



BOOM

| Retail Marketing
Consultants

The logo for BOOM, 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 magenta rectangular background.

Case Study | Greenbank

“Asset Review” of the Entire Property

boom!

Retail Consultancy Report For Greenbank Shopping Centre

Created for
McGees Property

June 2013

By Debra Young
Boom Retail Services

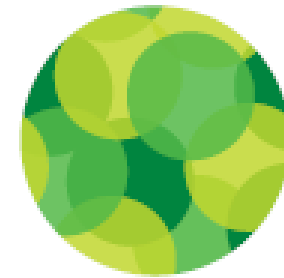
Greenbank Retail Consultancy Report 2013

CONTENTS

Section 1	Current Summary and Objectives	3
1.1	Introduction	3
1.2	Methodology	3
1.3	Current Situation and Key Issues	3
1.4	Aims and Objectives	4
Section 2	Greenbank Review and Recommendations	5
2.1	Introduction	5
2.2	Role of the Centre	6
2.3	Competition	7
Section 3	Greenbank Review – Customer Experience	9
3.1	Destination Signage	9
3.2	Eye-catching Props	12
3.3	Arrival into the Centre	13
3.4	Arrival into the Carpark	14
3.5	The Offer – Tenant Mix	15
3.6	The Amenities – Toilets	16
3.7	The Amenities – Toilet Advertising for Income	17
3.8	Toilets near the Medical Centre and Centre Signage	19
3.9	Woolworths and Specialty Tenants	20
3.10	Woolworths	21
3.11	Underperforming Tenants	23
Section 4	Marketing and Key Strategies 2013/14	30
4.1	Marketing of the Centre	30
4.2	Strategies going forward	31
4.3	Suggested Marketing Placement of Funds	33
Section 5	Action List	35
Section 6	Summary and Conclusion	36



Before



Greenbank
SHOPPING CENTRE

After

New brand & logo reflects Greenbank's area and customer profile



Greenbank Shopping Centre Logo - for use on white background

Stacked logo



Strip logo



Clear space zone



Do not allow any other objects or text to come within 5mm of the edges of the logo. Don't place the logo over photographs or patterned backgrounds.

Typography

Font - Bariol Regular

Colour

PMS 356
C:95 M:8 Y:93 K:27

PMS 361 - 85% transparency
C:75 M:0 Y:100 K:0

PMS 382 - 85% transparency
C:28 M:0 Y:92 K:0



Customers driving 100km can see Greenbank is coming up with the sign below so they have chance to slow down to enter Greenbank rather drive past and miss it!



Greenbank
SHOPPING CENTRE

Open
7 Days

Showcasing that Greenbank is “convenient place to shop”



To communicate to the passing customers we are “Open on Sunday” when they are driving past at 100km





OPEN



OPEN

- Designed at 10% of final output size of 80 x 165cm
- Please scale up to 100%
- Please provide digital proof for approval before proceeding with print

FRONT

Directory – better wayfinding for sales & visitation



Store Masterplan



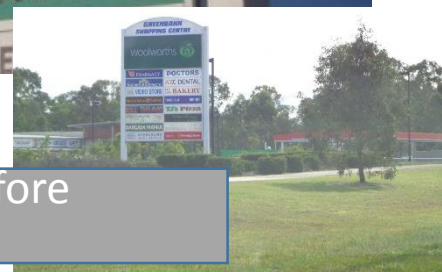
Signage to be seen from a distance

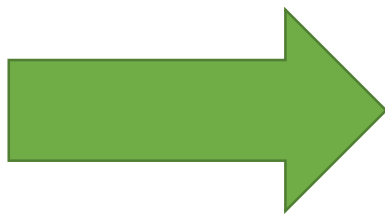
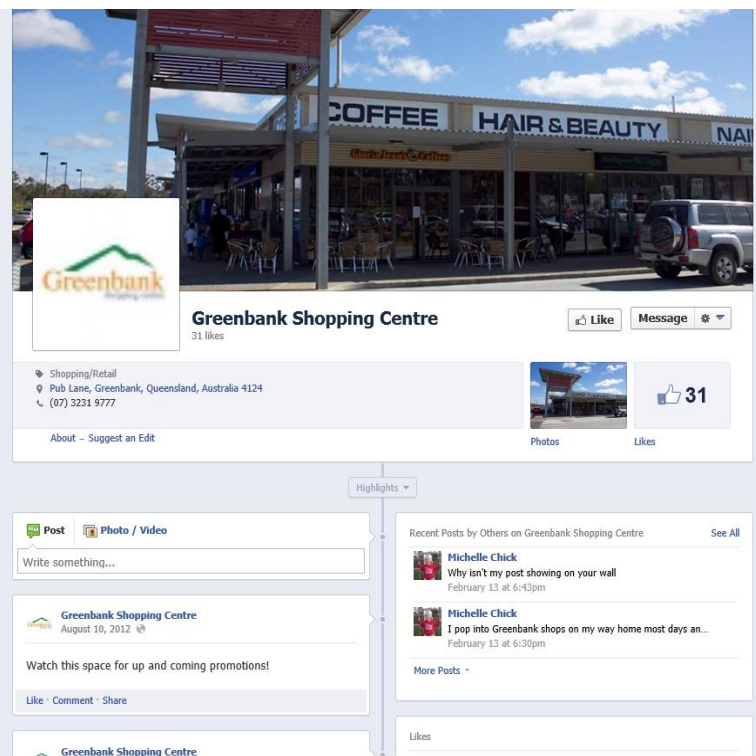


