

URBAN OUTFITTERS



ZARA



# RETAILER MARKETING OPPORTUNITIES

METRO  
CENTRE



## RETAILER MARKETING OPPORTUNITIES FOR YOU

We're here to help you drive footfall into your store. If you've got something exciting coming up, tough targets to meet or want to get your products in front of more prospective customers, the options listed across the next few pages can help.

Every tenant is different and communicates with our customers in different ways, but our centre has a marketing team on hand to support you, so don't be afraid to ask. Of course, our own campaigns and in-centre event promotions will encourage centre footfall, but we can offer additional opportunities to extend your reach using our channels. What's more, if you need any extra support or advice on your own marketing strategy the team will be more than happy to help.

The Metrocentre marketing team is ready to hear from you. Visit us in the management suite and we'll be happy to discuss your needs over a cuppa.

What can we help you achieve?

- New footfall into your store
- Raise awareness of your store in the centre

By letting us know what your objectives are, we can provide support for your store, specific department, or category. We understand that objectives differ week by week, so this booklet is packed with ideas to get you going.

Another reason to visit Metrocentre (like there aren't enough already).

With over 270 stores, 60 places to eat and a range of leisure attractions... you won't want to leave! That said, we understand that customers sometimes need a little bit extra from their shopping trip.

Each year we have a calendar of events to complement, support and promote your store as well as driving footfall to the centre, all we need to know from you is whether you would like to take part.



## SAVILLS INSIGHTS APP

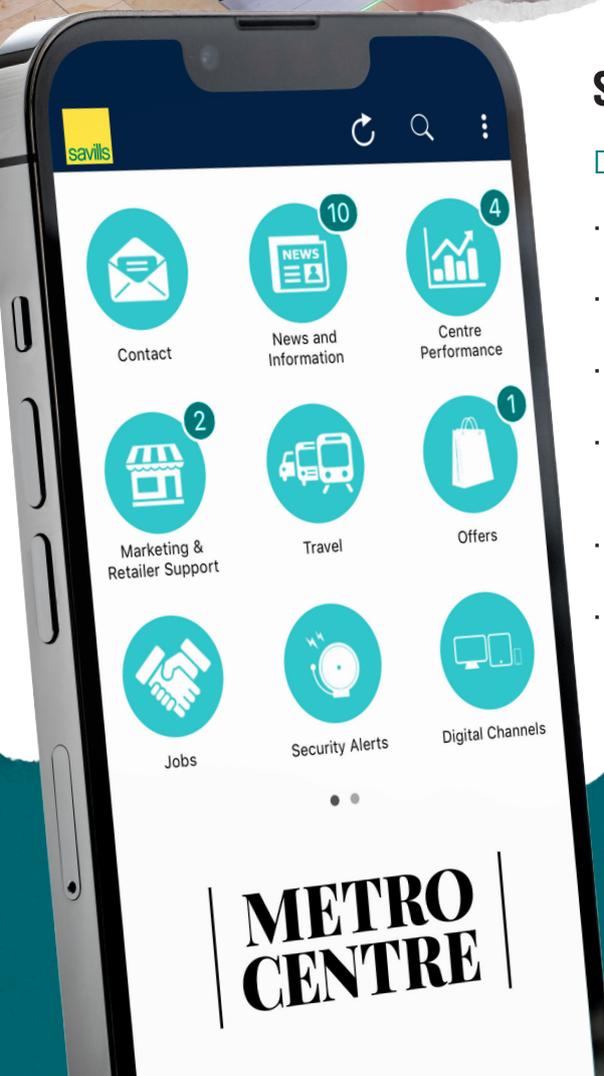
Download the Savills Insights app for Metrocentre.

- Quick and easy access to key information
- Contact Centre Management instantly
- Access, redeem and upload staff offers
- Upload your own store events and offers for the centre's website
- Get involved with marketing campaigns via the app
- Upload and view job vacancies within the centre

- Enjoy exclusive discounts & information

Please encourage all of your team to sign up to the App so they can access staff discounts and information and updates from the centre.

Each store is responsible for managing their staff access to the app so we advise you to regularly review and update your staff lists.





## METROCENTRE GIFT CARD

### The Gift Card for every occasion

Who wouldn't love getting a gift where you can do all the choosing? Our customers certainly do, as the millions worth of gift card sales each year goes to show.

