

Description of Entry

After a difficult year in 2002 Four Seasons Town Centre was poised for more of the same in 2003. But the mall found a way to turn the tide. By harvesting the talents of the mall's Assistant Marketing Manager, a former newscaster, and making the merchants the stars of mall ads, the center could afford to broadcast the virtues of the retailers through extensive TV and radio commercials. With broadcast's remarkable powers of persuasion, the center gave customers new reasons to shop Four Seasons. Sales soared for participating retailers by an average of 36.1% the week after their commercial aired.

Situation

Four Seasons Town Centre is a 30-year-old 1.2 million-square-foot shopping center located in Greensboro, North Carolina – in the heart of the Piedmont Triad region in Guilford County. The super-regional shopping center has three department stores and 180 specialty shops. During 2002, the unemployment rate in Guilford County, North Carolina reached 6.9%, the highest in 12 years. North Carolina's average unemployment rate that year was 6.7%, the fifth highest in the country. The textile, furniture and tobacco based Piedmont Triad economy was especially hard hit as textile plants relocated to other countries; the furniture industry was hard hit by foreign imports and many tobacco companies laid off employees as a result of cigarette class action lawsuits. Between 1999 and 2002, more than 10,000 people were laid off in Guilford County alone.

Four Seasons Town Centre was also fighting a second battle - competition. Although Four Seasons is the only enclosed mall in Greensboro, the center's biggest competitor is Friendly Shopping Center, a 950,000-square-foot open-air shopping center with a regional mall-like retail mix. In addition, Friendly Shopping Center enjoys an average household income of over \$100,000 within a three mile radius, while Four Seasons Town Centre's average household income within three miles is just over \$60,000. Families in the mall's primary market make up the demographic most likely to be devastated by a layoff. Four Seasons' primary market was thriving thirty years ago, but today is stagnant. Population expansion in Greensboro is occurring to the North – right into Friendly Shopping Center's primary market.

After a stagnant 2002 Holiday Season and no relief in sight for the economy and mall sales, merchants were feeling the sales pinch. Nearly 50 merchants visited the marketing team seeking help to increase their store's sales. Four Seasons Town Centre needed to remind the more affluent customer in the secondary trade area that the merchandise mix was worth the drive across town, and give target shoppers, who are women between the ages of 25-54 with a \$50,000+ household income, new reasons to shop at Four Seasons. Anxious to help the retailers but restricted by a limited budget, the mall marketing team looked within to capitalize on a unique mall resource and create a TV and Radio ad campaign designed to boost mall sales.

Objectives and Strategies

Objective: To increase overall mall store sales by 3% for 2003.

Strategy: The overall strategy was to develop a fresh advertising campaign that would spark a renewed interest from customers who were shopping at the mall's competitor, Friendly Shopping Center. This advertising campaign also was aimed at customers affected by the bad economy. It gave them reassurance that they could still afford to shop at Four Seasons.

Objective: To increase sales of stores who participated in the commercial during 2003 by 25%.

Strategy: The TV ad campaign featuring different retailers in each segment was created in the form of a "news" story to give the commercial a sense of legitimacy and urgency. These commercials looked like a news story and no other ad aired during their two minute commercial break, so the news anchor would cut to the mall commercial and then the viewer would be taken right back to the anchor. This smooth transition gave the ad the look of a news segment conveying a sense of newsworthiness and timeliness.

Objective: To increase merchant participation by 25%.

Strategy: The TV commercial content changed weekly and matched the appropriate selling seasons or highlighted a particular fashion trend. In the spots, the merchants were the "stars." Store managers promoted their products on camera in an interview-type format.

Objective: To make Four Seasons Town Centre the most recognizable shopping environment in the Greensboro market with our target customer (Women between the ages of 25-54 with a \$50,000+ household income).

Strategy: The success of the program carried over into a similar Radio ad campaign in May, 2003 that was designed to complement the television advertising. The specific radio commercial corresponded with its like TV commercial, highlighting featured stores with the content changing weekly.

