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Marketing of a Shopping Mall



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Thessaloniki, October 2018

Acknowledgements

I would like to express my gratitude to Mr.Giouris, my research supervisor, for his patience and help for everything I needed.

I would also like to thank my colleagues from One Salonica Outlet Mall for supporting me through the period of my paper work.

Last but not least, I would like to express my deep gratitude to my mother, who is standing by me all these years.

Summary

The task is “marketing a shopping mall”. The purpose of this analysis is to investigate the importance of a commercial center being displayed and creating a complete entertainment experience for the whole family and for all tastes.

This paper work is divided into four parts. In the first part there is information about One Salonica shopping center, which marketing service will be thoroughly analyzed. Also, information about the location, facilities, services and the shopping center's catchment area are reported.

In the second part, it is presented in detail the marketing of the previous year with events that concern visitors regardless of age.

The second and third parts analyze the marketing budget and the overall footfall of the past year.

KEY WORDS:

MARKETING, ENTERTAINMENT, EVENTS, TENANTS, FOOTFALL.

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1. One Salonica Branded Outlet Mall

One Salonica is a branded outlet [shopping mall](#) located in Western Entrance of Thessaloniki, [Greece](#)'s second largest city. It opened in April 2015 and claims to be the largest premium retail and entertainment branded outlet mall in [South-Eastern Europe](#). It contains more than 100 retail units and facilities including a 10-screen multiplex [cinema](#), numerous shops of [fashion](#) and other goods as well as [coffeehouses](#), [restaurants](#), [bars](#), a [hypermarket](#), a basketball court, a playground and an underground parking with 1000 spots.

One Salonica provides a new-generation shopping experience hosting more than 100 boutiques. The mall combines internationally renowned brands, suiting all tastes with the most competitive prices in the market. Featuring factory outlet stores by Polo Ralph Lauren, Hugo Boss, Nike, Diesel, Tommy Hilfiger, Guess, Franklin Marshall, Calvin Klein, Pinko, Juicy Couture, Ugg, Converse, Kalogirou, Ted Baker, Samsonite, Gant, Lacoste, Adidas, Puma, Benetton, Nautica and many others.

BRAND PORTFOLIO

THE MOST EXCLUSIVE HIGH FASHION BRANDS OFFER YOU A TRULY UNIQUE OUTLET SHOPPING EXPERIENCE IN THE HEART OF THESSALONIKI

<ul style="list-style-type: none">• UNISEX POLO RALPH LAUREN TOMMY HILFIGER DIESEL GANT LACOSTE VARDAS WESC STAFF EDWARD JEANS AMERICAN STARS FUNKY BUDDHA ONE OUTLET	<ul style="list-style-type: none">• MEN'S WEAR HUGO BOSS NAUTICA THE BOSTONIANS SERGIO TACCHINI NAVY & GREEN SEIDENSTICKER PRINCE OLIVER CAMEL ACTIVE OXFORD COMPANY	<ul style="list-style-type: none">• SHOES NAK GEOX TSAKIRIS MALLAS	<ul style="list-style-type: none">• CAFÉ RESTAURANTS PÂTISSERIE MC DONALD 'S PARADOSIAKO SAVVIKOS HOT-POT CINNABON MY YOGHURT
<ul style="list-style-type: none">• WOMEN'S WEAR PINKO ZILLY MANGO BENETTON BSB A.L.E ATTRATTIVO TOI & MOI BILL COST MY TIFFANY AXEL LYNNE	<ul style="list-style-type: none">• SPORTSWEAR NIKE ADIDAS PUMA ADMIRAL BODY TALK SPORTS ARENA	<ul style="list-style-type: none">• UNDERWEAR CALZEDONIA HANRO MINERVA	<ul style="list-style-type: none">• HYPER MARKET CARREFOUR
	<ul style="list-style-type: none">• KID'S WEAR & FOOTWEAR ZARA KIDS MARASIL PETIT BATEAU MATOU FRANCE MOUGER	<ul style="list-style-type: none">• JEWELRY OXETTE EXIS	<ul style="list-style-type: none">• HEALTH BEAUTY PHARMACY
		<ul style="list-style-type: none">• EYEWEAR ANASTASIADIS OPTICAL	
		<ul style="list-style-type: none">• COSMETICS SEPHORA	
		<ul style="list-style-type: none">• TRAVELLING GOODS & BAGS HOUSE & TRAVEL	
		<ul style="list-style-type: none">• CINEMA CINNEPLEX CINEMA (indoor&outdoor)	