Customers will often buy the card for their loved one, as a thank you to their children's teachers or as congratulations within businesses or organisations. You can have a slice of this simply by accepting the card in your store. It works much like a debit card, which means we will have minimal issues processing them through your tills.

Training is available.

## STAFF DISCOUNT

### Perk of the job

Over 7000 staff are signed up to our staff discount scheme with over 100 offers available to them.

You can incentivise staff to shop with you by signing up for the Staff Discount through the Savills Insights App. This benefits our retailers in two ways: first, staff are rewarded and encouraged to shop within the centre, and second, retailers see an increase in sales.

## PROMOTIONAL SPACE

### Think outside the box, literally!

Did you know that Metrocentre covers almost 2 million sq ft and you can have your very own piece of promotional space? Why not promote your offer in another part of the centre in one of our promotional areas?

What will this achieve?

- Helps communicate your key messages and latest store updates
- Direct face to face contact with customers out on the malls
- Ideal for sampling or data collection



## WORLD CLASS EVENTS

Our events and promotions are used to drive footfall, spend and dwell time which ultimately provides an opportunity for greater retailer engagement with our regular customers and encourages new ones to visit.

To encourage repeat visits and extended trips, we curate a programme of experiences and activities in centre. We promote specific events and talk about unique centre benefits to keep customers coming back, such as new openings, leisure and dining offers.

At all of our events there is an opportunity for retailer involvement, so look out for information on all our events and promotions, which we'll deliver to your store.

We combined our expertise and experience to curate the most exciting events and activities to bring people from further, for longer and more often. Our programme includes theatre shows featuring the centre's very own mascots The Metrognomes, fashion events, sports promotions and everything in between.

Ask our marketing team for the latest events calendar to hang on your wall!



METROCENTRE RETAILER MARKETING OPPORTUNITIES





## PRESS AND PR

The marketing team are here to help get Metrocentre's name out to a wider audience. This includes editorial coverage in many publications and websites, promoting special offers and events.

If you have something you would like to shout about, then please let us know so we can help maximise publicity. The more we know about what you are doing, the more we can feed this through to our PR contacts in the region, and of course our social media channels.

If you have any quirky stories, upcoming events, charitable causes or even celebrity signings, then we will be on hand to help spread the word. We can't promise every story will be published, but we will be here to offer free advice.

What will this bring to your business?

- Helps communicate your key messages and latest store updates to a wider audience.
- Develop better relationships with your customers to keep them loyal to you and to Metrocentre.
- Connect with your customers in a world filled with smartphones, tablets and apps.