Tactics

1. Because of budget constraints, the "news-o-mmercials" were produced, written and narrated by the Assistant Marketing Manager, a former news reporter.
2. Participation forms were sent to every store manager encouraging them to participate in the commercials. The Assistant Marketing Manager followed up with visits and phone calls. As the commercials started to air and get results, more and more merchants became interested in the program and started contacting the mall office to sign up.
3. Correspondence is ongoing with corporate offices of national retailers like Williams-Sonoma, J. Crew, The Limited, Talbot's, Express, Godiva Chocolatier, Ann Taylor, Aeropostale, and S&K Menswear to get permission for their local stores to participate in the commercials. As of May 31, 2004, many of the national retailers and anchor stores had participated or were scheduled to participate. (See Results and chart in Supplemental Pages.)
4. These "news-o-mmercials" air twice a week on "The Good Morning Show," the three hour local morning newscast on WFMY News 2, the local CBS affiliate and Greensboro's only TV station. TV ads began airing on Wednesday, January 15, 2003, and have been running ever since (as of May 31, 2004). They run every Wednesday morning at 6:58 a.m. This time period is the highest rated 15-minute spot of the three hour morning show for the mall's target customer of women between the ages of 25 and 54 with a \$50,000+ household income.
5. These same commercials are repeated every Saturday morning at 7:58 a.m. during the same morning newscast. "The Good Morning Show" on Saturday mornings has an extremely high rating with the Four Seasons target customer of women between 25 and 54 with a \$50,000+ household income.
6. In May 2003, the mall added a 60-second FM Radio version of the TV commercials. These spots, with content changing weekly as well, aired four times a week on two different popular FM stations, totaling 263 spots. These time spots were added- value from a previous radio buy.
7. Tenant surveys were circulated to solicit feedback and record store results. This data then helped the Assistant Marketing Manager to continue to gather participation from other retailers.

Expenses

Television "News-o-mmercials" Air Time and Production	\$30,000
50 TV commercials on Wednesdays	
50 TV commercials on Saturdays	

The commercials began the third week of January 2003, so there were 50 ads instead of 52 for 2003.

Radio "News-o-mmercials" Air Time and Production	Added Value
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As part of the 2003 Radio buy of :15 second spots of traffic and weather sponsorships, the mall received :60 second ads as added value for 2003. These :60 second ads are the "News-o-mmercials." This includes the air time and production.

Traffic and Weather Radio Sponsorship	<u>\$81,989</u>
Includes Radio Air Time and Production	

Total	\$111,989
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This represents 13% of the 2003 marketing budget of \$993,942.18.

Cost Efficiencies

Photography used in the introduction of the TV ads was recycled from the 2002 newspaper advertising campaign with no new charges being incurred.

The Assistant Marketing Manager, a former news reporter, was writer, producer and talent for the ads, thus saving the mall **\$45,825** during 2003 in producer and talent fees.

Formula for determining savings:

12 hours per TV commercial X 50 weeks of ads = 600 hours

Average rate for producers = \$60 per hour

Average rate for on-air talent = \$75 per hour

Hours split into 300 for producing and 300 for talent time

300 hours for producing X \$60 =	\$18,000
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300 hours for talent X \$75 =	<u>\$22,500</u>
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Total TV production savings =	<u>\$40,500</u>
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10 hours per month of Radio production X 7 months = 70 hours

35 hours for producing X \$60 =	\$ 2,200
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35 hours for talent X \$75 =	<u>\$ 2,625</u>
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Total Radio production savings =	\$ 5,325
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Total savings for broadcast campaign =	\$45,825 per year
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Results

Objective: To increase overall mall store sales by 3% in 2003.

Result: Total mall sales increased from \$108,738,535.18 in 2002 to \$113,434,834.80 in 2003, representing an increase of **4.32% or \$4,696,299. This was an ROI of 4,193%!**

(% ROI = Increase in sales/Cost of advertising X 100 or \$4,696,299/\$81,989 = 41.93 X 100 = 4193%)

Objective: To increase sales of stores who participated in the commercial during 2003 by 25%.

Result: Effectiveness surveys sent out to the participating merchants showed that merchants who participated in the TV commercials on average saw a sales increase of **29.1% during the week** their ad aired over the previous week, and a **36.1% increase** the week after their ad aired over the week before it aired. During the month their particular commercials aired, stores saw an average of a **44.1% increase** in sales from the previous month, and a **28.4% increase** the month after their ads aired compared to the month before their ad aired.

Objective: To make Four Seasons Town Centre the most recognizable shopping environment in the Greensboro market with the mall's target customer of women between the ages of 25-54 with a \$50,000+ household income.

Result: A Spring 2003 Intercept Survey conducted at the mall showed the TV campaign, which at the time was only three months old, was the most recognizable form of advertising with our target shopper with an awareness level of 32.9%.

