



BOOM

Retail Marketing
Consultants



Do Asset Reviews, Visual
Merchandising and
Tenant Development
work?

Case Study:

Home Hub Castle Hill
Sydney

Asset Review was conducted over the entire property of Home Hub Castle Hill

Key issues:

- High store vacancy rate – 10 vacant – low rents
- Two buildings and signage & wayfinding was confusing for the customer
- Poor retail sales and presentation
- High turnover of retailers
- Marketing brand & advertising was weak
- Centre presentation was poor in areas
- Low sales and foot traffic

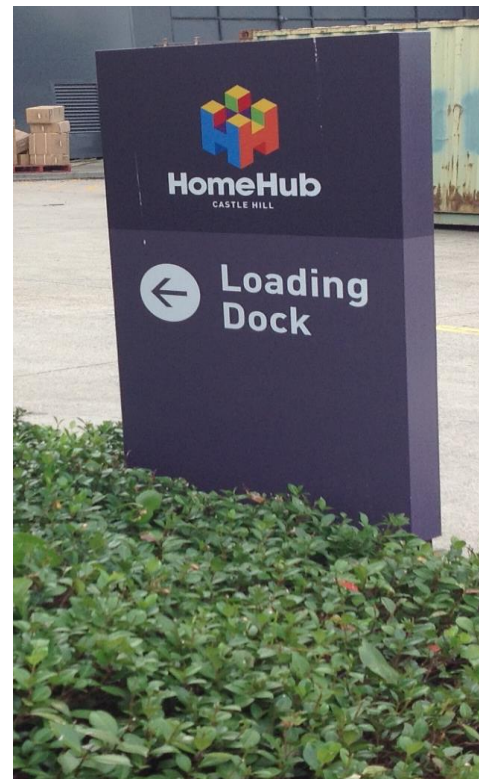
Before photos & key issues addressed

1. Consultancy Report (Asset Review) to identify weak areas

Before & After Shots



Before - Exterior had poor presentation & poor first impression to attract customers



After – signage that is eye catching and draws customers to the centre



Signage not strong enough to slow customers down while driving



Doors were not identified and confusing for the customers due to having two buildings



Brand did not reflect Homemaker Centre

Poor "Bathroom Experience"

Before



Before

After – signage that is eye catching and makes customers notice the new & improved Home Hub Castle Hill



Before



After – signage that is
eye catching and aligns
with the new brand

Gift Vouchers

Following the success of our first gift voucher promotion, a memo was distributed to retailers in June explaining that Home Hub Castle Hill has created further \$50 gift voucher cards. If you have not already received one, please be advised that these gift vouchers are currently being used by customers and were given out by us as promotional prizes.

If a customer presents a voucher for payment, please bring it to Centre Management for reimbursement. If your store cannot accept these cards for any reason, please inform Centre Management at your earliest convenience.



New Retailers

Beds N Dreams and Supreme Furniture have now opened in the Centre. Beds N Dreams is shop 7 and located in the North Building on ground level. Supreme Furniture is shop 86 and is in the South Building located on level 1. If you haven't already, please drop by to welcome our new retailers and check out their new stores.



Customer Newsletter

The first Customer Newsletter looked fantastic and was successfully distributed to 59,000 households in the local area. The \$1,000 Spring Decorating Shopping Spree was won by Nathalie Saliba who was very excited to be presented with \$1,000 worth of Home Hub Castle Hill Gift Vouchers.

The second Customer Newsletter is themed "Whatever the Season" and is based around Christmas. This edition will be distributed on Tuesday, 27 November, as we head into the Hills.

in touch

RETAILER NEWSLETTER
NOVEMBER 2012

Welcome

Welcome to the second edition of our retailer newsletter "In Touch".

We hope you find this a useful and engaging publication. This edition comprises upcoming marketing activities and additional relevant information for your perusal.

Home Hub Castle Hill once again has a complete Centre Management team as Stacey Ryan has joined us as our new Marketing Manager. For any marketing queries please contact Stacey on 9634 1116 or stacey.ryan@lasalle.com.