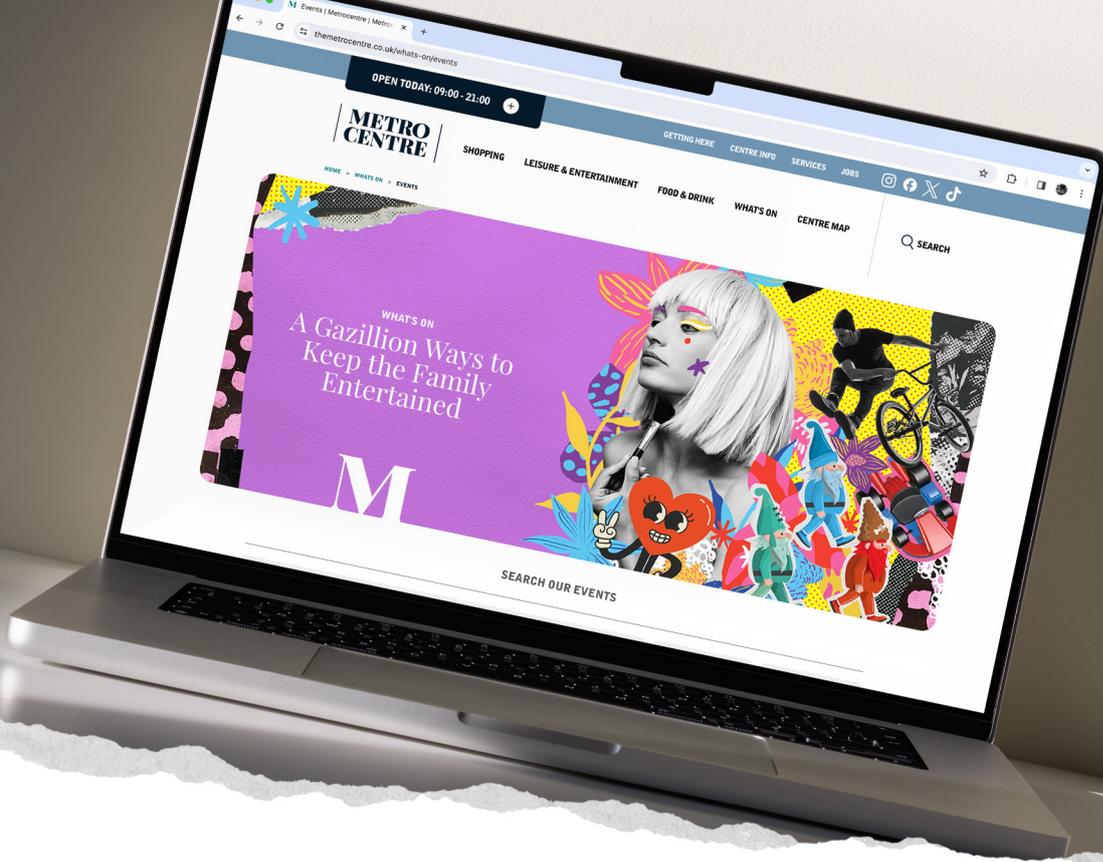
## ALL THINGS DIGITAL

Millions of customers visit Metrocentre each year. Just think of the amount of postage we'd spend if we wrote to them all! Luckily, we have more cost-effective ways of telling them about our news.

Free WI-FI (or whey-aye-fi as we call it in the North East!)

We have free high-speed WI-FI throughout the centre, so everyone can surf, share, like and download without using up their data. To access it, customers can enter their details, which allows us to tailor our communications and offers to our shoppers.





## WEBSITE

Over 1 million customers visit our website every year, generating 4.3 million pageviews. They actively search through events, the centre map, job vacancies, store listings and more!

The aim of our website is to encourage visits to the centre by helping customers plan their visit.

### WHAT WE NEED FROM YOU:

#### Brand Page

All of our long-term tenants will have a dedicated page on our website. Please send us the following:

- Brand Logo without background - (250 x 250px).
- Store Image\* - 750 x 560px. If you don't have a store image to share, a campaign image will do.
- Brand description - up to 200 words. Please consider what your visitors may search for when trying to identify your brand.
- Store's telephone number or customer service information.
- Store's opening hours Monday to Sunday.
- Confirm whether you're accepting the Metrocentre Gift Card.

\*When you open, we will take a picture of your store to make it easier for our visitors to locate you.

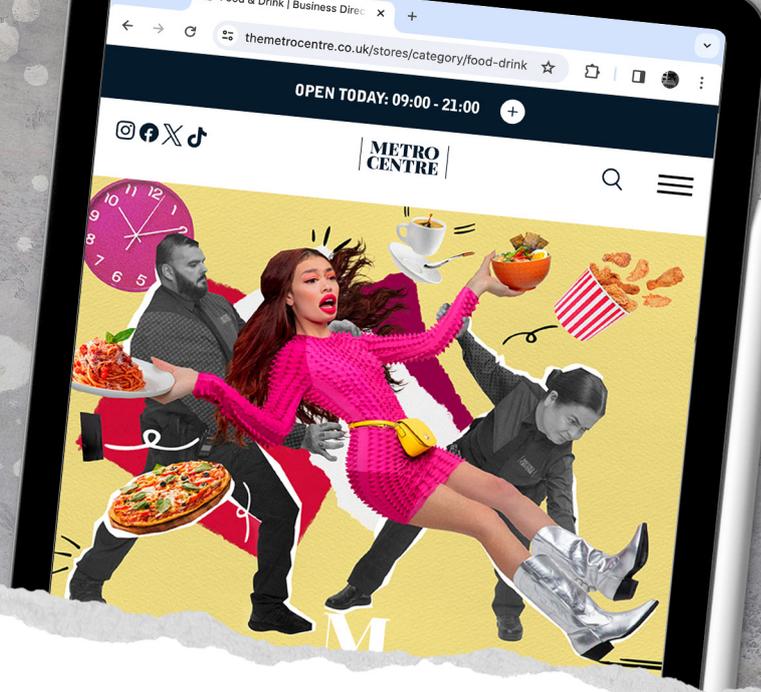
#### In store events

Do you have a one-off in store event coming up that is open to the public? For example a meet and greet, celebrity signing, launch event or tasting session. We can feature your event on the What's On page to help drive awareness and footfall to your store.