Result: These commercials were so successful, Four Seasons Town Centre signed on to do them for the 2004 year on WFMY adding a two minute Friday morning spot (7:20 a.m.) and a two minute Thursday evening spot (6:20 p.m.) adding a total of 41 extra spots for 2004 during key selling seasons. WFMY was so enthusiastic about the commercials they included in the mall ad buy a :15 second promo spot "advertising" the commercial and the times viewers could see it. During 2004 this promo spot runs six times a week.

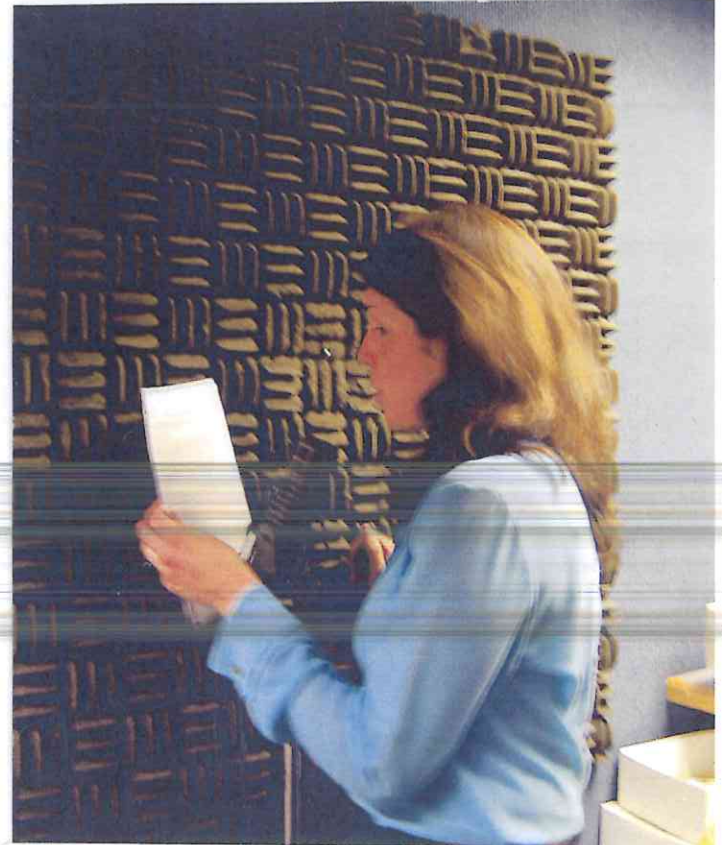
Result: The :60 second Radio commercials were so successful, Four Seasons Town Centre continued doing them in 2004 and added two more popular FM Radio stations to the mix.

Result: Gannett Broadcasting Inc., the owner of WFMY TV, encouraged all of the TV stations they own across the country to pitch these commercial ideas to the malls in their areas.

Objective: To increase merchant participation by 25%.

Result: Participation increased 38% from store managers who wanted to be in the commercials to advertise their store. Managers begged to be in as many commercials as possible. Between January 2003 and May 31, 2004 approximately 70 stores were highlighted and many more were mentioned. Many store managers would take copies of the commercials they were in and show them to their peers at corporate district meetings. Some managers, including ones from Talbot's and Brookstone, received bonuses for taking such a strong initiative in their stores' sales production by appearing in the commercials.

Result: Through correspondence with the corporate offices of major national retailers, Four Seasons was able to get stores like Williams-Sonoma, The Limited, Talbot's, Express, Godiva Chocolatier, and S&K Menswear to participate locally in these commercials.



