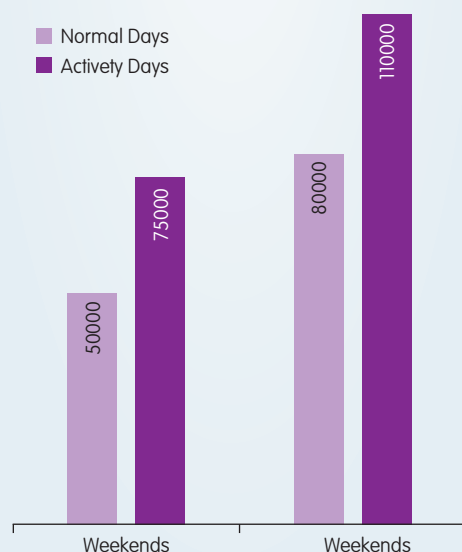
## COVER STORY

**METRO JUNCTION MALL:  
INCREASE IN FOOTFALLS V/S WEEKDAYS**



**LULU MALL**

■ Normal Days  
■ Actively Days



**PHOENIX MARKETCITY PUNE HAS SEEN A STEADY GROWTH YEAR ON YEAR WITH AN AVERAGE FOOTFALL CLOSE TO 50K DURING WEEKDAYS AND AROUND 1.20 LAKHS DURING WEEKENDS. THERE HAS ALWAYS BEEN OVERWHELMING TRACTION FROM CONSUMERS FOR ALL MAJOR ACTIVITIES UNDERTAKEN BY PHOENIX; IT HAS ONLY GROWN MANIFOLD.**

preference of initiatives by customers, “Though all activities have been well received by the consumers, we have realized that greater traction is seen during art, music, community activity and fashion and lifestyle specific activities.”

Orion Mall in Bangalore’s has had than 65 million visitors to the mall in over 3 years of operations. The mall has delivered the highest retail sales, in excess of ₹2500 crores of sales in over 3 years in any single location in the city. Largest single day footfalls recorded in the city was 2.5 lakh visitors to the mall. Vishal Mirchandani, CEO – retail and commercial – Brigade Enterprises Limited shares, “In 2015, a detailed calendar was designed capturing all the festivals of the year to tailor events for the same. A well thought through custom event calendar for the year was also designed to ensure - a large event every quarter, a medium intensity event every month and small events every week of each month.”

Mirchandani adds, “Strategic and thought through-activities are conceptualised to enhance the shopping and dining experience. The entire mall is decorated thematically laced with offers and incentives. Our biggest event during the festive season is the month long Orion Shopping Festival, Consumers on purchase of ₹ 4000 get to participate in hourly, daily, weekly and bumper prizes. The bumper prize winner gets to take home a Luxury car. The Last Orion Shopping Festival saw consumers take home gift vouchers worth ₹2,000. Daily winners got Gionee Smartphones, Weekly winners won Yamaha bikes and the Bumper prize winner drove home the Chevrolet Cruze.”

### TRANSLATION TO AN INCREASE IN FOOTFALLS

The stress and pressure of city life leaves an individual scouting for avenues that would help him and his family unwind. Taking a weekend off is not always possible hence it is up to malls to encash on this opportunity of having events and activities that would drive customers to their malls.

At Inorbit, this year there was 8 – 10 per cent year on year rise in footfalls across all its properties. Shares Varma, “However, compared to other non-festive months the average goes up to a growth of 18 to 20 per cent.”

In terms of footfall, Phoenix has seen a steady growth year on year with an average footfall close to 50K during weekdays and around 1.20 lakhs during weekends. There has always been overwhelming traction from consumers for all major activities undertaken by Phoenix; it has only grown manifold. Below is the graph indicating the growth in Footfall Year-on-Year for Phoenix Marketcity, Pune.

Appended is the chart from Lulu Mall on the increase in footfalls during event days and the footfalls seen at the mall on other days.

On the increase in footfalls at Orion Mall, Mirchandani reveals, “The events organized during the span of the year have significant effect on the footfalls and have led to evident spikes in the monthly footfall trends for the year 2015. The year 2015 began with Panchatatra followed by the Orion Wine Festival 2015 which along with the Unveiling of Mahatma Gandhi’s Statue and other



**BUBBLE VIOLINIST - KATERYNA ZAKHAROVA, PHOENIX MARKETCITY PUNE**



activities saw over 14.37 lakh footfall for the month. The next big jump in the footfall was seen in the month of May with first edition of Orion Festival of Giving which was a 15 day event comprising of a music concert, fashion show and concluded with a Charity Dinner. The Orion Flower show was a great attraction in the month of July leading to the 2nd highest footfall in the year 2015. The festive mood of December and the mesmerizing decoration for Christmas is a major crowd puller leading to the maximum footfall in December."