To be included, please send us the following at least two weeks in advance:

- Event image without text, 750 x 560px.
- Event description, minimum 500 words including intro, details, dates, times and terms and conditions.
- A selection of lifestyle images to promote the event, for example images of the activity in action at Metrocentre or other locations.

Please also complete a Retailer Event Application Form and email it to the Marketing Team.



## (CONTINUED) WEBSITE

### WHAT WE NEED FROM YOU:

#### Website Campaign Content

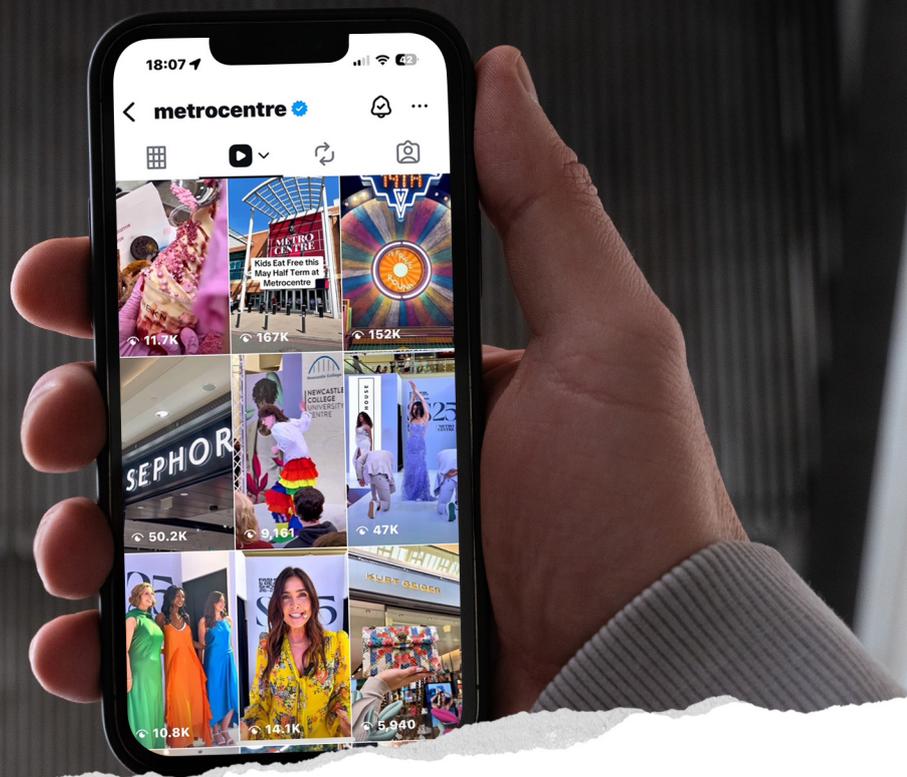
Our website is home to content features that remain for an extended period, and to showcase the volume of choice that is available for our visitors. Where relevant, we will contact you to be part of key campaigns. As an example, we may run a Fashion piece and this may feature you, alongside more fashion & beauty brands.

#### Competitions

We run a variety of competitions throughout the year to support centre campaigns and seasonal themes. These provide an opportunity to raise brand awareness and highlight retailer offerings to our visitors. To take part in a competition please don't hesitate to reach out as we will communicate involvement via Insights or through email.

#### Email Newsletters

We send regular email campaigns to over 100,000 subscribers, highlighting what's happening at Metrocentre. Content can include new retailer openings, offers, job vacancies, events and wider centre campaigns. If you have plans for exclusive launches or relevant content, please get in touch and we will advise on how this can be featured.



## SOCIAL MEDIA

We have a combined following of more than 200,000 across our social media channels, including Facebook, Instagram, TikTok, Threads and X. Our audience continues to grow year on year, giving us the opportunity to showcase the many reasons to visit Metrocentre.

Our social media strategy is designed to position Metrocentre as a must-visit destination. We take a consistent and balanced approach to content, ensuring we highlight our retailers fairly while also producing engaging content that resonates with our audience.

As a guide, our content includes:

### Launches & Updates

We use our channels to share updates on store openings, exclusive launches, events and seasonal activity. We also highlight ongoing campaigns and provide useful information for visitors.

### Campaign & Content Grouping

We group retailer content in line with seasonal themes to highlight the breadth of choice at Metrocentre while supporting our retailers collectively. These themes vary throughout the year, depending on the centre's overall focus.

