

SALES PROMOTION AND EVENTS

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

Promotion brings more 'foot' traffic to mall

To celebrate its 15th anniversary, Meadowhall Centre wanted a huge event. The result, Funky Feet, was a monthlong, interactive campaign to boost traffic and sales and raise money for charity.

Implementation

A year in the making, Funky Feet was launched in September 2005. All events and visuals had a theme of feet or footwear, because 78 percent of shoppers are women, notorious shoe addicts.

Funky Feet's main focus was a display of individually decorated oversized boots. The Fiberglass boots, 1.5 meters by 2 meters by 2

meters, were decorated by local businesses, center retailers and the community, then hung from the center's ceiling. Customers voted via text messaging for their favorite; each message generated a donation to Sheffield Children's Hospital Charity.

Before the campaign began, Meadowhall publicized it by mailing 54,000 direct-mail pieces, conducting a three-week radio promotion, and buying 48 ads. On the day of the launch, 5-meter banners were hung in the center, the videowall gave it mass coverage and Meadowhall distributed 75,000 Funky Feet mall guides. This was also the first day the oversized shoes were officially displayed; they were so big they took the staff five nights to hang.

The campaign also included a series of shoe/foot-themed art workshops for children in the center, an entertainment program, a mall walk, also to benefit the hospital, a text-and-win contest, celebrity endorsements and, finally, the Black Tie and Funky Shoes Gala Ball.

The interactive entertainment component involved various dance genres, such as samba, Bollywood and line dancers, foot jugglers and stilt walkers. On-site promotions included free pedicures, nail art and more.

The center displayed shoes including signed footwear from celebrities — including Bobby Robson, Michael Vaughan, Michael Owen and Roger Federer — displayed throughout the center. Their shoes were auctioned at the gala. Meadowhall worked with an events company, Spirit Communications, to help with the mall walk and the gala.

During the gala, money was raised for the hospital via a raffle, a casino, the shoe auction and by "fining" people in boring shoes. "Ruby Slipper" awards were given for the best of the decorated oversized shoes.

Results

Footfall grew by 2.1 percent for the month compared with the same month the previous year. The national average for the month was a 3.2 percent drop.

Some 10,687 customers responded to text elements. More than 1,050 joined the mall walk. All 40 Fiberglass shoes were sold to retailers and local businesses. More than 1,630 children visited the art workshops during four weekends. The mall walk drew 320 retailers, 20 merchants took promotional space in the center, 57 percent provided prizes, nine decorated a shoe and 89 attended the ball.

The center gained publicity valued at over £119,000. Meadowhall also reaped sales revenue of £76,150 through in-center promotions with various businesses.

Charity fund-raising efforts yielded £25,018 for the hospital. And the sheer magnitude of the event created a memorable theatrical environment in which to shop. ■



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Funky Feet

Meadowhall Centre
Sheffield, England

Expenses: £124,682 (\$234,158)

Owned by: British Land

Managed by: Smith Young Partnership

Professional Recognition: Kit Harris, public relations executive