## PARTICIPATION FROM RETAILERS

With a lot many malls now working under the revenue sharing model, it does become taxing for malls to hold events and activities without support from retailers. This is precisely the reason we have a lot many malls offering events which are clubbed with offers and discounts. Shares Varma, "A lot of retailers willingly participate in special events if they find a brand connect with the concept. For instance, with InTrend, for the first time Inorbit introduced an out and out fashion based event and over 25 top fashion retail brands participated in the event."

Apart from having retailers participate to extend offers and discounts, it is also a good initiative to have them become title sponsors for various events. For e.g. at Metro Junction mall, they conducted Metro Dance Competition sponsored by Max Lifestyle and Metro Karaoke event which was sponsored by Ezone. Agrawal shares, "We run periodic activities that are sponsored by various retailers in our mall. Metro Carnival, End of Season Sale event is regularly conducted in partnership with major Retailers present in our mall."

Sharing details on retailer participation at Lulu Mall, Philips shares, "All our retailers associate with us in some way or the other, thanks to the wide array of options we offer them. Participation through the Lulu Loyalty Programme, Lulu Happiness Magazine, offers during Women's Wednesday's, flat 50% sale,

Lulu shopping Festival, category promotions, branding, visibility & customer interactive activities have all been very high. Brands support us through vouchers, merchandise, free gifts or they run their own initiatives too for which we facilitate engagement through collaborations. We have always ensured that the retailers are well supported and get returns for their participation, thus ensuring repeated participation."

Strongly advocating the partnership of malls and retailers to work together, Mirchandani cites the example of Orion. He shares, "Most of our retail brands constantly innovate to provide exciting promotions and offers for our patrons. While conceptualizing all events, the retailers' objectives are always kept in mind. We always extend support in terms of Promotional and branding spaces on a regular basis. Whenever there is a campaign running, sale/ offer or a brand launch, we always provide retailers with strategic locations to promote their products/offers." Adding further, he cites, "We have several annual properties that we have created. For these properties we partner with our retailers; events such as Orion Festival of Giving wherein consumers can donate products and in exchange they get gratified with gift vouchers, more than 70 brands participated and there was a significant increase in sales seen by these brands. During the Orion Fashion Week, a string of brands showcased their latest Autumn/Winter collections at the picturesque lakeside of Orion Mall."

## SIGNIFICANT INITIATIVES

Appended are some key initiatives by leading real estate players:

### ► Infiniti Malls

Talking about what new age malls should do to stay relevant in the digital age and how Infinity malls, have reinvented the wheel to stay at the top of the game, Mukesh Kumar, VP, Infiniti Mall says, "Malls which are built well, maintained well, and are at the right location with a good brand mix will do well



PVR, VR BENGALURU

whereas malls without the said characteristics are bound to suffer. Malls that can create a community experience will thrive. Malls need to reinvent themselves in order to keep abreast with the new era of entrants and to retain their existing patrons and consumers. The management of a mall should try to improve customer experience by organising events, promotions and activities from time to time.

Kumar adds, "We have introduced Wi-Fi facility at the mall, automated and progressive parking system, loyalty programme, etc. We have interactive kiosks at all the floors for customer assistance.

"In the near future, India will see a phenomenal growth of shopping malls and specialty retail stores. However, not all shopping centres will survive; the ones that can create a community experience will thrive. The malls will have to become increasingly active on the social network scenario and will have to effectively utilise the social media to be successful. Based on big regulatory or social and perceptual changes, malls across the country will keep transmuting to prevent themselves from becoming obsolete and also match or exceed global standards." Opines, Kumar.

### ► Virtuous Retail

Since the advent of mall culture in India, malls have donned various avatars but that of being a lifestyle-cum-leisure centre has earned Virtuous Retail a unique distinction. Taking a thousand steps ahead in this journey is Virtuous Retail with their experiential shopping centres, which are not just great shopping destinations but also a haven for various community activities. And have become tourist hotspots for visitors and shoppers alike.