### Trends & Misc.

We remain flexible with our approach, adapting content to reflect current marketing trends and viral moments. This ensures our channels stay relevant and engaging.

## How You Can Get Involved

- We may visit your store to capture content, so please ensure displays are prepared.
- Share your campaign priorities with us and we will advise on the most suitable opportunities.
- Send us content and campaign details at least one month in advance so we can plan and feature where relevant. This helps us a lot and provides us with inspiration for our content plan.

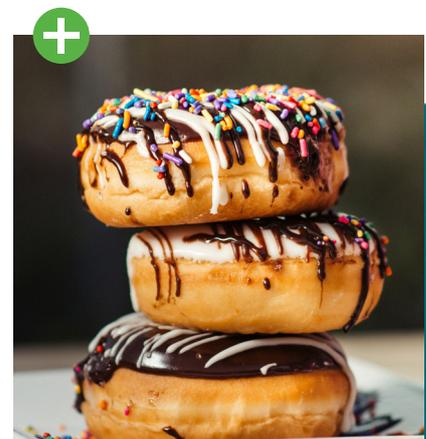
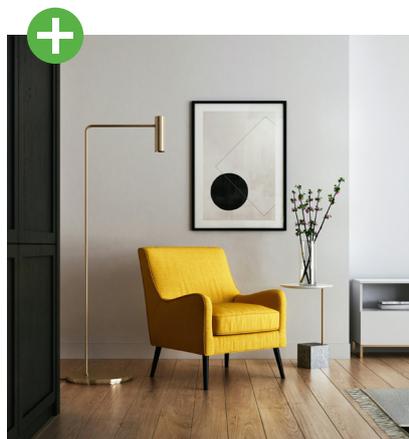
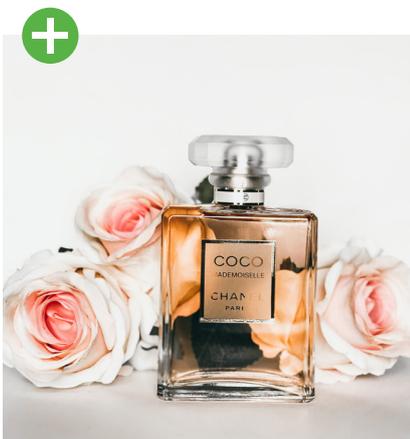
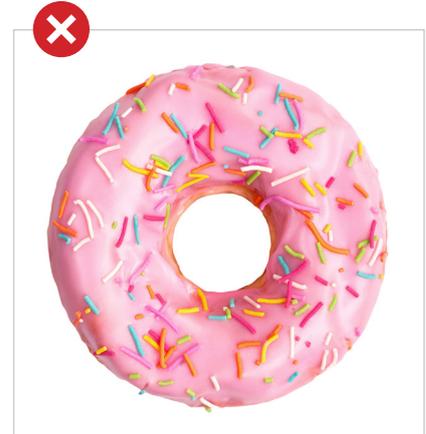
Our aim is to ensure our social media activity complements and supports your marketing campaigns.

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## EXAMPLES OF WHAT WE CAN'T POST:

We will always provide feedback so that both parties benefit from our social media channels. Generally speaking, text graphics do not perform well on social media and do not have the same effect as they do as in-store POS.



# MEET THE MARKETING TEAM

To get in touch with the marketing team please contact [marketing@themetrocentre.co.uk](mailto:marketing@themetrocentre.co.uk) or call 0191 493 0200.



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**Koysal Rahman**  
Marketing Coordinator



**Leah Ridley**  
Marketing Coordinator



**Bradley Driver**  
Marketing Assistant

## A QUICK GUIDE TO GETTING RESULTS

	CORE SUPPORT OPPORTUNITIES						PAID - FOR SUPPORT OPPORTUNITIES				
	Centre website listing	Marketing guidance from the centre marketing team	Engaging content on centre monthly emails	Engaging content on social media (organic)	Engaging content for press releases	Bespoke solus email	Engaging content on social media (paid)	Promotional space and events	Visual presence in centre	Video content on digital screens	WI-FI takeover
Increase the sales of a product			●	●	●	●	●	●	●	●	●
Sample a new product								●			●
Increase footfall to your store	●	●	●	●	●	●	●	●	●	●	
Raise awareness of your store to customers in centre		●						●	●	●	
Raise awareness of your store to customers outside of the centre	●	●	●	●	●	●	●	●			
Provide store or centre news	●										
Recruit staff to boost your sales force	●										