

## Campy campaign renews interest in center

**F**arsta Centrum is a regional center in Stockholm's suburbs. Built in 1960, it completed a renovation in 1998.

Turnover increased steadily until 2001 but the growth slowed from 2002 to 2004, then plateaued. A survey showed that the number of visitors had dropped 7 percent in 2003 and 2 percent in 2004. The length of visits grew 7 percent in 2003 and 1.9 percent in 2004, but 24 percent of visitors stayed less than one hour and 15 percent stayed for only two or three. Furthermore, research indicated that the mall was considered old and small relative to other centers.

The main reasons for Farsta Centrum's stagnating turnover were new competitors and the relaunch of existing ones. FC sought to build long-term interest and loyalty to the center.

### Implementation

Competitors' marketing stressed modernity, fashion, beauty, youth and trends. The classic fashion images in those ads — with their beautiful young models — can create negative self-images for some shoppers. To take a unique stance, FC wanted to treat shopping in a warm, positive way with plenty of humor using positive connotations and nostalgia associated with shopping and FC.

So the center launched "Farsta Centrum – A Shopping Story," a 1980s-style TV advertising soap opera.

FC used television as its primary medium, buying ads on TV4, Sweden's largest channel. To maximize the ads' frequency, FC



is running a comic strip.

Ads ran 26 times in May and June and again 20 times in November and December. A Web site allowed visitors to learn more about the stories' characters, view episodes and more.

The advertising "movies" also ran during the Stockholm International Movie Festival, a huge city event. They ran on a big screen in the middle of Stockholm, where several competing centers are located, from Nov. 17 through 27.

### Results

Research showed "A Shopping Story" had a viewing rate of 57 percent, compared with a standard of 33 percent for other TV regional campaigns. Among those who saw the ads, 73 percent remembered they were for FC, and 74 percent liked them.

Of those who saw the ads, 73 percent said FC seems inviting, 66 percent said it provides a good experience and 80 percent agreed that FC has a large number of stores (it has 150).

Further research showed that in 2005, the number of visitors to FC remained unchanged. Those staying less than one hour shrunk from 24 percent to 18 percent, and the number staying for two or three hours grew from 15 percent to 20 percent.

Expenditures of 200 to 700 Kronor (\$27 to \$96) grew by 5 percent; and those of more than 700 Kronor (US \$96) increased by 6 percent. Turnover grew by 2.6 percent, or 4.8 million Kronors, last year.

### Farsta Centrum – A Shopping Story

Farsta Centrum

Stockholm, Sweden

**Expenses:** 409,668 Kronors (\$520,957)

**Owned by:** Konsumentföreningen Sthlm & KP Pension & Försäkrin

**Managed by:** Atrium Fastigheter AB

**Professional Recognition:** Susanne Broman Kjulsten, managing director, Pernilla Karvia, marketing director, Sofia Aust, marketing assistant

split its standard 30-second commercials into 20-second and 10-second spots, making one the main "movie" and the shorter one a "reminder." TV4 could use the spots as fillers and agreed to lower its price.

FC created 15 ads with story lines — an oil baron searching for his lost daughter, and a classic love drama, for example — so viewers stayed interested. Ads also ran in the *Metro* newspaper with the same stories as the TV ads in the form of