Again, we encourage you to distribute this newsletter to all of your staff so



Advertising design was dated
& imagery not reflecting
a modern Home Centre that
would inspire
the shoppers to visit.



Before 2011/12
dated looking
advertising



HomeHub

CASTLE HILL



HomeHub
CASTLE HILL

After – New centre
brand & logo. New
modern and fresh
looking advertising

CHECK IN FOR YOUR \$20 GIFT CARD

CHECK IN ON FACEBOOK
WHILE YOU'RE AT HOME HUB
AND WE'LL GIVE YOU A
\$20 HOME HUB GIFT CARD
ABSOLUTELY FREE!

 /HomeHubCastleHill



Full terms and conditions apply, please visit our website or Centre Management office for further details.

Website www.homehubcastlehill.com.au Follow us on Facebook & Pinterest

GREAT CHOICE



After –New modern and
fresh looking
advertising

f/HomeHubCastleHill

FILL UP AT HOME HUB!

**COME IN CENTRE TO TAKE ADVANTAGE
OF SOME VERY SPECIAL FOOD OFFERS!**

FEEL LIKE A BIG BREKKY OR MAYBE JUST A MORNING COFFEE?
HOW ABOUT A YUMMY SALAD, PIZZA OR SANDWICH FOR LUNCH,
OR EVEN JUST A SNEAKY AFTERNOON TREAT.

NO MATTER WHAT, HOME HUB HAS GOT THE LOT.



GREAT CHOICE



After –New modern and
fresh looking
advertising

GET SET FOR EASTER!

Check out our trading hours for this Easter & ANZAC Day long weekends.

GOOD FRIDAY	CLOSED
SATURDAY 19 APRIL	9.00am – 5.00pm
EASTER SUNDAY	CLOSED
EASTER MONDAY	10.00am – 4.00pm
ANZAC DAY	1.00pm – 5.30pm

Visit Home Hub Castle Hill for big brands, value, range, exciting design ideas and much more. We're your premium home and lifestyle centre.

Follow us on [f/HomeHubCastleHill](#) Telephone (02) 9634 1116
www.homehubcastlehill.com.au



GREAT CHOICE

Find us on the corner of Showground Road & Victoria Avenue, Castle Hill.

 **HomeHub**
CASTLE HILL

MARKETING INITIATIVES FOR RETAILERS

GREAT IDEAS



MARKETING INITIATIVES

INCREASING YOUR BRAND EXPOSURE TO THE MARKET PLACE

Homeowners visit Home Hub Centre HSE as they transition through important life stages – buying or building a home, starting or adding to their family, renovating, extending or simply updating. They are consumers who are seeking inspiration, advice and guidance on a range of products and services which underpin these important decisions.

This process of change presents a unique window of opportunity for brands to start a conversation, and to become part of the next phase of these consumers' lives. As part of the overall marketing strategy for the Centre, Home Hub Centre HSE has incorporated a number of innovative marketing initiatives to assist retailers in taking advantage of this opportunity.

This booklet outlines simple and effective ways to increase brand exposure to the market place at minimal cost whilst maximising profitability. Many of these services are provided free of charge or at a discounted rate available only to Home Hub Centre HSE retailers.

WEBSITE

www.homehubcentrehse.com.au

The Home Hub Centre HSE website provides online shoppers with information about the Centre, the range of stores and services on offer and upcoming events and promotions. The Hub Club and Blog has been designed to encourage interaction from customers and create ongoing relationships.

Retailers are invited to forward any promotional collateral they wish to display on the 'What's on' section of the website to homehubcentrehse@bassale.com

SOCIAL MEDIA

To help communicate with our target audience more effectively we utilise social media sites such as Facebook and Pinterest. These websites encourage potential customers to participate in Centre competitions, like or share our images and tags, or simply enquire about the products and services that we provide. This interaction assists in driving exposure of our brand to an extended audience. Retailers are invited to participate on a rotation basis. Forward any collateral you wish to promote on our Facebook page to homehubcentrehse@bassale.com

RETAILER NEWSLETTER

'In Touch' is the Home Hub Centre HSE newsletter which is sent to our retailers and circulated amongst employees on a regular basis.

