

VOGUE

AUSTRALIA

FESTIVAL 8-10 OCT



MARKETING & EVENT
OPPORTUNITIES





VOGUE FESTIVAL 2021

ADELAIDE'S BIGGEST SHOPPING WEEKEND IS BACK!

For three fashion-filled days Rundle Mall and Rundle Street will come alive with more fun and entertainment than ever before, from Friday 8 to Sunday 10 October.

Vogue Festival returns for the fourth time, and in 2021 is a partnership between Vogue Australia, Rundle Mall, and the City of Adelaide. Building on the success of previous years, the Festival will now feature an additional day of fashion, with unique activations that can't be found online, exclusive offers and in-store experiences.

Experience the best of fashion in the heart of Adelaide – Rundle Mall and Rundle Street.

VOGUE FESTIVAL CREATIVE DIRECTION

Vogue Festival will return in 2021 with the campaign injecting colour and much-needed optimism across the city. Featuring Australian model Billie-Jean Hamlet, the stunning images create a dramatic effect, focusing on the clothes, the silhouettes and the colours to deliver an energetic campaign with hero images by iconic Australian photographer Duncan Killick.

Signifying the re-emergence of Adelaide as the festival city, think bold and bright pops of colour – shots of pink, red, yellow and blue – to conjure a hyper-colourful and high-octane campaign. The Vogue Festival campaign will celebrate South Australian retail, delivering the very best experience for our consumers and providing real impact for retailers.





VOGUE AUSTRALIA REACHES A TOTAL OF
3,624,000 CONSUMERS EVERY MONTH, MAKING
IT THE BIGGEST FASHION BRAND IN AUSTRALIA.

COLLABORATING WITH VOGUE AUSTRALIA

For over a century, *Vogue* has empowered and embraced creativity and craftsmanship; celebrated fashion, and shined a light on the critical issues of the time. *Vogue* stands for thought-provoking imagery and intelligent storytelling. We devote ourselves to supporting creators in all shapes and forms. *Vogue* looks to the future with optimism, remains global in its vision, and stands committed to practices that celebrate cultures and preserve our planet for future generations. We speak with a unified voice standing for the values of diversity, responsibility and respect for individuals, communities and for our natural environment.

Over the past decade, *Vogue* Australia has heavily invested in a retail support strategy with the primary objective of increasing footfall and driving retail spend in-store.

Print

436k
readership

Online

488k
unique audience

Social

2.7M+
social audience





— BE PART OF —
THE SUCCESS

YOU'RE INVITED TO TEAM UP WITH VOGUE FESTIVAL

EXCLUSIVE OFFERS AND DISCOUNTS

Every year, shoppers mark their calendar and look forward to Vogue Festival. Take advantage of this event by giving them an exclusive in-store offer or discount to generate sales for your business.

In 2019, we were thrilled to see over 150 in-store offers, discounts and gift with purchase across Rundle Mall and Rundle Street and we would love to see even more this year!

IDEAS FOR OFFERS

- Offer a store-wide discount
- Provide an exclusive in-store offer; i.e. buy one get one free
- Give customers a gift with their purchase
- Incentivise shoppers with spend and save promotion

Submit your exclusive offer by **Friday 3 September** to receive your in-kind Vogue Festival branded store decal.

SCAN HERE



IN-STORE EXPERIENCES

Celebrate Vogue Festival and bring the festivities into your store! It's the perfect time to attract new customers and invite your loyal customers to join in the fun.

This year, more than ever, customers are looking for unique shopping experiences, so give shoppers a reason to explore your store, and give them an experience they can't get online!

IDEAS FOR IN-STORE EXPERIENCES

- Serve champagne and canapés while your customers shop
- Invite customers to exclusive styling sessions
- Add a social media moment in-store
- Host DJs, brand ambassadors and designer meet & greet
- Give away fairy floss, popcorn or small floral gifts

For in-store activations to be featured within the Vogue Festival printed program, please confirm your activation with marketing@rundlemall.com by **Friday 3 September**.





Superdry

DIESEL

VOGUE
AUSTRALIA
FESTIVAL 18/19
OCT

DAVID

VOGUE FESTIVAL 2019

Vogue Festival returned in 2019 for another successful two days of shopping in Adelaide!

The Festival officially opened on Friday 18 October; hosted by Vogue Australia editor-in-chief Edwina McCann, David Jones ambassador Victoria Lee, Channel 10 presenter Kate Freebairn and City of Adelaide Lord Mayor Sandy Vershoor.

The city was invigorated over these two days with exciting pop-ups, in-store experiences and countless shopping offers spanning across Rundle Mall and Rundle Street. This fashion-filled event brought Adelaide out in full bloom, with shoppers, retailers and stakeholders thrilled to have been part of the festival.

BEHIND THE SCENES

RUNDLE MALL & RUNDLE STREET

- 15 pop-up activations
- 5 new ticketed events
- Over 150 in-store offers and discounts

SALES & TRAFFIC DRIVERS

- Busiest day in the Mall since Festival Season
- Drove retail sales for categories directly impacted by Vogue Festival including supporting categories of food and homewares

REACH

Rundle Mall saw a

+31%

increase in PR vs. 2018, including nation coverage with The Australian

5,000

printed Vogue Festival Programs distributed through the Adelaide CBD

- Inclusion in print editions of Vogue Australia
- Inclusions across Vogue Australia's digital and social platforms



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