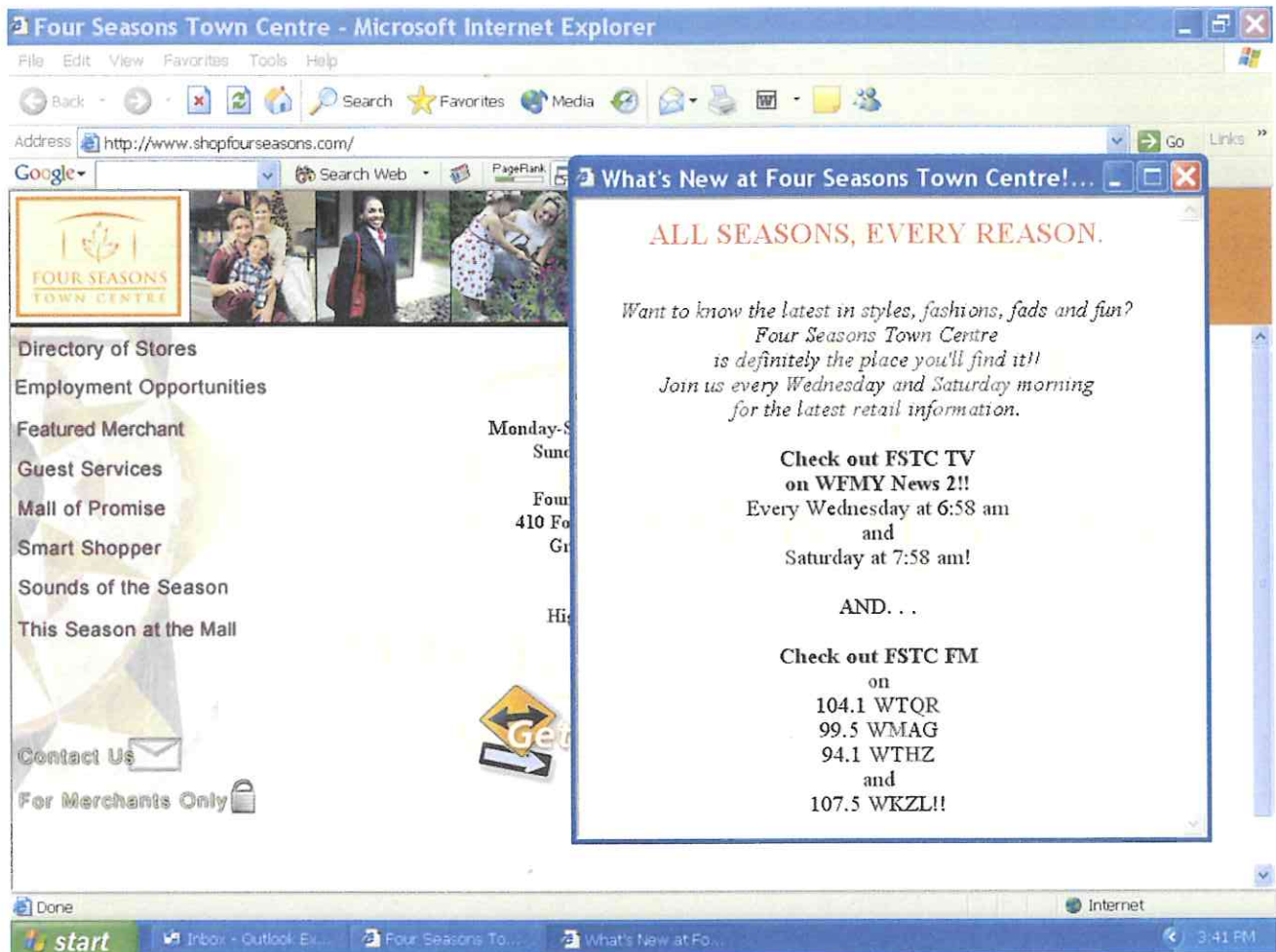
By using the Assistant Marketing Manager, a former news reporter, as writer, producer and talent, the company saved \$45,825 during 2003 in production fees.



The merchants, their stores and the merchandise were the "stars" of the television ads.



The commercial began with a standard seven second pre-made introduction using still photography recycled from the 2002 print campaign.



A pop-up on the mall's Web site promoted the ads as they were a news show about the mall's offerings.