Virtuous Retail's first project, VR Surat, was launched in the year 2013 and is the city's or, if we may say so, the country's first retail lifestyle destination that is not just a shopping centre but also a social hub, a tourist and a cultural centre that curates an exciting mix of retail, art, entertainment and community initiatives. VR Bengaluru, the group's



CHRISTMAS CELEBRATIONS AT INFINITI MALL



VR BENGALURU



GARDEN CITY, VR BENGALURU



THE MAGIC GARDEN, VR BENGALURU

**VR SURAT HAS OVER A 100 REVIEWS ON TRIP ADVISOR, OVER 2 LAC FANS ON FACEBOOK AND RANKS AS THE MOST POPULAR SHOPPING DESTINATION IN SURAT, WHEREAS SIMILAR SIZED MALLS IN THE REGION BARELY EVEN GET REVIEWS, AND STRUGGLE TO GET ENGAGEMENT ON SOCIAL MEDIA.**

second flagship, is similarly a community-oriented premium lifestyle destination that reflects the unique heritage and culture of Bengaluru, while bringing the best of retail, F&B, entertainment, serviced residences and flexible collaborative offices under one roof. From the most stylish international labels to gastronomic delights from across the globe, VR Bengaluru offers an unparalleled opportunity for visitors to shop, dine, work, play and stay.

VR Bengaluru's impressive and unique 'vertical campus' draws inspiration from the rich legacy of Whitefield, offering patrons a contemporary twist on culture and history, but more interestingly is part of an emerging global trend where new cutting edge developments are innovating and integrating uses to enhance the consumer experience. VR Bengaluru has achieved a unique level of integration across a mix of commercial (retail, office & hospitality) uses at scale that has not been attempted yet in India, and perhaps elsewhere in the world too. Garden City, the outdoor plaza, models the verdant Garden City of Bengaluru, while the British-style pub Whitefield Arms is an ode to the former English residents of the area. The development has created outdoor pedestrianized spaces in keeping with the vibrant essence of the city.

Anupam Yog, Strategy Director (APAC), The Partners, which is a strategy & design firm part of the WPP group, and serves as a brand advisor to Virtuous Retail explains, "We believe that community is central to the VR brand. VR Surat ever since its inception in 2013 has proactively programmed events & activities that enhance the shopper experience. Infact the whole centre is designed very distinctively and is the first of its kind in India. It features large event spaces integrated into the retail environment

which catalyse new kinds of activities, ranging from festivals & farmers' markets to pop up stores & even large scale private events such as birthday parties & wedding receptions! Virtuous Retail's second retail establishment in Bengaluru employs the same design principles and a similar operating philosophy. VR Bengaluru, which is in its pre-opening stage recently had a Community Launch through a series of cultural initiatives such as Jazz in the Garden and the Whitefield Art Collective; the success of these efforts is evident in the fact that the Centre is receiving attention from the core community of consumers across the catchment well before the grand launch scheduled for May 2016."

Discussing Virtuous Retail's 'Connecting Communities' initiative further, Yog, who earlier served as Marketing Director for the group and played a key role in shaping the brand strategy for the business, says, "VR's unique community engagement model has inspired a number of different alliances with artists, craftspeople and cultural organizations. In VR Surat, artist Paresh Maity's 'JalTapi' and sculptor Arzan Khambatta's 'Majjani Life' & 'JamanJalso', which are permanent installations in the Centre have helped establish the destination as a popular tourist attraction; indeed, VR Surat has over a 100 reviews on Trip Advisor, over 2 Lac Fans on Facebook and ranks as the most popular shopping destination in Surat, whereas similar sized malls in the region barely even get reviews, and struggle to get engagement on social media. Another example is the Dumas Art Project in Surat, and it's sister festival, the Whitefield Art Collective in Bengaluru - these are the largest community art festivals of their kind that do well to inspire civic pride in their host cities & metropolitan regions."



FOOD BOX, VR BENGALURU

Talking in particular about VR Bengaluru's community initiative, Rajiv Raichand, Director, Virtuous Retail says, "Whitefield Art Collective has been curated with the local community in mind; it's a month long festival where artists can exhibit their labour of love. We have worked closely with them to ensure this art festival features work that is compelling. We have also collaborated with a green NGO to bring in topical themes of environmental sustainability. Additionally, WAC features an electric car painted by a renowned artist which will be auctioned for charity. The focus of during the Community Launch phase is on activating the public spaces that were designed to host events of stature and community interest. VR Bengaluru is unique in other ways too; our shopper engagement strategy was to create amenities that add value to their experience, so we conceptualized 'Magic Garden', a themed soft play area in collaboration with US-based Playtime, which sits alongside our successful Master Retailer format, 'Foodbox', a foodcourt like no other, that is further integrated with 'Funcity'; together this whole area is around 1,20,000 sq ft. and provides seamless movement across the various offerings including the PVR Gold Class and Imax cinema which makes it a truly memorable experience. This level of experiential design in a retail environment is not only unique to India, but comparable to leading destinations internationally."