Before



Before







Greenbank Shopping Centre

June 4 · Edited ❄

You know what happens when you don't keep the kids busy this long weekend.

Visit Bargain Mania for craft and paper supplies at Greenbank Shopping Centre.

#art #craft #bargain #fun



Greenbank Shopping Centre

March 13 ❄

Greenbank Rural Fire Brigade, Petting Zoo, Jumping Castle, Face Painting, Fairy Floss and Slushies - Family Fun Day on Sunday 23rd March at Pub Lane Tavern — at Pub Lane Tavern next to Greenbank Shopping Centre.



FB Postings targeted to demographics



Before
Website



Welcome to
Greenbank Shopping Centre



Open 7 Days
Dinner & Drinks





Greenbank
SHOPPING CENTRE

Shop & Go →



“After”
Website

Home

Store Directory

What's On

Leasing

Location

Contact



click here
sign up
for news!
plus specials
& promos

Shop & Go at Greenbank...

The Centre is your one-stop-shop for necessities, accessories and health care.

Stop for lunch at the cafe or bakery. Pickup staples for the home at Woolworths, the butcher or specialty stores. Finished a long day and don't feel like cooking? Have a break and grab some quick and easy takeaway food from one of our food outlets.

Parking is available for more than 450 cars, with 14 specialty retailers to choose from, including newsagent and discount variety store.

Taking care of your family has never been more convenient with the doctor, dentist, chemist and even a

Taking care of your family has never been more convenient with the doctor, dentist, chemist and even a local veterinary surgery all under one roof. Taking care of yourself is a breeze with beauty salon and massage also available.

Woolworths Supermarket and Woolworths Petrol Plus service station are open 7 days for your convenience.

Greenbank Shopping Centre is easily accessible, located on the corner of Teviot Rd and Pub Lane. Click below for map and directions.

So whether you are a local having lunch or needing a top up of petrol, groceries or a checkout, Shop & Go at Greenbank!



click here
get
directions
location map

Address
Pub Lane
Greenbank QLD 4124
t 07 3011 9022
e christine@proposol.com.au

Open 7 days
See [Directory](#) for
individual store hours

Centre Trading Hours
Please refer to store directory
as all specialty hours vary



Woolworths Opening Hours
Mon 8am - 9pm
Tues 8am - 9pm
Weds 8am - 9pm
Thurs 8am - 9pm
Fri 8am - 9pm
Sat 8am - 6pm
Sun 8am - 6pm



NAME	PHONE	STORE	HOURS	WEBSITE	FACEBOOK
Retailer Listings					
Centre Map					

Majors

Woolworths Petrol Station	07 3200 0160				
Woolworths Supermarket	07 3297 5249				

Food

Gloria Jeans Coffee	07 3200 1516	8			
Jimmy's on Pub Lane	07 3200 0984	4A			
Pub Lane Bakery	07 3297 7060	1			
Punjabi Dhaba Indian Cuisine	07 3297 7774	13			
TJ's Pizza House	07 3297 5900	11			
Woolworths Supermarket	07 3297 5249				
Your Local Quality Meats	07 3200 1570	5			

Specialty

Central DVD/Movies		4B			
Greenbank Nail Spa	07 3297 6699	10			
Greenbank Plaza News	07 3297 6222	3			
Guardian Pharmacy Greenbank	07 3297 7300	7			
Shear Envy Hair & Beauty	07 3297 6682	9			

Services

Australian Dental Care	07 3297 6600	15			
Bargain Mania	07 3297 7781	6			
Greenbank Real Estate	07 3200 1531	2			
Medicross Greenbank Medical Centre	07 3200 0197	14			
The Bloomin Vet	07 3297 6666	16			

click here
centre
floor plan
tenancies map

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"After"
Website

[Retailer Listings](#)

[Centre Map](#)



click here
**get
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location map

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Sat 8am – 5pm
Sun 8am – 6pm

 **Woolworths**
the fresh food people



click here
**sign up
for news!**
plus specials
& promos

What's On at Greenbank...