Week Change							
Store	Commercial	Dates Aired	Sales Week Prior	Sales Week of	% Change	Sales Week After	% Change
African American Art	Black History Month	1/29/03 & 2/1/03	\$3,500	\$3,800	8.6%	\$4,500	28.6%
Aveda	Holiday Gift Ideas For Her	12/10/2003 & 12/13/03	\$10,320	\$14,570	41.2%	\$19,019	84.3%
Aveda	Holiday Gift Ideas For Him	12/17/03 & 12/20/03	\$14,570	\$19,019	30.5%	\$14,653	0.6%
Aveda	Make-up	8/20/03 & 8/23/03	\$6,493	\$6,632	2.1%	\$7,462	14.9%
Aveda	Beauty Services	7/23/03 & 7/26/03	\$7,393	\$5,614	-24.1%	\$7,354	-0.5%
Aveda	Win A Summer Vacation	6/18/03 & 6/21/03	\$6,203	\$6,539	5.4%	\$4,952	-20.2%
Aveda	Mother's Day	5/7/03 & 5/10/03	\$7,619	\$9,116	19.6%	\$5,885	-22.8%
Aveda	Wedding Registry	5/21/03 & 5/24/03	\$7,102	\$7,064	-0.5%	\$6,766	-4.7%
Belk	Signature Wear	2/18/03 & 2/21/03	\$5,861	\$5,209	-11.1%	\$6,480	10.6%
Belk	January Clearance Sales	1/15/03 & 1/18/03	\$164,820	\$182,406	10.7%	\$211,632	28.4%
Belk	Make-up	8/20/03 & 8/23/03	\$16,992	\$17,178	1.1%	\$17,707	4.2%
Belk	Fall Fashion for Children	9/10/03 & 9/13/03	\$12,976	\$12,797	-1.4%	\$13,336	2.8%
Belk	Fall Coats	10/1/03 & 10/4/03	\$2,339	\$4,035	72.5%	\$3,596	53.7%
Brookstone	Valentine's Day Gift Ideas	2/5/03 & 2/8/03	\$5,525	\$9,671	75.0%	\$16,013	189.8%
Brookstone	Gift Certificates	10/29/03 & 11/1/03	\$16,316	\$12,325	-24.5%	\$22,470	37.7%
Brookstone	Father's Day	6/4/03 & 6/7/03	\$14,413	\$25,420	76.4%	\$14,280	-0.9%
Brookstone	Holiday Gift Ideas For Him	12/17/03 & 12/20/03	\$82,786	\$139,808	68.9%	\$119,371	44.2%
Catherine's	Summer Clothes for Unique Sizes	6/25/03 & 6/28/03	\$6,800	\$8,500	25.0%	\$6,600	-2.9%
Custom Creations	Jewelry	9/3/03 & 9/6/03	\$3,359	\$3,056	-9.0%	\$1,935	-42.4%
EB Games	Gearing Up for Daytona	2/12/03 & 2/15/03	\$36,128	\$38,101	5.5%	\$32,154	-11.0%
EB Games	Holiday Gift Ideas for Him	12/17/03 & 12/20/03	\$76,721	\$110,940	44.6%	\$150,016	95.5%
Franklin Covey	Looking Professional	3/12/03 & 3/15/03	\$4,000	\$3,800	-5.0%	\$3,500	-12.5%
Gadzook's	Back to School: Teens	8/13/03 & 8/16/03	\$20,580	\$16,240	-21.1%	\$21,112	2.6%
Godiva	Valentine's Day Gift Ideas	2/5/03 & 2/8/03	\$2,080	\$3,963	90.5%	\$24,202	1063.6%
Godiva	Easter Gift Ideas	4/16/03 & 4/19/03	\$3,132	\$5,291	68.9%	\$1,674	-46.6%
Godiva	Mother's Day	5/7/03 & 5/10/03	\$1,479	\$3,753	153.8%	\$2,473	67.2%
Gymboree	Win A Summer Vacation	6/18/03 & 6/21/03	\$9,695	\$12,812	32.2%	\$9,231	-4.8%
Gymboree	Back to School: Kids	7/30/03 & 8/2/03	\$11,707	\$17,950	53.3%	\$10,999	-6.0%
Gymboree	Fall Fashion for Kids	9/10/03 & 9/13/03	\$12,294	\$17,793	44.7%	\$15,098	22.8%
