

### 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 News

We are Family Campaign

#### Guide

Westfield Woden distributed over 28,000 We are Family Coupon Guides to our Secondary South area, Tuggeranong. This guide was full of informative advice for families along with special coupon offers customers can use at Westfield Woden. We will be monitoring the results on a weekly basis, so I encourage all participating retailers to record the amount of coupons redeemed.

#### Sales Promotion

Beginning on 1st July 2009 Westfield Woden are holding a Gift With Purchase sales promotion for our customers. All they need to do is spend \$120 on any Specialty Retailer and they receive a FREE \$20 Westfield Gift Card. This will be promoted across various mediums but we will rely heavily on retailer involvement. This is a great tool to use to upsell and drive sales to your store.

#### Important information for you:

1. Gift Cards can be redeemed at Concierge
2. Receipts of up to \$120 can be used from multiple retailers
3. Receipts must be taken to concierge on the same day of purchase.

### Marketing News continued:

Westfield Gift Card

As our We are Family promotion is running throughout July customers will be redeeming their \$20 Gift Cards across the centre. Please can you ensure that all staff understands how to process the Westfield Gift Card (just like an eftpos card).

#### School Holidays

Westfield Woden will be holding School Holiday Teenage Mutant Ninja Turtles Show in centre for the 2nd week of the School Holidays.

Date: 13th July until the 17th of July

Time: 11am and 1pm

Location: Palm Court, near Donut King

#### Fresh Tips Fast

This campaign is an intimate format cooking demonstration and tasting roadshow utilising produce sourced from Westfield Woden Specialty Fresh Food Retailers. Customers get to sample meals, and the chef "spruiks" while cooking quick and easy meals.

Dates: 13th of July until the 26th of July

Time: Thursday through to Sunday

11am until 3pm

Location: Outside Simply Fresh

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](mailto:merchant_marketing@aexp.com) today

\*Card Usage & Attitude Study, Research International 2007.  
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