

MARKETING ON SALE!

In response to the changing economy and its affect on the retail property sector; Just Projects now offers 'one-off' value marketing propositions that can be tailored to fit the budget of any shopping centre; and can be implemented by your existing staff – with a little help from the Retail Property Specialists!

MARKETING PLANS - \$7500*

Just Projects will develop marketing strategies and plans and promotional marketing calendar linked to your annual budget that will meet the needs of the centre.

The annual plan is detailed and specific with foolproof instructions and checklists that can be implemented by existing staff, saving you the cost of an additional wage. Or guidance can be provided by taking advantage of another one of our initiatives – the Marketing Mentor.

Benefits:

- Professional marketing plan developed by industry experts
- Our plans meet all requirements of the Retail Leases Act
- Detailed annual calendar – easy to follow
- Saves \$\$ on wages
- \$\$ saved can be directed into your marketing budget!



MARKETING MENTOR - \$3500*

(6 meetings and on-call advice for 12 months)

To provide advice and support to assist in the implementation of your marketing plan; have a fully qualified retail marketing professional on call to work closely with you and drive the Centre's objectives.

Our Marketing Mentors will meet with your team on a regular basis to monitor the progress of the implementation of the Marketing Plan and provide advice and assistance to your staff.

Just like a coach they can provide the benefit of years of experience, industry knowledge and encouragement to your team, who may be new to marketing or just juggling multiple projects.

Meetings will be scheduled in advance at times convenient to you, and significant in the marketing calendar.

Benefits:

- Access to an experienced industry professional
- Someone driving the implementation of the Marketing Plan
- Save \$\$ on wages – redirect into your marketing budget

TAKE THE MARKETING MENTOR WITH A MARKETING PLAN FOR A DISCOUNTED RATE OF \$10,000

PROMOTIONS IN A BOX - From as little as \$1000

Save expensive design fees – and the time invested in deliberating over marketing materials. 'Promotions in a box' provides everything you need to run a shopping centre promotion – all in one box!

- Design and artwork for all media
- Consistently branded materials
- Brand with your centres's logo
- Signage, banners, posters and flyers
- Available for all significant events – Mother's Day, June sales, School holidays
- Range of standard sizes available



CALL NOW TO FIND OUT WHAT'S IN OUR MOTHERS DAY BOX!

* PRICES QUOTED ARE EXCLUSIVE OF GST