Gymboree	Holiday Party Wear	12/3/03 & 12/6/03	\$26,662	\$21,238	-20.3%	\$28,269	6.0%
Hungates	Hot Toys	11/26/03 & 11/29/03	\$13,388	\$19,116	42.8%	\$21,024	57.0%
Hungates	Summer Hobbies	7/16/03 & 7/19/03	\$7,845	\$7,084	-9.7%	\$8,927	13.8%
Impressa Copy Jewelry	Mother's Day	5/7/03 & 5/10/03	\$4,138	\$5,351	29.3%	\$2,935	-29.1%
Jarman	The Bowling Shoe	2/19/03 & 2/22/03	\$15,819	\$9,536	-39.7%	\$9,864	-37.6%
JCPenney	Back to School: Kids	7/30/03 & 8/2/03	\$268,001	\$580,542	116.6%	\$388,999	45.1%
JCPenney	Fall Coats	10/1/03 & 10/4/03	\$279,534	\$376,017	34.5%	\$415,812	48.8%
JCPenney	January Clearance Sales	1/15/03 & 1/18/03	\$198,103	\$204,395	3.2%	\$164,399	-17.0%
JCPenney	Children's Spring Fashion	4/2/03 & 4/5/03	\$282,351	\$367,680	30.2%	\$354,195	25.4%
Johnston & Murphy	The Bowling Shoe	2/19/03 & 2/22/03	\$9,229	\$8,646	-6.3%	\$5,813	-37.0%
Kay Bee Toys	Hot Toys	11/26/03 & 11/29/03	\$26,677	\$80,913	203.3%	\$48,033	80.1%
Lee Spa Nails	Beauty Services	7/23/03 & 7/26/03	\$2,000	\$2,100	5.0%	\$2,500	25.0%
Mr. Dunderbak's	Restaurants	2/26/03 & 3/1/03	\$10,654	\$11,135	4.5%	\$11,774	10.5%
Picture People	Father's Day	6/4/03 & 6/7/03	\$15,170	\$14,930	-1.6%	\$12,247	-19.3%
Picture People	Easter Gift Ideas	4/16/03 & 4/19/03	\$17,951	\$31,226	74.0%	\$12,727	-29.1%
Puppies to Guppies	Easter Gift Ideas	4/16/03 & 4/19/03	\$10,892	\$8,764	-19.5%	\$11,871	9.0%
S&K Menswear	Fall Fashion for Men	9/24/03 & 9/27/03	\$8,229	\$13,107	59.3%	\$14,009	70.2%
S&K Menswear	Holiday Gift Ideas for Him	12/17/03 & 12/20/03	\$16,590	\$19,458	17.3%	\$18,796	13.3%
S&K Menswear	Holiday Party Wear	12/3/03 & 12/6/03	\$13,298	\$21,470	61.5%	\$25,190	89.4%
Select Comfort	Home Décor	4/9/03 & 4/12/03	\$6,500	\$8,500	30.8%	\$8,500	30.8%
Select Comfort	Home Décor	4/9/03 & 4/12/03	\$6,500	\$8,500	30.8%	\$8,500	30.8%
Size 5-7-9	Summer Clothes for Unique Sizes	6/25/03 & 6/28/03	\$12,100	\$16,700	38.0%	\$14,300	18.2%
Spencer Gifts	Halloween Costume Ideas	10/22/03 & 10/25/03	\$13,450	\$21,536	60.1%	\$16,684	24.0%
The Body Shop	Make-up	8/20/03 & 8/23/03	\$5,078	\$5,715	12.5%	\$4,796	-5.6%
The Limited	Fall Fashion For Women	9/17/03 & 9/20/03	\$20,000	\$20,000	0.0%	\$20,000	0.0%
The Shoe Dept.	Summer Shoes	7/9/03 & 7/12/03	\$17,726	\$15,494	-12.6%	\$19,398	9.4%
The Shoe Dept.	Back to School: Kids	7/30/03 & 8/2/03	\$19,397	\$41,794	115.5%	\$26,077	34.4%
Waldenbooks	Balack History Month	1/29/03 & 2/1/03	\$13,902	\$14,157	1.8%	\$16,653	19.8%
Yankee Candle	Easter Gift Ideas	4/16/03 & 4/19/03	\$6,908	\$6,373	-7.7%	\$9,127	32.1%
Average =					29.1%	Average =	36.1%

