

Retail media solutions

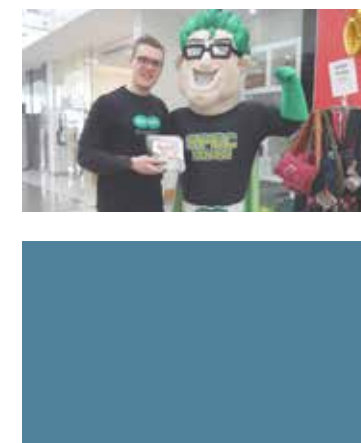
Connecting your brand with an engaged audience





Advertising solutions

Our specialised in-house media executives work closely with retailers and brands to deliver relevant solutions across multiple touch points.



Connecting your brand with an engaged audience

The Stockland portfolio
allows your brand to reach a
large and engaged national
customer base.

2.9 million

shoppers visit
weekly

6
developments

over the next
12 months

Stockland has
41 centres

across Australia

More than
6 billion

sales from 3,200
retail stores

93%

of Stockland shoppers
make a purchase
each visit

75%

of Stockland shoppers
are females

75%

of shoppers spend up to
3 hours in centre

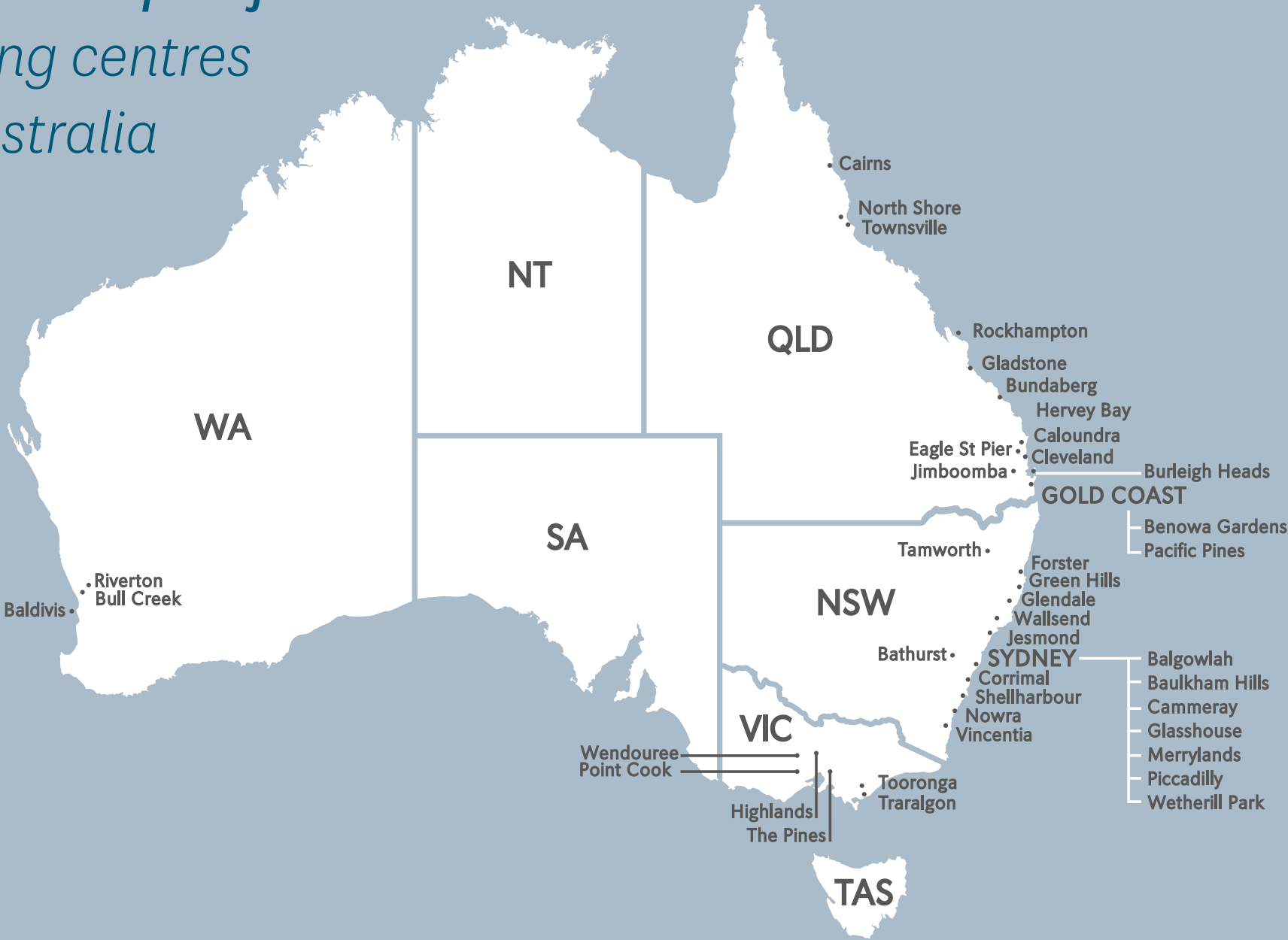
71%

of Stockland shoppers
visit our centre at least once a
week

60,000

Stockland shoppers
can be reached via our
national database

The Stockland portfolio 41 shopping centres across Australia





From customised advertising packages to tailored campaigns

We'll ensure your brand is noticed.



Proximity media



Large format



Precinct media



Engagement media



Casual leasing



Sponsorship

Proximity media

Entry door decals

Dominate the centre entrances, engaging customers before they walk through the door.

Floor decals

Strategically place your messages in the path of shoppers in high traffic areas.

Travelator decals & handrail branding

Maximise on the resting time of shoppers when traveling between levels.

Lift decals

Promote your message on both the interior and exterior to reach a captive audience.

Poster stands & flyers

Market your brand in strategically selected, high traffic locations.



Large format

Atrium banners

Activate large ceiling mounted banner space with effective, high impact across levels and long distances.

Horizontal banners

Repeat your message across multiple ceiling horizontal banners for maximum coverage.

Customised signage (internal & external bespoke opportunities)

Own a large format space to speak to your customers whilst they wait, travel to and through the centre.

Branded hoarding skins

Generate hype before your store opens with a pre-launch message.



Precinct media

Carpark

(bollards, column wraps)

Directly market your brand via boom gates, large format and wraps, reaching customers as they arrive.

Food court exposure (table tops)

Engage with food court diners with your message, capitalising on high dwell time.



Engagement media

Experiential activations (pop-ups)