INORBIT MALAD DURING DIWALI CELEBRATIONS

Putting things in perspective about what mall visitors are expecting and what is actually being provided to them, Yog opines, “Most malls in India do not provide a holistic experience to visitors, so shopper expectations tend to be low. This is partly why e-commerce, which has focussed on experience along with convenience to draw shoppers, has grown so rapidly in India. Consumers today are extremely discerning, and often, malls are unable to delight their visitors. Malls, as a category, tend to be very transactional in their approach, and the customer response, appropriately is quite cold. To be successful, developers must first think of their malls as public & social spaces -- an experiential destination, which drives shoppers to visit again and again.”

Contextualizing this to Virtuous Retail, Yog says, “Virtuous Retail’s flagships are called VR Community Centres or Lifestyle Centres because this is perhaps a more apt descriptor than to call them “malls”. Shopping is almost incidental, though having said that, VR Centres are positioned to cater to premium communities of consumers, and thus host the best brands. For example, VR Surat debuted Zara and Marks & Spencer’s in Gujarat, which was at one time called a ‘retail graveyard’. Today, 3 years hence, these retail brands have not only survived but thrived. I think the key to this has been Virtuous Retail’s ability to emotionally engage with consumers and build the VR brand in their hearts, not just their minds; this is also why VR’s retail tenants perform well.”

Talking about the much awaited upcoming flagship from Virtuous Retail in Chennai, VR Chennai, Yog, says, “VR Chennai will go live by end 2017. Chennai is known for its built heritage and distinct architecture which is visible in the many temples with their spectacular ‘Gopurams’, so the design pays tribute to this aspect of the city. VR Chennai also celebrates another important export from Chennai— The Madras Check fabric. The project has a keen focus on sustainability too, and the development is LEED Gold pre-certified by the Indian Green Building Council, with a total built up area of around 1.8 million sq.ft. When it opens, it will set a new benchmark for experiential retail not just in India, but across the world.”

#### ► Inorbit Malls

Inorbit malls are known to host over 300 days of marketing events every year. According to Varma, the key events hosted in 2015 were:

Sharing details on the niche initiatives at **DLF Place, Saket – Benu Sehgal – Sr. VP– Mall Management** shares, “DLF Place hosts many exciting events such as Ice Cream City Festival where in many ice cream brands came together to present new and exciting ice cream flavours and concepts, ‘North East Fashion Festival’ showcasing fashion shows, cultural programs, musical shows and exhibitions of traditional textiles of the North East Region. DLF Place Food Run was one of its kind food crawl in which the best of restaurants like Hard Rock Café, Mahabelli, Chili’s, Café Delhi Heights were among the few who came together with their finest dishes, drinks and offerings for an afternoon packed with food. Indian Ocean, performed live at the mall on the grand opening of Apple store. Book launch events such as Scion of Ikshvaku by renowned author Amish Tripathi was launched at DLF Place with Bahrison. and we have also organized other fun and engaging activities at the mall like Salsa dance classes by Ballrumors, Treasure Hunt by SoDelhi etc. to name a few.”

**Pink Power:** This year on Women’s Day Inorbit mall launched a special event for the women of Mumbai. Women entrepreneurs were invited to share their innovative business ideas. Inorbit not only provided professional guidance and advice to scale up their business but also provided the selected winners, a space in the mall to operate their business. This event was promoted on a large scale at various social, electronic and print platforms.

**InTrend:** Inorbit with its objective to showcase the fresh collections of the Retail partners in the category of Fashion and Accessories developed a concept called InTrend. InTrend is a fashion extravaganza which included a model hunt for all the aspiring models above 16 years of age along with a professional fashion show. There were popular names like Alesia Raut, Sucheta Sharma, Yatin Gandhi, Jasleen Kaur and Aanam C who conducted fashion masterclass for the consumers and designed the whole show. The grand fashion show showcased the fresh collections for the season post the End of Season Sale. The winners of InTrend got an opportunity to get a professional photo shoot done by Amit Khanna and also were signed for a 3 fashion show contract with fashion choreographer Yatin Gandhi. Inorbit reached out to everyone via social media platforms and on ground activation. We received around 500 entries from all over Mumbai.

**Inorbit Baccha Bollywood:** Inorbit in association with ZeeQ hosted a special 17 day film making workshop for kids. “Inorbit Baccha Bollywood” was held in summer vacation where kids could transform their vacation to a lifetime experience. In this workshop



INORBIT MALAD

## COVER STORY

kids who wanted to prepare for stardom could learn skills like acting, directing, script writing, dialogue writing, make-up, music and dance. These workshops were held at Inorbit Malls across the country. At the workshop these kids were mentored by industry experts. After completion of the workshop, select kids got the opportunity to act in a short film directed by Amol Gupte. This film was screened in multiplexes and had also premiered in ZeeQ channel. The initiative was well received with a massive participation of kids.