Picture 1

1.1 Location

The mall is 2 km from the city center. It is also 1,5 km from Thessaloniki Port and 500m from both the central train station and intercity bus station. Most importantly, it is located at the western entrance of the city, near the exit of Egnatia E90 Highway, connecting the city with all areas of Northern Greece and the neighbouring Balkan countries (such as FYROM, Bulgaria, Serbia etc). The total number of tourists arriving by car in Thessaloniki is 3,768,000 annually.

Picture 2

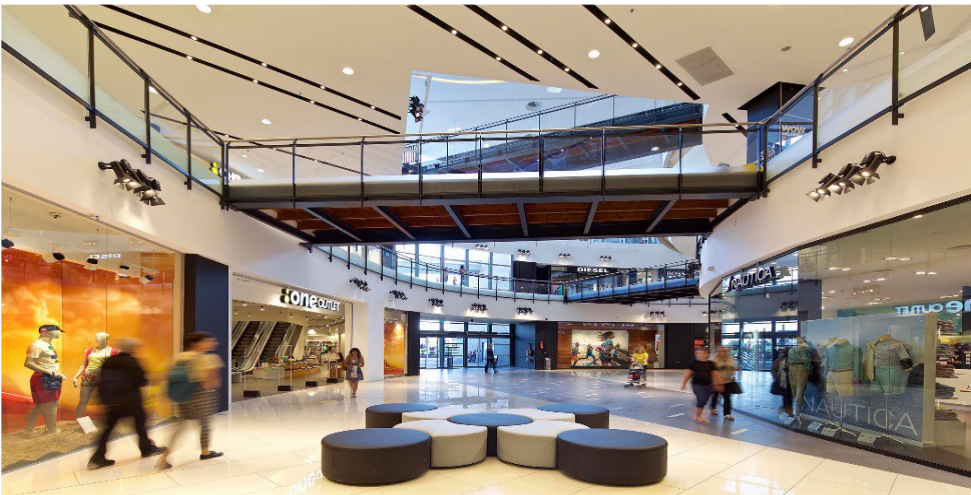
1.2 Areas / Facilities

The premium venue, with 13,300m² of retail space, showcases local and global food options which include Savvikos and McDonalds. One Salonica also offers visitors a hypermarket powered by Sklavenitis.

Shopping Area:	13,300 m ²
Restaurants and Leisure:	2,700m ²
Cinemas:	3,100m ²
Hypermarket:	10,200 m ²
Total:	29,300 m ²



Picture 3



Picture 4



Picture 5

1.3 Catchment Area

Due to city's tourist character as well as its proximity to other destinations, the mall attracts costumers from:

- ✓ Different parts of the city
- ✓ Other cities of Northern Greece
- ✓ Balkan countries
- ✓ Incoming tourism (Russia, Turkey, Israel)

0-10 min: 480.000 people

10-20 min: 490.000 people

20-30 min: 130.000 people

30-60 min: 930.000 people

>60 min: 970.000 people

The total number of tourists who visit Thessaloniki by car (Serbia, Bulgaria, Romania, Fyrom, Albania, Turkey) is close to 3,800,000 per year.

Furthermore according to "Macedonia" Airport the incoming arrival of tourists is up to 1,350,000 per year, including 500,000 Russians.



Picture 6

1.4 Services



Parking

Special parking spots for disabled permit-holders, families and pregnant ladies are offered at the underground car park.



Free Wi-Fi



WC.

On all floors, that also serve PWD.



Phone chargers

There are 6 plugs available for each device type.

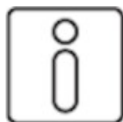


PWD ramps



ATMs

Access to 3 banks: ALPHA BANK, NATIONAL BANK OF GREECE and EUROBANK.