Coming soon!

Ipit qui delectae. Occabor ionserio teototas sume verum adionse volupti iscium ium fuga. Ut venia none quunte escianim hari nest milluptae offic to bea commodi tiumquam qui ut eos sit, commisitest alitate suntur?

Qui voloreperum harumquamus et ommodis as audis volore sinusam, ut la dion eum et doluptatur aliquatia sae dolest eum nos asped quaepudant, vid ut dolupiet harum, suntintur?

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Getting here

Access from the north via driving

M2 to Greenbank - Direct Route

Take Mt Lindesay Hwy turn off from Logan Mwy (M2). Continue south along Mt Lindesay Hwy for 8.5km. Veer left onto the Stoney Camp Rd Exit ramp, Park Ridge South 0.3km. At the roundabout take the 4th exit onto Stoney Camp Rd, Park Ridge South 0.3km. At the roundabout take the 2nd exit onto Stoney Camp Rd, Park Ridge South 4.1km. Turn left onto Tevlot Rd, Greenbank 2.2km. Turn right onto Pub Lane, Greenbank. Arrive Greenbank Shopping Centre.

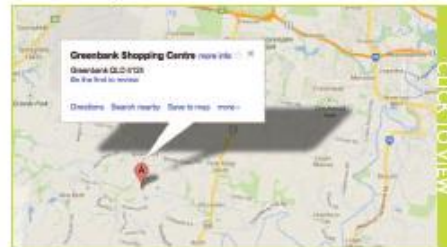
M2 to Greenbank - Alternative Route

Follow Mt Lindesay Hwy South. Continue along the Middle Rd Exit ramp, Regents Park 0.7km. Continue along Middle Rd, Hillcrest after ramp 1km. At the roundabout take the 2nd exit onto Middle Rd, Boronia Heights 1.2km. At the roundabout take the 2nd exit onto Middle Rd, Boronia Heights 1.3km. At the roundabout take the 2nd exit onto Middle Rd, Boronia Heights 0.1km. At the roundabout take the 2nd exit onto Middle Rd, Greenbank 1km. Continue on Middle Rd, Greenbank - proceed West 0.5km. At the roundabout take the 2nd exit onto Middle Rd, Greenbank 1.9km. At the roundabout take the 1st exit onto Tevlot Rd, Greenbank at Greenbank Military Camp 2.4km Turn right onto Pub Lane, Greenbank 0.3km. At the roundabout take the 2nd exit onto, Greenbank Shopping Centre.

Access from the south via driving

Drive north along Mt Lindesay Hwy. Turn left onto Greenbank Rd, North Maclean and continue for 4.9km. Turn right onto Tevlot Rd, Greenbank and follow for 1km. Arrive at Tevlot Rd, Greenbank Shopping Centre.

Location map



click here
**store
directory**

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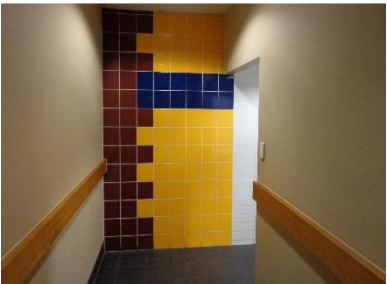
Promotion to Help Kids

Wear your favorite footy team's colours and pop down to Greenbank from 2-4pm to win prizes, receive giveaways and eat PIZZA. All money donated will go to kids challenged by cancer.

Better Bathroom Experience – in progress



Before



Graphic wall vinyl

To be potentially be placed along the length of the hallway leading up to the toilets



Debra Young – Boom Retail Pty Ltd

- Bcom Marketing, Dip. Visual Merchandising, Dip. Interior Design
- Partner in 3 retail businesses
- Visual Merchandising Teacher & Display Business
- 8 years Director for retail software company called Retail Manager (RPM)
- Since 1991 – Retail Consultancy & Design in USA, New Zealand, Australia and South Pacific Islands
- Maxi International Marketing Award Winner 2003 – Australia's first concierge Shopping Centre service
- Several award winning store makeovers & Shopping Centre makeovers

The logo for BOOM, featuring the word in a bold, white, sans-serif font. The letters are closely spaced, with the 'B' and 'O's being particularly prominent. The logo is set against a solid magenta rectangular background.

Greenbank Makeover