

GRAND OPENING, EXPANSION AND RENOVATION

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

'Food, film and fashion' fete mall's new wing

When JCPenney decided to close its store at Tysons Corner Center, the mall decided to replace it with an entertainment component. The result: a 362,000-square-foot expansion with a 16-screen AMC theater, 34 new stores, a 10-unit food court, a children's play area and five full-service restaurants.

The grand opening celebration for the new additions, slated for late September 2005, was themed "Food, Film and Fashion."

Implementation

Tysons made further use of its "Where the stores are" marketing slogan, already familiar to consumers.

It worked with Panzano & Partners to develop a series of ads. The design concept used silhouetted models illuminated by a long list of Tysons store names, with the word "more" as the ad's primary message. The image was also meant to convey that Tysons Corner Center is "a part of you" by having the store names appearing on the models, head to toe.

Tysons launched a public-relations campaign involving press and photo releases, media kits and story pitches to local and national media, plus media tours.

On the night before the grand opening, the center hosted a fund-raiser benefiting the American Diabetes Association on the expansion's three levels. Each floor featured one of the themes (food, film and fashion). The Grammy award-winning gospel and soul group The Blind Boys of Alabama entertained. Tommy Hilfiger hosted a fashion show, previewing his new concept store, H, which was slated for a spring 2006 opening. In the new food court, the catered menu included diabetic-friendly choices. Miss America 1999, Nicole Johnson-Baker, a spokeswoman for the ADA, emceed the party.

The literacy-themed children's area opened that weekend with an appearance by Oliver the Owl, a mascot created for the play area and the new Kids Club. Club members received free T-shirts



and store coupons and met Cosmo and Wanda, characters from the children's TV show *The Fairly OddParents*. Tysons ran promotional events all weekend.

The first 500 people attending the expansion's opening received \$20 One Great Gift Cards. A savings book offered discounts from more than 100 Tysons' retailers. Contests offered prizes including movie passes, dinner for two, a \$100 shopping spree every month for a year, free airfare and a bike signed by Lance Armstrong. Nordstrom hosted a fashion show. TV celebrity Star Jones and three Washington Redskins players signed autographs at the cinema.

Results

Every major broadcast station in the market visited the mall at least three times during grand-opening weekend. Three metro newspapers and every community paper ran feature articles. Print coverage totaled 2,296 inches, along with 79 mentions on Web sites. Electronic impressions reached 21 million; transit ads garnered 50 million impressions and print-ad circulation was 2.5 million.

Shoppers arrived hours before the 10 a.m. opening time on the first day of the grand opening. Some 214,000 customers visited the mall that weekend, 23 percent more than the same weekend the prior year.

More than 8,650 people entered sweepstakes. Sponsors provided prizes worth \$80,000. The center gave away 25,000 savings books. About 1,200 people attended the charity event, raising more than \$100,000. Two hundred families came to the opening of the play area, and 1,100 children joined the Kids Club.

Sales increased 17.56 percent for the year; fourth-quarter sales grew by 30.26 percent. ■

Food, Film and Fashion

Tysons Corner Center
McLean, Va.

Expenses: \$1,797,346.10 (Tysons Corner expenditures)

Owned/Managed by: The Macerich Company

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