

Christmas 2020

Marketing and

Operations



'Tis the
season to
be jolly

Fa la la

Christmas
Season
Overview

Vision
for
Christmas

This time last year as we prepared to celebrate the Christmas season, we had no idea of the challenges 2020 would bring for not just our State, but the world. Now with Christmas on the horizon, we think it's time we all experienced some joy again.

The Christmas season has always been the most extensive marketing and events campaign on the Rundle Mall calendar, and this year is no exception. We'll be bringing excitement, magic and festivities to the Mall, to bring the community together.

This year, more than ever, the 2020 season will focus on joy and hope.

Our vision is for Rundle Mall to be the heart of Christmas celebrations in the city. A place where the festive season buzzes with unique, must-see installations and decorations that start new Christmas traditions and bring people into Rundle Mall.

This pivotal ten-week period covering November, December and New Year's Day will be a time for the community to celebrate, make memories, and a time for retail to thrive.



Christmas Decorations

From Sunday 1 November, Rundle Mall will be adorned with stunning Christmas decorations. They will bring vibrancy and colour to the Mall, making it the place to experience Christmas in the city.



Christmas Windows

This year's decorations will once again feature ten exciting Christmas Windows, all celebrating the festive season and creating a connection to our community in a unique way.

The Christmas Windows will allow visitors to Rundle Mall to truly immerse themselves in the magic of Christmas, encouraging them to explore the Precinct and contributing to a positive and engaging experience.



Lighting in the Mall

An overhead canopy of lighting, together with twinkling fairy lights in the trees, will make Rundle Mall a magical place this Christmas, especially at night!

Festive lighting will be installed throughout the Precinct to keep it well-lit, and provide a welcoming sense of warmth and liveliness for visitors.

Forest of Trees

A forest of Christmas trees will spring up in Rundle Mall for Christmas, featuring over 100 artificial green trees and bespoke trees.

This unique blend of traditional and contemporary materials will create a strong visual impact, and a must-see for visitors. The Forest of Trees will also surround our wonderful window installations along the Mall.



Entry Statements

At both Pulteney Street and King William Street ends of Rundle Mall, large Christmas-themed entry statements will be installed.

These festive statements will entice families and groups of friends into Rundle Mall to do their Christmas shopping and join in the festivities.



Sign of the Times



Throughout the Christmas season, the safety of our visitors remains our first priority. We'll be using our on-Mall signage and assets to communicate social distancing messaging, as well as adding festive colour and vibrancy.

Building confidence and reassuring our customers that they are in a safe environment is important to us.

On-Mall Signage

We're taking advantage of the high volume of foot traffic and using these assets to communicate key campaign messaging and opening hours. They'll also carry festive messaging, so that customers really feel surrounded by the magic of Christmas.

- Bin Signage
- Floor Decals
- Signage Plinths
- TV Screens
- Banners





Campaign Advertising

Media Advertising

To ensure Rundle Mall is the go-to place for everyone's Christmas shopping, we're implementing an extensive media and PR campaign from November through to January 2021.

Our aim is to remind customers that Rundle Mall is the State's premium retail and lifestyle destination, with the biggest and best range of flagship stores and brands, all at home in a spacious, outdoor Mall.

Key Messages

- Christmas windows
- Extended opening hours
- Black Friday
- Boxing Day
- Communicating easy access to the Precinct, with car parking and public transport
- The biggest and best range
- Outdoor Mall

Digital Channels

Complementing our on-Mall offering will be a strong social media and digital campaign with festive and innovative content, running across our channels and amplified by paid advertising and PR activity.

Digital Christmas Gift Guide

Rundle Mall will launch a comprehensive online Gift Guide, hosted on rundlemall.com and promoted across our digital channels. The purpose of the Gift Guide is to showcase the huge variety of retailers within the Precinct and position Rundle Mall as a one-stop shop for Christmas in South Australia.

With an ever-increasing range of gifting options, we'll be promoting our Gift Guide in unique and engaging ways, demonstrating that Rundle Mall truly has the biggest and best range.

The gift guide will be divided into a number of categories, including:

- Gifts for Her
- Gifts for Him
- Gifts for Kids
- Gifts under \$100



Our finest
gifts we
bring

Parade Rundle Mall Mall Mall

National Pharmacies Christmas Pageant

As we get closer to Christmas, visitation to Rundle Mall will increase. On busy shopping days such as Black Friday, the week before Christmas and Boxing Day, we want to ensure that we not only maintain a safe environment, but one that is vibrant, exciting and welcoming.

The Pageant will look a bit different this year. Instead of winding its way through the streets of Adelaide, for the first time in history the 88th National Pharmacies Christmas Pageant will be a twilight event at Adelaide Oval. Around 25,000 people are expected to attend on November 14th, and we'll be working with event organisers to bring families to the Precinct before the Pageant.

Due to the change of location and reduced attendance, we expect Rundle Mall won't be as impacted by the usual road closures and changes in public transport.

For more information, visit christmaspageant.com.au



Black

Friday

Rundle Mall is excited to be supporting Black Friday again in 2020, which this year falls on Friday 27 November. It's a key shopping day in the retail calendar, creating even more buzz around the Christmas shopping season.