This newsletter is predominantly utilised for communicating Centre information including major promotions, upcoming marketing events, Centre upgrades and branding, Centre presentation and the welcoming of new stores.

Retailers are invited to forward any collateral that they wish to feature to homehubcentrehse@bassale.com



After –
better communication
with the retailers in a
fresh design

HOME HUB MARKETING CALENDAR

CENTRE MANAGEMENT CONTACT DETAILS

Phone: 02 9634 1116 Fax: 02 9634 4288

Email: homehubcastlehill@lasalle.com

Website: www.homehubcastlehill.com.au

Postal Address: PO Box 7067, Baulkham Hills NSW 2153

Office Hours: 9.00am - 5.00pm Monday to Friday

TRADING HOURS

MON	9.00am - 5.30pm	FRI	9.00am - 5.30pm
TUES	9.00am - 5.30pm	SAT	9.00am - 5.00pm
WED	9.00am - 5.30pm	SUN	10.00am - 4.00pm
THURS	9.00am - 9.00pm	PUBLIC HOLIDAYS	10.00am - 4.00pm

Please note that some businesses may trade outside these hours.

Public Holiday Centre Closed



JULY 14

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

School Holidays (29/06 - 13/07)
Bus Advertising (w/c 09/06)
eDM Retailer (w/c 05/07)
Retailer Newsletter (w/c 14/07)
eDM Customer (w/c 22/07)
Continuous: Facebook, In Centre Merchandising, Stylis Promotion, Blog

NOVEMBER 14

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Christmas Decorations Up (w/c 03/11)
Christmas Door Skins & Floor Decal (w/c 03/11)
Press Advertising (w/c 01/11 HST & RHT)
Retailer Newsletter (w/c 03/11)
eDM Retailer (w/c 17/11)
Christmas Competition (w/c 17/11)
Continuous: Bus Advertising, Facebook, In Centre Merchandising, Stylis Promotion, Blog

MARCH 15

M	T	W	T	F	S	S
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

eDM Retailer (w/c 02/03)
Facebook Promotion (w/c 09/03)
Press Advertising (w/c 09/03 HST & RHT)
eDM Customer (w/c 09/03)
Continuous: Bus Advertising, Facebook, In Centre Merchandising, Stylis Promotion, Blog

AUGUST 14

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Press Advertising (w/c 04/08 HST & RHT)
eDM Retailer (w/c 25/08)
Continuous: Bus Advertising, Facebook, In Centre Merchandising, Stylis Promotion, Blog

DECEMBER 14

M	T	W	T	F	S	S
1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

School Holidays (20/12/14 - 26/01/15)
Christmas Day (25/12) & Boxing Day (26/12)
Press Advertising (w/c 01/12 HST & RHT)
Radio 2GB (w/c 09/12)
Christmas Choir (w/c 15/12)
eDM Customer (w/c 15/12)
January Sales Posters In Centre (w/c 29/12)
Continuous: Bus Advertising, Facebook, In Centre Merchandising, Stylis Promotion, Blog

APRIL 15

M	T	W	T	F	S	S
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

School Holidays (02/04 - 17/04)
Good Friday (02/04)
Easter Monday (04/04)
ANZAC Day (25/04) - Public Holiday 27/04
Food Retailer Promotion (w/c 06/04)
Design Awards Sponsorship
Continuous: Bus Advertising, Facebook, In Centre Merchandising, Stylis Promotion, Blog

SEPTEMBER 14

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

School Holidays (20/09 - 04/10)
Press Advertising (w/c 08/09 HST & RHT)
eDM Customer (w/c 16/09)
Centre Photography (w/c 22/09)
Continuous: Bus Advertising, Facebook, In Centre Merchandising, Stylis Promotion, Blog

JANUARY 15

M	T	W	T	F	S	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

School Holidays (20/12/14 - 26/01/15)
New Year's Day (01/01)
Australia Day (16/01)
Australia Day Sponsorship Event
January Sales (w/c 05/01)
Press Advertising (w/c 05/01 HST & RHT)
eDM Customer (w/c 12/01)
Continuous: Bus Advertising, Facebook, In Centre Merchandising, Stylis Promotion, Blog