Information Desk



Tax Free Desk



Free taxi transfer

International visitors can return to their hotel free of charge, via the unique Taxi program. The transfer can be arranged via the Mall's Reception (information desk).



Wheelchairs

Some are available at the Customer Information Desk.



BabyStrollers

Some are available at the Customer Information Desk



Playground



Arcade games

Baby Care



Area



Pharmacy



Kiosk

2. Marketing

A shopping mall's marketing plan describes the strategies the mall management will deploy to attract and retain tenants and to bring in more shoppers to these stores. Preparing a plan is critical to be successful, because shopping malls compete with each other and with other retail clusters, such as shopping centres. In metropolitan areas, consumers have numerous choices of stores, ambiance and entertainment options. Implementing a sound plan enables a mall to build its competitive edge.

Setting Goals

A marketing plan for any business should include goals for the upcoming year. In a marketing plan, a key goal is the sales levels tenants want collectively to achieve. Set a goal for occupancy percentage, the amount of available retail space that is occupied by tenants. A mall would also have a goal for rental income. Number of shoppers, also called visitor traffic or footfall, is another goal.

Securing and Retaining Tenants

The marketing plan details the strategies and action plans the mall will use to find the right mix of tenants that fits the purchasing behaviour and needs of its target markets. Shoppers coming to the mall to visit one store may find other stores appeal to them as well, necessitating some care into finding the right mix. The mall's management should devise tenant satisfaction strategies, such as conducting an annual survey of tenants to find out what they think the mall is doing really well and areas where the mall could provide better service.

Helping Increase Business

The more the mall owner can do to help the stores reach out to customers, the more successful the stores and the mall will be. A marketing strategy must determine the media that will be used to advertise the mall and its stores. Many malls use co-operative advertising, meaning the tenant and the mall share in the advertising expenses. Individual stores, such as those not affiliated with large retail organizations, may not be highly skilled at marketing. Plan events and special promotions to build visitor traffic and create publicity opportunities for the mall.

2.1 TV Campaign

A television campaign message must be joyful, rhythmic and optimistic. Most importantly, it aims to give a magnificent image of One Salonica and its features.

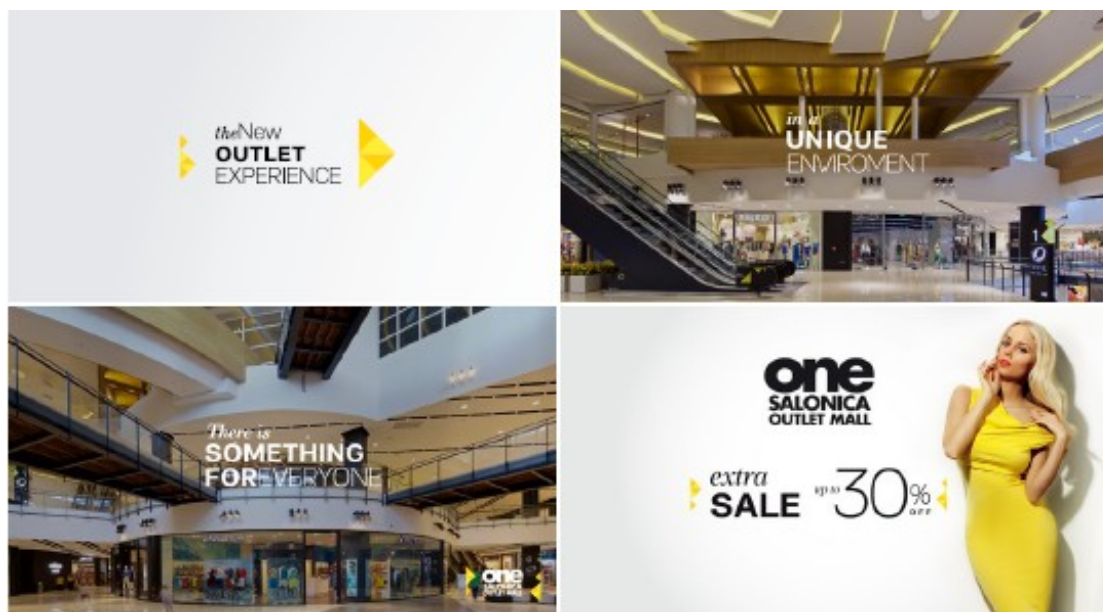
“A NEW EXPERIENCE HAS STARTED!