In 2019, Black Friday was the busiest day of the year in the Mall, followed by Boxing Day, demonstrating the importance of all retailers embracing the day and making the most of this increasingly popular retail event.

The Rundle Mall Management Authority have again applied for a Friday midnight trading exemption, giving customers more time to shop and aiding the spread of foot traffic over the day. An extensive media campaign will be implemented to encourage shoppers into the Precinct.



Throughout the day, expect to see:

- Refreshment stations
- Queueing systems
- COVID Marshals
- DJs
- Additional cleaning
- Increased security and SA Police presence
- Promotional staff
- Car parking offers

Countdown to Christmas

Experience has taught us that the ten days before Christmas Day are an integral part of the season, as customers come to Rundle Mall for their last-minute Christmas gifts, decorations and food.

To help manage the increase of customers, we've applied for extended opening hours. We will encourage customers to take advantage of the extended hours and so, we ask all stores to participate in extended opening hours to help create unified times across the Precinct.



Boxing Day

Our extensive Christmas campaign will also support the important post-Christmas sales period. A one-week campaign with a strong call to action around the sales will give Rundle Mall a strong share of voice, with customers invited to visit Rundle Mall on Boxing Day and beyond to discover some great deals.



Keeping Safe and Well During Christmas

As we enter this festive season, and with COVID-19 restrictions continuing, it is important we ensure that our community stays safe and that people remain confident and feel assured that Rundle Mall is a safe place to visit for their Christmas shopping.

We encourage you to start thinking about processes you'll put in place to operate safely during the busy Christmas period.

This includes:

- Managing in-store capacity limits
- Implementing queuing systems outside your store
- Consider increased cleansing
- Contactless payment systems
- In-store hand sanitiser stations
- Click and collection options

We want to hear about what you're going to do to maintain your safety and the safety of your customers.

Please let us know at rundlemall.com/survey



What We Will Continue to Do

The Rundle Mall Management Authority are continuing to work closely with SA Health, State Government, and the City of Adelaide to ensure we maintain a safe, clean and secure environment for the community.

We will continue to implement the additional cleaning and security measures that we have put in place over recent months as well as social distancing signage and other physical assets to remind customers to practice social distancing while they are here.



This will be achieved with:

- Installing safety and social distancing signage
- Increasing cleaning of high-touch points throughout the Mall
- Additional security and greater SA Police presence
- COVID Marshals
- Public safety PA messaging



Draft Trading Hours

Rundle Mall has a valuable competitive advantage at Christmas time with additional opening hours providing accessible and convenient shopping times for customers.

Based on feedback from last year's extended hours, Rundle Mall is currently working with the State Government to finalise trading hours for this Christmas period. Once approved, we'll inform you of the confirmed opening hours via Rundle Mall Management's email communication, please ensure you're signed up at rundlemall.com/stakeholder

We encourage all retailers to make use of the extended trading opportunities throughout the period.

Saturday 14 November, 9am to 6pm
Sunday 15 November, 9am to 5pm
Saturday 21 November, 9am to 6pm
Sunday 22 November, 9am to 5pm
Friday 27 November (Black Friday), 8am to midnight
Saturday 28 November, 9am to 6pm
Sunday 29 November, 9am to 5pm
Friday 4 December, 9am to 10pm
Saturday 5 December, 9am to 6pm
Sunday 6 December, 9am to 5pm
Friday 11 December, 9am to 10pm
Saturday 12 December, 9am to 6pm
Sunday 13 December, 9am to 5pm
Thursday 17 December, 9am to 10pm
Friday 18 December, 9am to 10pm (midnight)*
Saturday 19 December, 9am to 6pm
Sunday 20 December, 9am to 5pm
Monday 21 December, 9am to 10pm
Tuesday 22 December, 9am to 10pm
Wednesday 23 December, 9am to 10pm
Thursday 24 December, 9am to 5.30pm
Friday 25 December (Christmas Day), Closed
Saturday 26 December (Boxing Day), 8am to 6pm
Monday 28 December, 9am to 5pm

***Department stores may trade until Midnight.**

All draft trading hours are subject to change. Awaiting final confirmation of Christmas trading hours from the State Government.

Marketing

Opportunities

The Rundle Mall Management Authority is here to help and support you through Christmas. Here are some of the ways we can help you reach a wider audience, build brand awareness and ultimately get people through your doors.

Digital

Throughout November and December, we'll be using our digital channels to promote Rundle Mall as the destination for all things Christmas related, whether that's being captivated by the Christmas Windows or buying something special for the people they love.

We'll be seeking content and offers for Black Friday, our Gift Guide and Boxing Day, so we ask that you're signed up to our Stakeholder Email Communications to ensure that you're aware of upcoming deadlines. You can sign up at rundlemall.com/stakeholder

Activations

Looking to launch a new product? Want to make the most of the increased foot traffic at Christmas? Maybe you want to re-engage with the Rundle Mall shopper or simply grow your brand?

Whatever the reason, there are some great opportunities for businesses to pop-up on-Mall. Find out more at rundlemall.com/for-business

Contact us

If you have a question, want to know more or share your ideas, we'd love you to get in touch with us at info@rundlemall.com

We wish you all the best for a safe and happy Christmas season.