Apart from these activities there were social connect initiatives like Diwali celebration with the blind community at Inorbit Vadodara, a flash mob with the deaf on the occasion of World Deaf Day, Christmas gifting to underprivileged kids with Tree of Smiles – AAWC NGO and various characters like Barbie, Doreamon visit etc.

### Some of the key social media activities were as follows –

Tree of Smiles Campaign was planned and promoted on social media and digital platforms that got footfalls in the malls.

Customers were encouraged to Visit the mall and donate Christmas gifts for less privileged children.

Great Inorbit Hunt (Treasure Hunt in Mall) was conducted. Fans were invited through social media platforms to participate in the treasure hunt that was played inside the mall. Clues of the hunt were given through the Inorbit in App

Selfie with a 50 contest was conducted to promote the Flat 50 Sale. This contest was run on Facebook and twitter. Fans were asked to visit the mall during the Flat 50 sale, Spot the number 50 and send us a selfie with it.

### Other initiatives that lead to footfalls:

**Shake n win** - Shake n win feature of the In App is promoted on social media and fans are encouraged to visit the mall and collect gift vouchers

**Digital Contest** – Contests are held every month and winners are sent to the mall to collect their prizes.

Apart from this, there's also another initiative in which Inorbit syndicates all the offers that they get of retailers and promote them on Facebook, Twitter, Inorbit mobile app and the website which also encourages footfalls.

### ► Phoenix Marketcity, Pune

Rajiv Malla – Director – Phoenix Marketcity, Pune shares some key events / activities that happened in the mall in the year 2015.

**Science Workshop:** This was organized in honor of Late Dr. APJ Abdul Kalam on the occasion of 69th Independence Day. The workshop saw students submitting projects in the form of science experiment, painting, drawing, creating best out of waste, essay/ poem writing etc al

**Sand Art:** To pay homage to Late Hon'ble Dr. A.P.J. Abdul Kalam, a life size sand art sculpture of him was created by famous artist Narayan Sahu at the entrance of the mall

**Vintage Car Museum:** Greatest marquees of cars from across the world, of all types and ages were displayed under one roof

**Beauty Fest:** Taking the concept of B-Me! (Beautiful ME), it displayed art through sculptures that showcase people's eternal craving to look beautiful. The fest exhibited exceptional figurines crafted by a renowned artist Loknath Sinha.

**Eco-friendly Ganesh Idol:** The idols were made using pottery and origami

**Recycled Fashion:** Fashion walk by models wearing recycled and naturally dyed clothes was organized to support and raise awareness on the occasion of World Environment day

**The Fashion Circle:** Unique trunk show titled The Fashion Circle was organized at Phoenix Marketcity in association with Rudraksh. The show featured collection from India's top designers like Satya Paul, Ritu Kumar, Wendell Rodricks, Nachiket Barve and many more. Phoenix for the first time had also organized a panel discussion on 'Style &

**PHOENIX MARKETCITY' LAUNCHED 'FREEDOM TO BE ME', A CAMPAIGN THAT SOUGHT TO ADDRESS VIOLENCE AGAINST WOMEN. IT AIMED TO SEND OUT THE MESSAGE THAT THE CHANGE NEEDED CAN ONLY COME FROM EACH OF US. THE OBJECTIVE WAS TO CREATE AWARENESS AND PROVIDE A PLATFORM FOR PEOPLE TO PARTICIPATE THROUGH VARIOUS ACTIVITIES.**



HALLOWEEN PARTY FOR KIDS AT PHOENIX MARKETCITY PUNE



DRAMA PREMIER LEAGUE AT PHOENIX MARKETCITY



PHOENIX MARKETCITY PUNE



CELEBRATE LOVE AT PHOENIX MARKETCITY



INTERNATIONAL BUBBLE DANCER AND SAXOPHONE ARTIST PERFORMING LIVE AT PHOENIX MARKETCITY



TRIBUTE TO ELVIS PRESLEY BY GARRY J FOLEY CONCERT AT PHOENIX MARKETCITY





DIWALI CELEBRATIONS AT ORION



ORION FESTIVAL OF GIVING



ORION SHOPPING FESTIVAL

Substance' where renowned fashion designers and industry experts were invited together on a common platform.

**Open air live concert:** The music aficionados in Pune got a chance to witness renowned singers like KK, Usha Uthup, Abhijeet Bhattacharya, Shaan and Kunal Ganjawal, Hari Haran performing live

### International Jazz Festivals and Band Performances

**Halloween Night** The crazy Halloween night of mad and scary attire, music and dance was organized by Phoenix Marketcity with world renowned EDM duo Lost Stories performing live.