Everything is there!

Branded retail, Unlikely variety, Unique prices, Wonderful shops, all inside an amazing environment!

One Salonica - The New outlet experience

Outlet prices, with additional discounts up to 30%!



Picture 7

2.2 Press Advertising

2.2.1 Magazine Advertisements

One Salonica is communicated through advertising entries and with mall presentations. Characteristic pieces of brands participate in fashion editorials with interesting slogans such as “One Salonica at the western entrance of the city is our new fashion center!” and “One is in-press to im-press”.

1. glow magazine
2. parallaxi

3. omorfa taxidia
4. exposed helexpo
5. athinaiko makedoniko praktoreio
6. thessnews
7. cosmopoliti
8. typothess



Picture 8

2.2.2 “Macedonia” Airport

Two airport buses, which accompany travelers on and off the airplanes, are dressed with One Salonica logo.

Additionally, “One” has made its entry to the 3-month magazine “Deep Blue”, which is located at 22 Greek airports and inside “Macedonia” airport in over 15 points targeting to 3,750,000 passengers.

Picture 9

2.2.3 Communication via Hotels

The installation of promotion kits inside hotels including complimentary vouchers, a marking at the Reception, floor banners across the lobby, key-holders and City maps on more than 20, 4* and 5*, Hotels in Thessaloniki is a big advertisement advantage of the mall's image.

Furthermore all the visitors of these hotels, can have a free transfer from the hotels to “One” and back anytime of the day they want via Mercedes Taxi Club.

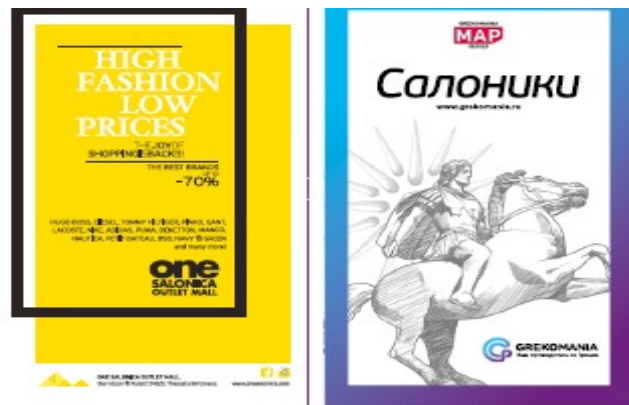


Picture 10

2.2.4 Co-operation with Mouzenidis Travel

In co-operation with Mouzenidis Travel, maps of the city including One Salonica are distributed to all the agency customers.

Additionally, 10,000 “One” Maps have been distributed to the respective agencies in Bulgaria, Romania & Serbia.



Picture 11

2.2.5 Maps

Distribute “One Salonica” map brochures to borders and at the port of Thessaloniki to cover the cruise ship audience.



Picture 12

2.3 Radio

2.3.1 Radio Campaign

A radio campaign message must be short and meaningful. Most importantly, it aims to gain costumers' interest in order to visit One Salonica. All messages are played alternately on corresponding breaks to the most well known radio station of the city.

“Center of fashion and smart markets and of course its wonderful aesthetics - always under the common "Umbrella" - at outlet prices, extra discounts up to -30% One Salonica - The New Outlet Experience.”



Picture 13

2.3.2 Live Radio Shows with celebrities

One Salonica and local radio stations co-operated and created live radio shows for the new generation, bringing them closer to their favourite artist, who sing unplugged songs, answer music producers' questions and sign autographs.