MAY 15

M	T	W	T	F	S	S
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

eDM Retailer (w/c 04/05)
Press Advertising (w/c 11/05 HST & RHT)
eDM Customer (w/c 11/05)
eDM Sale Posters In Centre (w/c 25/05)
Continuous: Bus Advertising, Facebook, In Centre Merchandising, Stylis Promotion, Blog

OCTOBER 14

M	T	W	T	F	S	S
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

School Holidays (20/09 - 04/10)
Labour Day (04/10)
Facebook Promotion (w/c 04/10)
Magazine Distribution (w/c 10/10)
Continuous: Bus Advertising, Facebook, In Centre Merchandising, Stylis Promotion, Blog

FEBRUARY 15

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

eDM Retailer (w/c 09/02)
Stylis Promotion (w/c 16/02)
Sydney Hills Local Business Awards Sponsorship
Continuous: Bus Advertising, Facebook, In Centre Merchandising, Stylis Promotion, Blog

JUNE 15

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

School Holidays (02/06 - 12/07)
Queen's Birthday (06/06)
eDM Customer (w/c 01/06)
Press Advertising (w/c 08/06 HST & RHT)
Radio Advertising 2GB (w/c 22/06)
Continuous: Bus Advertising, Facebook, In Centre Merchandising, Stylis Promotion, Blog

The information enclosed herein is believed to be accurate at the time of printing but all liability for errors or omissions however arising is expressly disclaimed. Accordingly, all interested parties should make their own enquiries to verify the information. The owners and their agents reserve the right to alter or revise the marketing program and requirements at any time. The Management and Owners of Home Hub Castle Hill regard the contents of this planner as confidential and retailers should therefore not disclose its contents to any person other than personnel of the retailers of Home Hub Castle Hill or persons involved in management or promotion of their business at Home Hub Castle Hill. Information should not be disclosed to any competition Shopping Centre Management/Owner or Retailer. May 2014.



After –
better communication
with the retailers to
keep them up to date

Cost Effective Sign Upgrade



Before



After

CENTRE DIRECTORY

HOME HUB CASTLE HILL CENTRE DIRECTORY

DEDICED	Level	Shop	Bldg	Phone
Adams	1	16B	NE	9659 4799
Bede N Dreams	G	7	NE	9634 4081
De Russi	G	61	SE	9680 7229
Domayne	1	82	SE	9646 8860
Forty Winks	G	6	NE	9634 4788
Harvey Norman	2	31	NE	9640 8860
Pure Zone	1	88B	SE	9634 7894
Sleeping Giant	G	3	NE	9894 8151
Snooze	G	64/67/68	SE	9634 2254

FLOORING & WINDOW FURNISHINGS	Level	Shop	Bldg	Phone
Carpet Call	1	28	NE	9894 1834
Curfews Wonderland	1	78	SE	9834 8877
Floor Depot	G	6	NE	9894 8860
Floor Gallery	2	34	NE	9659 4844
Harvey Norman	2	31	NE	9640 8860
IMS Window Furnishings	1	18	NE	8896 4447
Just Floors	G	74	SE	9659 5429
SE Timber Floors & Shutters	1	13	NE	9894 4440

DECORATOR & HOMEWARES	Level	Shop	Bldg	Phone
Art Harbour	1	83	SE	8896 5488
Artsall Gallery	1	28A	NE	
Domayne	1	82	SE	9646 8860
Frame Today	1	14	NE	9899 3399
Heavenly Interiors	1	25	NE	9634 1429
Howards Storage World	G	72	SE	9634 4200

ELECTRICAL	Level	Shop	Bldg	Phone
Beacon Lighting	G	1	NE	9899 4444
Betta Electrical	1	89/91	SE	9894 8863
Eurolight	G	49	SE	8896 5529
Godfrey	1	11	NE	9894 8150
Harvey Norman	2	31	NE	9640 8860
JB Hi-Fi	1	21	NE	9659 5682
JW Computers	2	35	NE	8896 3332
The Good Guys	1	8	NE	9646 6200