**Style Icon** Style Icon is an initiative by Phoenix Marketcity which gives budding and fashion forward customers a platform to showcase their talent. The uniqueness of the event lied in the fact that just about anyone who had the desire and the confidence could enroll and go on to win the prestigious crown. The competition is open for all and teaches participants grooming, social etiquettes and public speaking helping them better themselves and honing their talents. Phoenix has successfully hosted three editions of this most anticipated and popular fashion property and has positioned it as an annual event.

**Drama Premier League** Phoenix Marketcity Pune has hosted this one-of-its-kind inter corporate drama competition twice so far, giving chance to the budding actors to showcase their acting skills, have fun and win exciting prizes.

**Vegan Festival** World Vegan Day and Federation of Indian Animal Protection Organisations (FIAPO) under its Living Free Campaign in association with Phoenix Marketcity –Pune has been organizing full-blown, biggest and most exciting Vegan Festival for two consecutive years. The festival saw products and activities including organic and vegan food and handicraft stalls, a cruelty-free inspired poetry, fashion show, fitness workshop, sing-song corner, eclectic dance performances, speakers and documentaries on Veganism, a live counter for demonstrating

## ON THE OCCASION OF ORION MALL TURNING 3 ON THE 21ST OF APRIL 2015, ORION MALL SHOWCASED VARIOUS MOMENTS IN ORION MALL'S JOURNEY. STARTING 20TH APRIL 2015 RIGHT UNTIL THE 26TH, ORION MALL'S JOURNEY WAS CAPTURED IN THE FORM OF A GALLERY.

quick and healthy vegan recipes by vegan culinary experts, makeovers with cruelty-free cosmetics, milk machine demos, medicinal herb plants, and a child entertainment zone with cupcakes, mascots and several fun surprises.

**'Freedom' campaign series** The month of August with its celebration of Independence Day has taken on a new turn at Phoenix Marketcity. Aiming to connect with the customers in a socially relevant way, the "Freedom Series" was created last year. In 2013, on the occasion of Independence Day, the 'Freedom from Plastic' campaign was launched to raise awareness about the harmful effects of plastic and to deter people from using it. The campaign saw 250 -300 school kids distribute cloth bags for free; in return collecting plastic bags from customers. A first of its kind initiative, the response was tremendous with people voicing their appreciation for the campaign.

In the year 2014, Phoenix Marketcity' launched 'Freedom to be ME', a campaign that sought to address violence against women. The campaign wanted to send out the message that the change needed can only come from each of us. The objective was to create awareness and provide a platform for people to participate through various activities.

2015 was different. It was devoted to pay tribute to Late Dr. APJ Abdul Kalam by creating a life size sand art sculpture of the noble man and hosting other activities for the kids.

Sharing details about initiatives undertaken at Growel's 101 Mall in Mumbai, Urvi Vira – head – mall marketing shares the following:

On the occasion of Women's Day, the mall hosted Artistree – a two-day festival that was an ode to women power. It aimed at providing a platform to women to showcase their talents and the response was overwhelming with women participating in the culinary show, in the musical skits, art exhibitions, ramp shows etc.

Organic Kitchen Garden workshop and Tetrapak cartons recycling programme where experts trained people to make the best use of the waste generated in their house.

Bacchon Ka boom where the idea was to offer something innovative and unconventional for the children during their summer holidays and it included lots of stuff from quiz competitions to puppet making workshops, photography workshops, comic strip making workshops, calligraphy workshops and filmmaking workshops. This was followed by our Arty Party event which was again an extravaganza full of activities for kids including games and art workshops.

Kids' Mela where different art and craft items created by children were showcased.

Barsaati keeda where kids had to dress up in a way that reflected the elements of monsoon the best.

During Diwali, festivities spanned for 20 days and focused on promoting a cracker-free Diwali. There were dance performances by folk dancers to showcase the varied culture of our country. There were also several activities like rangoli and craft competitions, dance workshops, diya, lantern and card making workshops as well as cookery sessions.

### ► Orion Malls -

**Makar Sankranti** - Orion Mall distributed kites to children. There was a photo op that consisted of a village set up celebrating the beginning of the harvest season.

**Orion Wine Festival 2015** – In association with the wine board, the Orion Wine Festival had 25 wineries showcasing their fine wines and scintillating entertainment that included jazz performers serenading the guests, Illusion acts, Clown acts, Hula-Hoop artist, Dance performances and bands performing at the amphi-theatre in the evenings.



**Unveiling of Mahatma Gandhi's Statue** - On Sarvodaya Day, the Brigade Group paid a tribute to Mahatma Gandhi symbolizing the abiding values and spirit of the Father of the Nation by installing a statue at the Brigade Gateway campus.

**Auto Mall** - Orion Mall in association with RelioQuick organized a 3 day auto mall exhibition which had auto-lovers mesmerized with the latest and fastest cars and bikes from Honda, Maruti, Skoda, Datsun, Hyundai, Mahindra, Nissan, Tata Motors, Renault, Isuzu, Toyota, Volkswagen, Fiat and many more.

