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STOCKLAND ENCOURAGES AUSTRALIANS TO FIND THEIR CHRISTMAS MAGIC IN SPIRITED NEW CHRISTMAS CAMPAIGN

In acknowledgement of such an unexpected year and in the spirit of Christmas, Stockland has released its annual festive campaign video – **‘The Story of Ibis’**. Building on the success of last year’s ‘The Story of Dunder’, the campaign uses an unexpected hero to show customers that, no matter who you are, with the right help everyone can find a little magic this holiday season.

The campaign follows the wholesome tale of a humble Ibis determined to find his Christmas magic – to be a reindeer like Dunder and lead Santa’s sleigh. Through the Ibis, viewers see that even though you may have been dealt a challenging hand, it’s possible to turn things around with the right amount of determination, resilience and belief in the magic of Christmas.

Ben Allen, GM Customer and Group Marketing at Stockland, said: “Considering the challenging year we’ve all had, we wanted to take an uplifting approach with our creative; one that would embody the strength and resilience that we as Australians have continued to show in the face of profound disruption.

“With that in mind, Stockland will help reignite customers’ Christmas spirit and surround them with little moments of everyday magic, big and small. So whether it’s discovering an AR video game at Stockland centres, being able to buy a coffee from your local barista again or championing the iconic Aussie Ibis, we’ll help customers embrace magical moments with their friends and families this Christmas.”

Stockland is set to launch its new augmented reality app ‘Stockland Play’ which will offer customers access to a series of six mini games. Users are provided immediate access to two games and the remainder can be unlocked by exploring their local Stockland centre. The mini games feature Santa, Dunder, and the newest little reindeer, the Ibis.*

Mr Allen continued: “COVID-19 has changed the way we engage with our customers. With restrictions around social distancing, gatherings and capacity limits, we still wanted to come up with a way of still interacting with our customers, and what better way than with an augmented reality app that can be played both at Stockland centres and elsewhere.”

More than 400 customers will have a chance to win back their shop in a Stockland gift card (to a maximum of \$250) with Stockland’s Shop, Give and Win a little magic** competition. Customers simply use their receipt of purchase from any store at their participating Stockland centre to enter. There’s no minimum spend.

In the spirit of Christmas, Stockland will also donate \$1 for every entry received up to a maximum of \$5,000 to be shared between its Stockland CARE Foundation partners Redkite, R U OK? and ReachOut. The competition runs from 3 December to 13 December.

Host/Havas ECD Jon Austin, said: “Just like the Ibis did to Santa in last year’s campaign, 2020 swooped in and smacked us all in the face at full speed. So what a great pleasure and privilege to be able to help Aussies dust themselves off and – like our dear little Ibis – look at things a little differently to find some much-needed magic during the most magical time of year.”

The campaign will be supported through owned channels, augmented reality app, social, digital, print, radio and in-centre display advertising.

For customers looking for shopping inspiration, Stockland has a number of gift guides listed on its website which can accessed here: stockland.com.au/gift.

The campaign video can be viewed at stockland.com.au/christmas and on Stockland’s YouTube channel youtube.com/stockland.

ENDS

**Stockland Play* will be available for download at the App Store or Google Play. Players will receive two games upon initial download, and will be required to visit their nearest Stockland centre to unlock a new additional game each week (starting 19 November by scanning the "Ibis" trigger found throughout Stockland centres) until all six games have been released. Once unlocked, customers can play the games at any location.

**Shop, Give and Win a little magic competition. Terms and Conditions apply. See stockland.com.au/shopping-centres/win for full information. Competition closes at 11:59pm AEDT on Sunday, 13 December, 2020.

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About Stockland: Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia’s largest diversified property group – owning, developing and managing a large portfolio of shopping centres, residential communities, logistic centres, business parks, office assets and retirement living villages. Stockland is rated as one of the most sustainable real estate companies in the world by the Dow Jones Sustainability World Index (DJSI). Stockland is also an Employer of Choice for Gender Equality, as recognised by the Workplace Gender Equality Agency www.stockland.com.au