Picture 14

2.4 Social Media

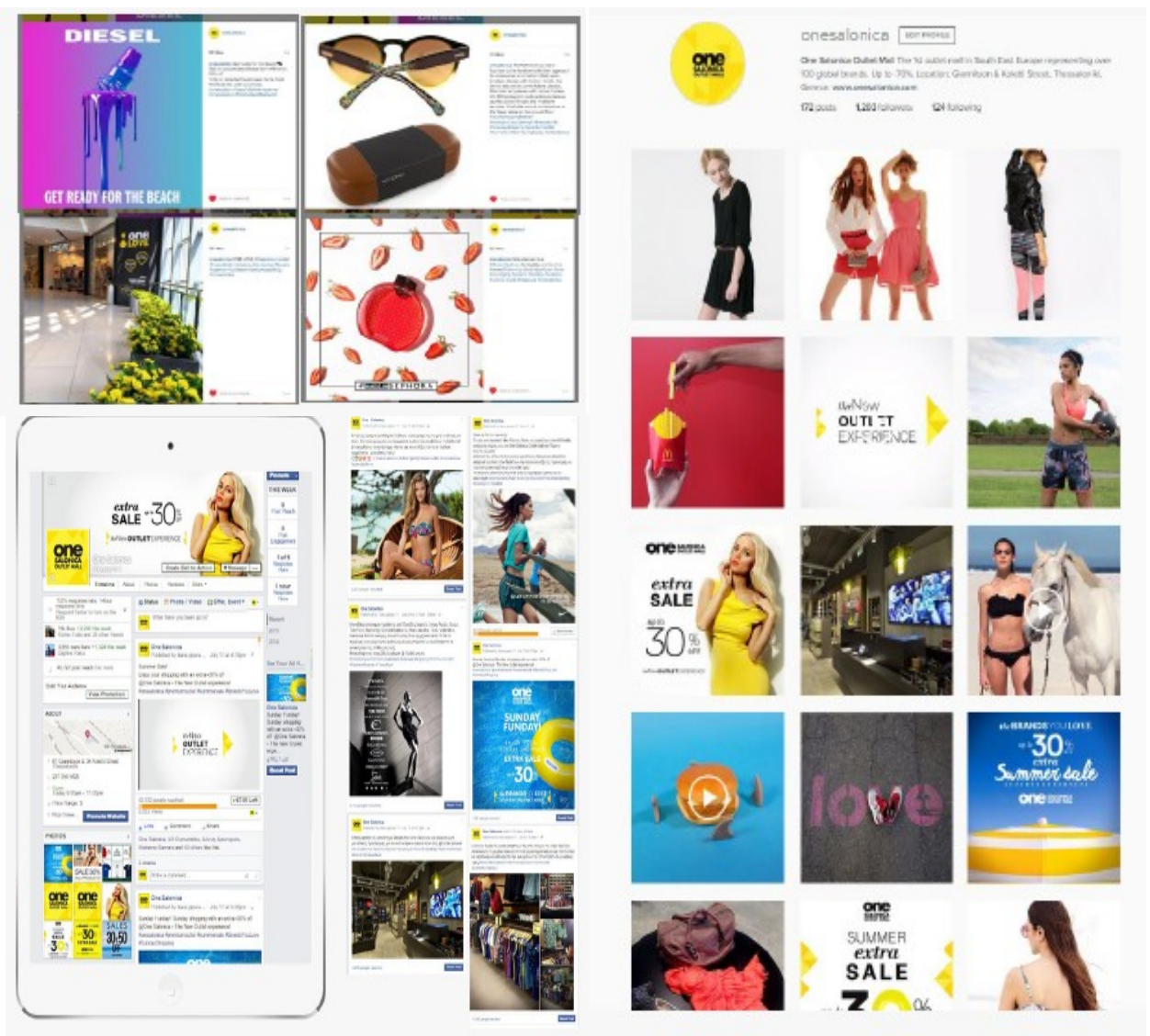
All the promotional projects are supported via facebook and intagram of the mall, which creates a call to action and customers engagement campaigns as well as promotions with alerts and general presentaions of each company with special selected base of criteria of target group and in depth statistics analysis of each action. Furthermore, the usage of the right hashtags is very important.

Hashtags

#OneSalonicaXtraSale #bestprices

#onesonic #premiumoutlet

#onewayfun #theNewOutletExperience



Picture 15

2.5 Events

2.5.1 B-Days

The celebration of One Salonica's each year of operating is accompanied with special events and sales especially for its customers.