**Orion Fun League** - The second edition of the Orion Fun League saw more than 3500 children having a gala time at the lakeside. The Adventure island themed set-up saw kids participate in adventures where they dressed up as superheroes and went on a mission. Games like Maze Runner, Knock down the Giant, Zongo Bongo were some of the challenges the young heroes took up.

**Orion Mall's Third Anniversary** - On the occasion of Orion Mall turning 3 on the 21st of April 2015, Orion Mall showcased various moments in Orion Mall's journey. Starting 20th April 2015 right until the 26th, Orion Mall's journey was captured in the form of a gallery and a large LED screen played an AV at the mall atrium. Children from the NGO, JeevanLakshya were invited to spend the day at Orion Mall. They spent time at Timezone and also cut a 25 kg cake at the atrium of the mall.

**Orion Festival of Giving** - A one-of-its-kind festival held by a mall for the first time in India. Brought thousands of People in the city of Bangalore, to donate, participate, shop and enjoy; in the bargain

educate thousands of under-privileged children associated with the Smile Foundation.

**Ramp For Champs** - The Ramp for Champs fashion show with the iconic fashion choreographer Prasad Bidapa in association with the Smile Foundation saw more than 25 celebrities, noted personalities and their families participating and contributing towards the 'Mission Education' programme for the Smile Foundation.

**Orion Flower Show** - Between July 17th and 19th 2015, 8 flower based installations were set up at strategic points all over the mall. Each of these mesmerizing installations were made of real flowers.

**Stylish By Nature Blogger's visit** - Shalini Chopra, a famous Fashion Blogger and her Stylish By Nature Club was invited to spend the day at Orion Mall. The candid moments were captured on camera and they had a fabulous day bowling, dining, relaxing, shopping and also getting stylish makeovers.

**Air Force Symphony Performance** - Visitors to Orion Mall were in for a musical surprise on the evening of 8th August. Set up by the Lakeside was the Air Warrior Symphony Orchestra (AWSO) of the Indian Air Force which played a live musical concert from 6 pm to 8 pm for the general public just ahead of Independence Day Celebrations. It was heart-warming to see scores of people rooted to the spot, taking in the patriotism and harmony exuded by the band.

**Massive Vibe Live** - The Massive Vibe is a global collaboration completely dedicated to the benefit and welfare of the world. This grassroots movement, empowers people around the world to see their

## AT SELECT CITYWALK MALL, PEOPLE FOR ANIMALS CONDUCTED THE ADOPTION DRIVE WHERE 40 ABANDONED DOGS PARTICIPATED TO FIND HOMES FOR THEMSELVES. MANEKA GANDHI ATTENDED THE EVENT AND ADDRESSED THE GATHERING.

strengths and talents and contribute them for the benefit of all, enjoying immense happiness and joy by tapping into their potential for living life in a deeply caring and beneficial way. Massive Vibe Live was in India for a tour as part of their latest release - 'Electric and Alive' and performed at Orion Mall.

**Orion Fashion Week** - The fourth Edition of the Orion Fashion Week presented by State Bank of India in association with Elle was a huge success. The Fashion shows on all three days were held at the picturesque lakeside and after parties at The Big Kahuna, Café Mangii and High Ultralounge.

**Navy Band performance** - 12th December was dedicated to the retail employees at Orion Mall. Breakfast was served to all the employees at the Foodcourt at Orion Mall.

### ► Select Citywalk

**The Paws Season 3** - People for Animals conducted the adoption drive where 40 abandoned dogs participated to find homes for themselves. Maneka Gandhi attended the event and addressed the gathering about the Cause of adoption of homeless animals.

**1965 War golden jubilee celebration** - Celebration with the Army in which tanks of army were showcased and war veterans honored on 6th September.

**KARGIL DIWAS** - Celebrating 15 years of India's victory at the Kargil War, Select CITYWALK paid a tribute to the brave-hearts who laid their lives protecting the integrity of the nation.

**Disability Fest** - The 3rd of December is commemorated worldwide as UN international Day of persons with disabilities. In an endeavour to make it an occasion for awareness, empowerment and inclusion, the Ability Festival showcased the ability and productivity of persons with disabilities in all walks of life-education, skills development, industrial production, sports activities and cultural performances.

**Shaam-e-Bahaar** - On Senior Citizen, the mall organized a musical evening for senior citizens in



CHRISTMAS CELEBRATIONS AT SELECT CITY MALL, SAKET, DELHI



association with music group DoReMi. There were more than 150 members from Senior Citizen Society of Saket to enjoy the melodious evening.

