

ADVERTISING

Over 1,400,000 square feet (130,060 square meters)

Tyson's' new take on 'where the stores are'

Tyson's Corner Center has operated in the Washington, D.C., area for 38 years. It recently expanded by 362,000 square feet, adding a 16-screen AMC theater, 34 stores, a food court, five full-service restaurants and a children's play area.

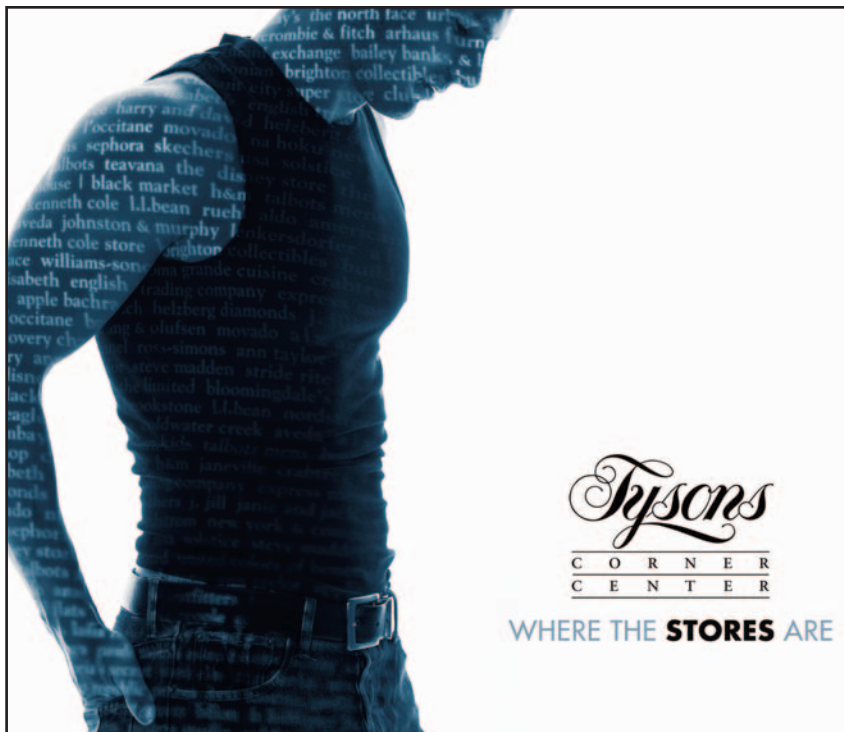
Tyson's has used the slogan "Where the stores are" in its marketing for 10 years, but the center now has more. Its marketing staff wanted to update its advertising to promote the opening of the new wing. An advertising blitz built on the success and familiarity of the "Where the stores are" theme with fresh, fashion-forward ads to publicize the new dining and entertainment options.

Implementation

Tyson's Corner hired an advertising agency that created images achieved with some creative photography. Store names were projected onto models' bodies, conveying the subtle idea that Tyson's Corner Center stores are "a part of you." The design also used the word "more." Advertising began with the grand opening of the expanded wing and created momentum through the holiday season.

The new ads ran in newspapers, magazines, on mall signage and in the transit system. TV commercials used the same images as the print ads, set to music. Radio commercials emphasized that because there's more to see at Tyson's, shoppers need to warn friends, families and co-workers that they'd be gone awhile.

Tyson's Corner partnered with several media outlets and secured special programming, including on-air mentions, an appearance by "The Fairly Odd Parents" at the unveiling of the children's area; a 13-hour live Request-A-Thon in the new wing hosted by WWZZ-FM; a call-in event on WMMJ-FM that gave away prizes; a "Mystery Newsmaker Event" hosted by WTOP-FM/AM; and a movie-screen promotion hosted by Channel 8, broadcast live from the mall with promotional spots, a prize give-



away and Web banners.

Results

Shoppers lined up three hours before opening time on Sept. 30, grand-opening day for the expanded center. More than 214,000 customers visited during grand opening weekend, an increase of 23 percent over the same week-end the previous year. Total traffic grew by 9.2 percent in 2005 over 2004.

Total sales increased 17.56 percent for the year. Fourth-quarter sales alone grew by 30.26 percent. Even stores predating the expansion reported sales increases of 9.81 percent.

New tenants raved about the opening. Joe Zeiden, president of Z Gallerie, said this opening "ranked second in volume out of our 63 stores in its first week. It was one of the best openings in our company's history."

Wade McDevitt, president, The McDevitt Co., said, "We had one of our best openings to date for Free People and an extraordinarily strong opening for Urban Outfitters." Bob Crabtree, district manager for Barnes & Noble, reported that "sales on each day of the second weekend surpassed our strong grand-opening weekend results by double digits."

More than \$150,000 worth of media value was negotiated, supplementing the budget by 16.6 percent. The ad campaign across all media achieved a reach of 89.2 percent among the targeted audience of people age 25 to 54. Total gross electronic impressions reached 21 million; exposure on transit ads provided more than 50 million impressions; and print ad circulation was 2.5 million. ■

Where the Stores Are

Tyson's Corner Center
McLean, Va.

Expenses: \$1,309,707

Owned/Managed by: The Macerich Company

Professional Recognition: Kathy Hannon, SCSSM, senior manager, property management, Julie Romanowski, SCMD, vice president, East property group marketing, Michael B. Panzano, president, Panzano & Partners, LLC, Susan Valentine, SCMD, senior vice president, consumer marketing