Personally interact through direct engagement channels of mobile sampling, data capturing or demonstrations.

Roaming promotions

Capture your audience face to face to directly promote your brand.



Casual leasing

Casual mall leasing

Generate product sales and new customer leasing through acquisition programs throughout our 41 Shopping Centres.

Our Casual Leasing locations are in high traffic malls, outside key major retailers and prime entry points.

Temporary shop leasing

Temporary in line store activations are available throughout our Shopping Centre portfolio for short periods offering “pop up retail solutions”.



Sponsorship

Online digital advertising

Market your brand with our high online traffic across customised website and Facebook pages.

Wi-Fi sponsorship

Align your brand with our centre wi-fi platform, reaching customers through their mobile devices.

E-Newsletter

Our eDMs will connect your brand with our national database, providing updates to a captive audience.

Play areas

Reach parents through branding and sampling whilst they take time out while their little ones play.

Parent's rooms

Brand our state of the art parent's rooms which include change, heating and feeding facilities and play areas for kids.

Kiddie Kabz

Directly target parents and kids with your branding by sponsoring our Kiddie Kabz in each centre.



Case study: Telstra

“Implementing advertising campaigns across numerous sites is an easy and simple experience with Stockland,” says Marketing Director Jennifer Vella.

Jennifer is responsible for Telstra Stores in Merrylands, Fairfield and Wetherill Park, as well as Telstra Business Centres in West Sydney and Penrith. She said Stockland’s retail media opportunities provided excellent exposure with a great return on investment to the national retailer. “Stockland has provided seamless and exceptional service to us over the past 15 years.”



Tailored brand messaging



Case study: Specsavers

“High impact on the path to purchase” is how national retailer Specsavers describe their retail media experience with Stockland.

Specsavers Local Marketing Executive Yen Ioannides said Stockland was always proactive in providing marketing and advertising opportunities to the Specsavers store networks across Australia. “Stockland set the standard on how best to maximize in-centre marketing opportunities and service standards to the retailers in their centres.”



*High impact
on path to purchase*



*For all your media sales enquiries,
please contact your Sales Representative*

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