

THE GIFT THAT KEEPS ON GIVING

Gift Card sales continue to be a good news story, even in today's tough economic climate. The Australian gift card market is defying the downturn, and is on track to grow to \$6 billion by 2010. Through Westfield's Gift Card program you can tap into a lion's share of this sales opportunity. There are lots of ways to promote Westfield Gift Cards within your stores, so talk with your Retail Manager to discover how your store can take advantage of Westfield Gift Cards.



Marketing

We Are Family Sales Promotion

1 July

A tactical sales promotion designed to increase spend per visit for specialty retail will launch on the 1st of July in line with our We Are Family value guide. Customers who spend \$120 or more on specialty retail will receive a bonus \$20 gift card. For more information please refer to the value guide available at concierge.

The Fairies Activity Centre

11am -2pm 13-17 July

Throughout the first week of the school holidays children will be captivated by all sorts of fairy craft at Centre Court. Retailers are invited to provide daily bounce back offers to both the participating children and their mums/dads.

Hannah Montana Red Carpet Event

11am 15 July

To celebrate the release of Hannah Montana: The Movie, Westfield Penrith will be host to a red carpet event this school holidays. For \$20 per ticket customers will receive a movie pass, goody bag, a \$20 Westfield gift card and the chance to meet Saturday Disney's very own host Shea Brewster. Retailers are welcome to provide bounce back offers or product samples for goody bags.

Marketing

Fresh Tips Fast

11am – 3pm Thurs, Fri, Sat, Sun
30 July – 9 August

An intimate format cooking demonstration & tasting road show designed to drive fresh food specialty sales will visit the Field late July. Retailers are encouraged to merchandise fresh ingredients inline with recipe cards. Further information will be distributed shortly.

Insiders Club

Westfield Penrith has launched the "Insiders Club" which is an exclusive Westfield Penrith Retailer initiative. Our aim is to build loyalty amongst Westfield Penrith retail staff by upgrading and extending existing staff offers, providing staff with additional activities (solely for members) and communicating via email regularly. To provide a monthly offer or to join the club please contact Candi Miranda on 4721 4354.

Direct Marketing

Westfield Penrith is actively growing our shopper database to enable direct one to one communications. We currently provide shoppers with timely, relevant, anticipated and personalised communications that aim to increase visitation to our centre. Ask how you can be involved.

Attract more customers today with American Express® 'Cards Welcome'.

Nearly half of all Cardmembers choose to shop or dine at places that accept American Express*.

Make sure you display your American Express signage today – the perfect way to attract American Express Cardmembers into your store.

To order your new Westfield American Express decal, email merchant_marketing@aexp.com today

*Card Usage & Attitude Study, Research International 2007.
American Express Australia Limited (ABN 92 108 952 085). © Registered Trademark of American Express Company.



CARD PARTNER