The events are full of music, dance, games, fashion, suspense and excitement in order to thank the customers for visiting the mall.

Hundreds of yellow balloons welcomed the early morning visitors at the entrances of the mall and prepared them for a non-stop party. Yellow is the logotype colour of the mall.

Early in the morning, pastry teams started making the 2 metres birthday cake of One Salonica, which impressed all visitors and left speechless every little kid. At the birthday cake workshop, which followed, the children gave their personal touch on the cake, decorating it with fashion elements of sugar paste.

The highlight of the parties is famous artists' appearance in Live Radio Shows in co-operation with well known local radio stations.

The parties have it all for every taste, such as amazing dancing by professional dancers, who drifted the audience in their frantic rhythm, birthday magic lessons and impressive magical tricks by famous magicians, who impress everyone.

Latin dancers made a percussion parade, accompanied with Capoeira dancers, which couldn't be missed, gave its own festive atmosphere, and excite every visitor.

The Fashion Workshop, where the young visitors created their own fashionable accessories and then made their own catwalk on the red carpet and the Cookie Workshop, where they made their own handmade birthday cookies, completed the party.



2.5.2 Shoes more unique than ever

Customers can buy their favourite All Star Converse from “Famous Brands” store and then choose the design that suited them and the Converse special artist painted it on their new pair of shoes.



Picture 16

2.5.3 Sports and Gymnastics

Sports and gymnastics for all the family members.

Young and old, will have the opportunity to experience athletic “ideals,” learn the history of ancient competitions, and participate, for free, in some great sports.

One Salonica Mall hosts athletic competitions in such favourites as boxing, weightlifting, archery, taekwondo and gymnastics, while the little ones can attend creative workshops where they can learn about and enjoy their favourite sports.

2.5.4 Beauty Sessions

One Salonica loves women and there's no way we wouldn't make this day special. This year we celebrate Woman's World Day with extra offers, events and a lot of presents.

Also, Sephora store takes over your make up and your grooming! Ladies will have the chance to enjoy a FREE full make up Free makeup is going to be offered at Sephora stands, outside their store, on the ground floor of the mall.

Meanwhile, in the store are going to be held make-up classes by the Sephora make-up artists, advising you on significant make up issues and taking you to the new trends of the season. The schedule of the sessions is the following:

- celebrities make up
- perfect sculpting of your brows
- make up trends
- proper use and application of brushes



Picture 17

2.5.5 Parties

October at One Salonica is pink

Participating in Breast Cancer Prevention Month, One Salonica is joining forces with Alma Zois Thessaloniki (Organization against Breast Cancer) to raise awareness about breast cancer through fashion and entertainment.

With pink lighting at the entrance, pink themed store window displays, and thousands of pink balloons, the mall is hosting activities and happenings for its visitors designed to convey a positive message of life, strength, joy, and energy and at the same time the strong message that, if detected early, breast cancer can be beat.

Pre-season Opening Party

Every November One Salonica Outlet Mall throws a welcome party for the winter period, on the food court on the 2nd floor. The special people who were invited, representatives of the local government, journalists, tourism representatives, customers and partners, enjoyed an exclusive tour in the mall.

Afterwards, they enjoyed the music by the famous DJ Foris Sotirakis and the amazing Atma band.

A press release with photos was sent in local and national newspapers and magazines

There was a co-operation with food court stores, in order to promote different kinds of food for example meat, pasta, ice cream, drinks etc.

There was a co-operation with commercial stores who gave gifts to the special guests, promoting their stores



Picture 18

2.6 Contests

One Yellow Bag

Shoppers are in for a surprise. In celebration of shopping, One Salonica Yellow Bag has been transformed into a large-scale 3D installation, on display in the mall.

Every week, 2 lucky shoppers will have the chance to win 100€ and at the end of the month the big winner will get the Prize of 500€ to spend at One Salonica.

1. To enter, simply:
2. Take a funny photograph or video of yourself with the 3D installation, located at the north entrance of the mall by the Puma store
3. Post it in public on Instagram or Facebook
4. Use the hashtags #onesalonica #oneyellowbag



Picture 19

One Mannequin Challenge

One Salonica Outlet Mall welcomed new year with the coolest and amusing contest and records Mannequin Challenge videos, in which starring its own audience.

