

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.



Centre Update

Welcome to the July edition of Retail Edge.

Last month we raised over \$1000 for the South Morang CFA which was raised through our first anniversary sausage sizzle. The funds will be used to modify a new vehicle for the CFA. I would once again like to thank all of the retailers involved in donating product or volunteering on the day. Without your support this great result could not have been achieved!

The Marketing plan for the second half of 2009 has now been presented. I would like to encourage you to think about your business and how your store marketing calendar can be integrated into the overall centre marketing strategy.

Additionally an apparel category meeting will be held in late July to discuss the upcoming Summer Fashion campaign. Details will be circulated shortly.

Until next month,
Jonathan Codman

Marketing Update

School Holiday Activities

Roary the Race Car Show
Centre Court
Mon 29 June – Fri 3 July
11am – 2pm

Ice Age Characters
Roaming
Mon 6 – Wed 9 July
11am – 2pm

AFL Mascot Manor Handball
Championship
Thu 9 – Sat 11 July
11am – 2pm
Incorporating AFL players and mascots on each day.

Food Court Kids Meal Promotion
Customers purchasing a kids meal from participating food court retailers these school holidays receive a free Ice Age 3: Dawn of the Dinosaur tumbler.
Mon 23 June - Sun 12 July

Spend & Win

The Spend & Win promotion is now underway, please utilise this opportunity as a tool to up sell within your store. Remember a customer must spend \$120 in one day. The promotion will run until 16 August or until stocks last. For further information please contact the marketing team.

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.
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CARD PARTNER