FOOD	Level	Shop	Bldg	Phone
Café Relish	1	87	SE	9634 5263
Castle Kabobs	G	35	SE	8894 9944
Gloria Jean's Coffee	G	53	SE	9634 4744
Oliva Woodfired Pizza & Pasta	G	56	SE	9634 1077
Petit Café	1	K1	NE	9659 3788
Tokio Fane	G	54	SE	9634 3880
Victoria Ave Café	2	33	NE	9659 5641
Wendy's	1	K2	NE	8896 3771
Yellow Brick Road Café	G	K7	SE	

INDOOR & OUTDOOR FURNITURE	Level	Shop	Bldg	Phone
Arts Gallery	1	79B	SE	9659 4344
Barbeques Galore	1	23	NE	9634 7800

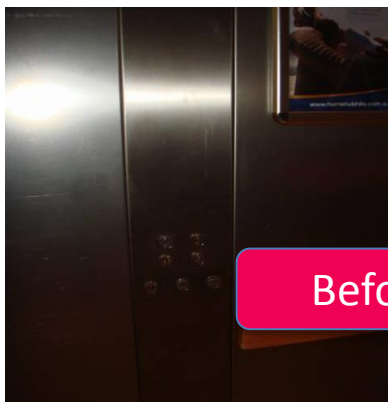
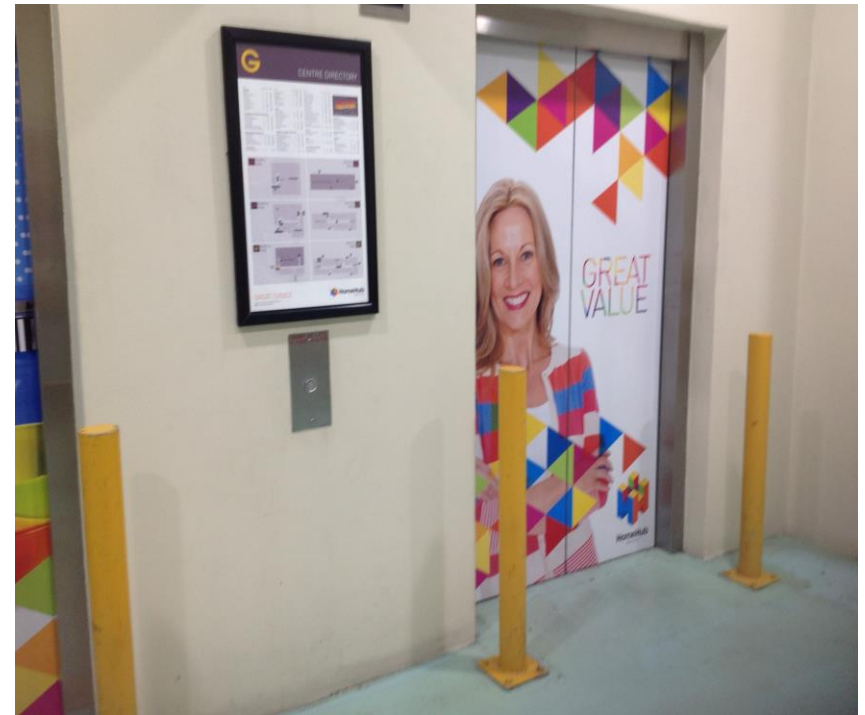
CENTRE DIRECTORY



- FEMALE TOILETS
- MALE TOILETS
- DISABLED TOILETS
- PARENTS ROOM
- ATM
- LIFT
- PARKING
- ESCALATOR
- CENTRE MANAGEMENT

New signage for better navigation and foot traffic between the two buildings





Before

After – lift signage & new directories to improve journey through the centre & brand alignment



After – eye level & floor
graphics of Christmas
decorations on budget



PROMOTE YOUR BUSINESS TODAY!

Boost your business success at Home Hub Castle Hill.

Home Hub Castle Hill is one of Australia's largest and most successful homemaker destinations.

We pride ourselves on offering choice and convenience, with over 75 of the country's most popular retailers in one easy location.

We're offering you a chance to boost your business success through Casual Mall Leasing – a platform to reach potential customers with minimal overhead expenses. For only \$700 + GST for your first weeks lease you could expose your business to hundreds of new customers each week.