Contestants were required to fill in their personal data in a special online contest form, so as to participate in the draw for the MannequinChallenge contest. 20 contestants, selected after a draw, had the chance to experience a professional video shoot, while standing still in One Salonica outlet mall, thus creating funny clips. Those 20 videos will be posted on One Salonica Instagram page and the one that has most likes within 4 days, will win a €500 voucher for buys at One Salonica.



Picture 20

2.7 Charity

Bazaar "The Smile of the Child"

One Salonica welcomes "The Smile of the Child", a non-profit organization dedicated to assisting children in need, and invites you to visit the bazaar, in order to contribute to its important cause and give a smile to hundreds of children!

Customers will find handmade candles, handcrafts and presents for loved ones, which are made by the volunteers of the Voluntary Creative Workshop of the organization, in order to support the children in need.

2.8 Decoration

A disguised Santa Claus who took photographs with children and spreaded the holiday spirit inside the mall.

A chorus sung live the Christmas carol and special shows for both grown-ups and children from “Anemoskorpismata”.



Picture 21

2.9 Cooperation with local authorities

In association with Helexpo and Municipality of Thessaloniki, during the 82nd TIF, the entrances of the mall were decorated with the same traditional Chinese lanterns which were decorated in the whole city for two weeks.

Furthermore, One Salonica Outlet Mall was advertised in “Exposed”, the magazine of Helexpo which was distributed at the airport, port and many selected spots all over the city, during the International Fair.



Picture 22

3. Budget

2017	sales away!	fun carnival!		easter for kids!	mothers day		sales away!		back to school	Black Red White	celebrate xmas		
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	noe	dec	TOTAL
MEDIA													
SMS		388					480		480			480	1.828
RADIO	11.483	5.920		6.835		7.273	5.716	2.079	9.388	2.916	3.620	#####	65.230
MAGAZINES							1.510						1.510
OUTDOOR	1.320												1.320
social media/internet/ fb application		400							12.428	989	989	3.000	17.805
DIGITAL									2.310				2.310
TOTAL	12.803	6.708	0	6.835	0	7.273	7.706	2.079	24.606	3.905	4.608	#####	90.003
ADMINE FEE	2.200	2.200	2.200	2.200	2.200	2.200	2.200	2.200	2.200	2.200	2.200	2.200	26.400
EVENTS & GIFTS (for contests)		3.415	4.200	3.925	900	242			4.142	242		#####	30.566
PRODUCTION	2.647	2.330	2.063	3.031		2.854	2.069		3.359	2.787		4.500	25.640
INHOUSE BRANDING & infopoints event infrastructure			864			100		125	50				1.139
Newsletters	218												218
BTL COMPANY (promoters-distribution))		1.300	480	2.376		2.475			3.300	638	1.404	5.200	17.173
DECO (MAGMA)			4.949			3.950			4.810		7.950		21.659
GRAND TOTAL	17.868	15.953	#####	#####	3.100	#####	11.975	4.404	42.467	9.772	#####	#####	212.797
expenses CITY GATE	680	1.554					680						
													+ Direct mkg activities by CRF
													10.500

4. Footfall

MONTHS	2016	2017	R/H 2016-2017
JANUARY	274.124	279.106	1,82%
FEBRUARY	221.816	226.202	1,98%
MARCH	179.413	236.855	32,02%
APRIL	263.304	304.856	15,78%
MAY	257.763	269.561	4,58%
JUNE	227.993	254.489	11,62%
JULY	265.085	306.745	15,72%
AUGUST	260.593	290.672	11,54%
SEPTEMBER	243.718	295.854	21,39%
OCTOBER	271.259	297.600	9,71%
NOVEMBER	303.085	349.911	15,45%
DECEMBER	326.855	374.046	14,44%
TOTAL YEAR	3.095.008	3.485.897	12,63%

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One Salonica Outlet Mall

<http://onesalonica.com/>

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<https://www.icsc.org/>

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<https://hbr.org>

One Salonica Outlet Mall, Owner Files.