**International Yoga Day** - Organized Meditation & Yoga sessions by the renowned H.H. Yogiraj Dr.Om Prakash Ji Maharaj.

**GIRL SAFETY CAMPAIGN** – Girl Safety Campaign with Delhi Police where 2000 school girls were trained in self-defense.

### ► Metro Junction Mall

The mall started off at a time when Kalyan as a location was still not truly developed. A lot many real estate projects have now changed the face of the place which translates to the fact that as a mall, Metro Junction too has witnessed a lot of change. Developed and operated by West Pioneer Properties (India) Pvt. Ltd., the mall is spread over 5, 00,000 sq.ft (gross leasable area) of space.

According to Gaurang Agarwal –COO – West Pioneer properties (India) Pvt. Ltd. shares, “The mall has an attractive bouquet of activities regularly conducted throughout the year - hobby workshops and contests (dance, cooking, painting) to drive footfalls into the mall. Such initiatives have led the mall to witness higher footfalls over the years. Metro Junction is currently focusing on hosting promotional events, music fests, karaoke singing competitions, stunt shows, and various CSR activities while engaging customers through social media websites like Facebook and Twitter.”

**In addition, the other unique properties at the mall are as follows -**

**Voice of Mall** – The mall pioneered in launching a talent show to recognize and appreciate the

singers. This year there were more than 200 registrations and grand performances from the contestants. Jury included distinguished known personalities in the genre of music - Anjana Sarmalkar (established Marathi Playback singer) and Sachin Bhangare (professional Drummer and Marathi Music director).

**Metro Carnival** – This year end event which is usually done during Christmas and New Year's time encompasses a bouquet of activities catering to all age groups, ending with a lucky draw. The winner this year was awarded a trip to Thailand, sponsored by Club Mahindra Holidays.

**Kids Fashion show** – This was organized during the month of May where a giant mascot of Chota Bheem was the star attraction during this event.

**Fashion show** - A fashion show was organized in association with Kalyan Film Festival to showcase talent of locals.

**Events planned** – Summer thrill, End of season sale (Flat 50 per cent discount), Independence day, Teachers day, Metro Diwali, Metro Carnival, End of season sale, Republic day festival.

### SOCIAL MEDIA STRATEGY

With the growing spread and dependence on smart phones and tablets, it is little wonder that no business can survive in isolation to social media / digital presence. Each mall today has its own presence on social media and a lot many events and activities too are conceptualized keeping the nuances and potential of social media in mind. Metro Junction mall which has its presence in Kalyan that is far off the Mumbai

limits too has an active follower base of 30,000 across various social networks – Facebook, Twitter, Pinterest, Google Plus, and LinkedIn. Agrawal elaborates, “We use social media to a large extent to promote our events. We have a dedicated marketing team solely focusing on these events. We ensure that each event is planned in advance so that these are promoted actively on social media platforms. We are focused on having significant digital presence. In this regard, we are actively considering building our own Android and/or iOS based ecosystem to engage with next-gen users.”

Phoenix Marketcity Pune has always leveraged the use of technology to promote various events, activities and engage with its target audience. All initiatives are heavily promoted on social platform like on official Phoenix Marketcity Facebook page which has close to 1.50 lakh members. The Twitter platform which is used more as a listening tool and addressing customer issues and has close to 2.5k followers. Shares Malla, “During the last EOSS (End of Season sale) campaign; as a precursor to the EOSS we started a unique hashtag #1ShoppersPhoenixPune which got tremendous response from the customers and trended in the top 5 nationally.

Apart from this we also have YouTube channel which promotes various videos highlighting all the unique activities and sharing customer testimonies. Another efficient way we leverage visibility for any activity is via blogger engagements to reach out to the necessary target audience.”

Kerala being one of the most tech savvy states in India, Lulu Mall has an active user base across all its social media platforms. Philips shares, “Our Facebook Page has crossed, 4.5 k likes and when Facebook released its ‘2014 Year in Review’ data showcasing the most talked about topics from across the world, Lulu Mall stood 8th in the most checked into places in India, becoming the only retail establishment in India to be featured in the list. 30,000 people use our Google Plus page to get driving directions to the mall, on a monthly basis. Integration of the on ground activities with the online platforms is done with much care and thought. So various focused games and activities are executed to use social media not just as a communication tool, but also a footfall driving source.”

### LOOKING AHEAD

Where malls are now turning into community centres, it is only apt that the consumer engagement initiatives being undertaken are more centered around community activities rather than just having a focus on offering discounts on brands present. Each of the mall we have mentioned above are doing their bit to engage shoppers that would leave them with memories to take back home. ●●



CHRISTMAS SETUP AT A MALL