This special deal is a fantastic opportunity to all retailers of fashion, food, recreation, homeware, children and

CENTRE PROFILE

Total GLA: 52,000sqm

Major Tenants:

Harvey Norman, Domayne, Freedom, Nick Scali, Toys R Us, The Good Guys, Office Works

Mini Majors: Snooze, JB Hi-Fi, Early Settler, Barbeques Galore, Betta Electrical

Specialties:

King Furniture, Howards Storage World, The Sleeping Giant, Nobby Kitchens, Oz Design

Car Parks: 1,213 spaces

Centre Traffic: 2,363,810* Million p.a.

*Approximate for Jan
Information current as

LOCATION

Home Hub Castle Hill is growing North West from Sydney's CBD.

After – Casual Leasing
brochure for more weekend
income and employment of
Visual Merchandiser to create
effective casual lease displays

Visual Merchandising training for sales for the retailers by Debra



After – one on one
training with retailers
& group training

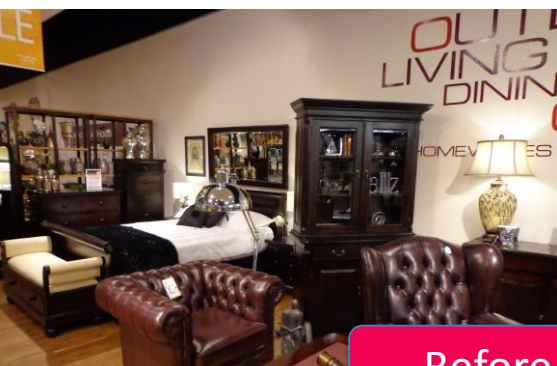
Instore training for sales for retailers with Debra Young



After – Retailers will
improve with their
instore presentation &
experience

Retailers would paint their stores and stage the settings after retail consultancy sessions

After photo example - New wall trim, painted the wall grey, new ticketing and stage in traditional merchandising method







Before

After look— one on one sessions with bedding retailer who was struggling with low sales

Highlight for Retailers Sales

- \$93,000 in sales over a weekend from “Outlet Furniture” – normal trade \$11,000 weekend sales.
- Achieved this result by dumping 2 year old stock, visual merchandising the store, creating a loop to the layout, applying category mgmt. techniques, new ticketing and new ways of advertising
- Many retailers have achieved new growth and some are expanding in larger stores

LOOK WHO'S JOINED US!

We're very pleased to welcome the
following retailers to Home Hub Castle Hill!

freedom³

nickscali
FURNITURE

Darren Stewart's
Betta
HOME LIVING

Appliances
Audio Visual
Cooking

And coming soon...

earlysettler
www.earlysettler.com.au

www.boomretail.com



New tenants - due to
better presented
property, new brand
and advertising

Centre Results

- 10 out of 10 vacant stores leased with premium tenants like Freedom, Nick Scali, Betta Electrical and Early Settler were added.
- 35% increase in YTD sales
- 55% increase foot traffic
- Creation of new space for new tenants for Subway and Matt Blatt were added within the asset producing more income for the Asset and effective use of space.
- Casual leasing income is now prime and new interior display within the centre creating additional income.
- The new brand is bright, attractive and positions the asset
- Advertising reflects the target market and is achieving increased foot traffic & sales targets
- The wayfinding & signage is working and reduced the number of tenants turnover and frustrated shoppers trying to find their destination
- Tenants are achieving higher sales and have better interior presentation which attracts more customers

Sale Success was created by

Review Report of the Homemaker Centre
+ New Marketing & New Brand + Tenant
Development & Training by Boom +
Visual Property Improvements

Created in conjunction with Centre Mgt &
Debra Young of Boom Retail

The logo for Boom Retail, featuring the word "BOOM" in a bold, white, sans-serif font. The letters are closely spaced, and the "O"s are particularly prominent. The logo is set against a solid black background.

BOOM!

Centre Manager: Dean Baker

Marketing Manager: Chloe Boerema

Retail Asset Review &

Retail Development Strategy & Marketing

By Boom Retail – Debra Young

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Email: debra@boomretail.com