The stores represented in this spreadsheet are not the only stores who participated in the commercial series, however they are the only stores who turned in sales results.

Many participating stores saw dramatic spikes in the sales once the TV ad they participated in ran.

Month Change							
Store	Commercial	Dates Aired	Sales Month Prior	Sales Month of	% Change	Sales Month After	% Change
African American Art	Black History Month	1/29/03 & 2/1/03	\$13,000	\$20,000	53.8%	\$20,000	53.8%
Aveda	Holiday Gift Ideas For Her	12/10/2003 & 12/13/03	\$31,026	\$66,701	115.0%	\$28,031	-9.7%
Aveda	Holiday Gift Ideas For Him	12/17/03 & 12/20/03	\$31,026	\$66,701	115.0%	\$28,031	-9.7%
Aveda	Make-up	8/20/03 & 8/23/03	\$24,620	\$28,499	15.8%	\$33,442	35.8%
Aveda	Beauty Services	7/23/03 & 7/26/03	\$31,572	\$24,620	-22.0%	\$28,499	-9.7%
Aveda	Win A Summer Vacation	6/18/03 & 6/21/03	\$29,038	\$31,572	8.7%	\$24,620	-15.2%
Aveda	Mother's Day	5/7/03 & 5/10/03	\$24,565	\$29,038	18.2%	\$31,572	28.5%
Aveda	Wedding Registry	5/21/03 & 5/24/03	\$24,565	\$29,038	18.2%	\$31,572	28.5%
Belk	Signature Wear	2/18/03 & 2/21/03	\$17,840	\$21,943	23.0%	\$30,555	71.3%
Belk	January Clearance Sales	1/15/03 & 1/18/03	\$324,910	\$713,119	119.5%	\$885,004	172.4%
Belk	Make-up	8/20/03 & 8/23/03	\$87,150	\$67,951	-22.0%	\$147,818	69.6%
Belk	Fall Fashion for Children	9/10/03 & 9/13/03	\$69,832	\$76,708	9.8%	\$70,010	0.3%
Belk	Fall Coats	10/1/03 & 10/4/03	\$10,144	\$20,752	104.6%	\$41,030	304.5%
Brookstone	Valentine's Day Gift Ideas	2/5/03 & 2/8/03	\$23,980	\$51,482	114.7%	\$48,879	103.8%
Brookstone	Gift Certificates	10/29/03 & 11/1/03	\$52,546	\$52,074	-0.9%	\$116,581	121.9%
Brookstone	Father's Day	6/4/03 & 6/7/03	\$50,846	\$69,746	37.2%	\$50,280	-1.1%
Brookstone	Holiday Gift Ideas For Him	12/17/03 & 12/20/03	\$116,581	\$405,157	247.5%	\$43,398	-62.8%
Catherine's	Summer Clothes for Unique Sizes	6/25/03 & 6/28/03	\$32,000	\$35,000	9.4%	\$37,000	15.6%
Custom Creations	Jewelry	9/3/03 & 9/6/03	\$12,740	\$12,747	0.1%	\$14,511	13.9%
EB Games	Gearing Up for Daytona	2/12/03 & 2/15/03	\$123,751	\$138,764	12.1%	\$107,121	-13.4%
EB Games	Holiday Gift Ideas for Him	12/17/03 & 12/20/03	\$183,300	\$447,164	144.0%	\$127,146	-30.6%
Franklin Covey	Looking Professional	3/12/03 & 3/15/03	\$4,000	\$3,800	-5.0%	\$3,500	-12.5%
Gadzook's	Back to School: Teens	8/13/03 & 8/16/03	\$54,981	\$82,545	50.1%	\$52,416	-4.7%
Godiva	Valentine's Day Gift Ideas	2/5/03 & 2/8/03	\$8,833	\$34,308	288.4%	\$6,524	-26.1%
Godiva	Easter Gift Ideas	4/16/03 & 4/19/03	\$6,524	\$13,934	113.6%	\$9,245	41.7%
Godiva	Mother's Day	5/7/03 & 5/10/03	\$12,006	\$9,200	-23.4%		
Gymboree	Win A Summer Vacation	6/18/03 & 6/21/03	\$45,400	\$48,900	7.7%	\$45,311	-0.2%
Gymboree	Back to School: Kids	7/30/03 & 8/2/03	\$45,311	\$49,592	9.4%	\$47,668	5.2%
Gymboree	Fall Fashion for Kids	9/10/03 & 9/13/03	\$49,592	\$80,911	63.2%	\$75,369	52.0%
Gymboree	Holiday Party Wear	12/3/03 & 12/6/03	\$91,393	\$112,504	23.1%	\$53,914	-41.0%
Hungates	Hot Toys	11/26/03 & 11/29/03	\$37,675	\$54,583	44.9%	\$131,519	249.1%
Hungates	Summer Hobbies	7/16/03 & 7/19/03	\$40,607	\$35,896	-11.6%	\$42,592	4.9%
Impressa Copy Jewelry	Mother's Day	5/7/03 & 5/10/03	\$20,418	\$29,560	44.8%	\$17,565	-14.0%
Jarman	The Bowling Shoe	2/19/03 & 2/22/03	\$43,361	\$49,920	15.1%	\$33,448	-22.9%
JCPenney	Back to School: Kids	7/30/03 & 8/2/03	\$1,077,565	\$1,849,799	71.7%	\$1,025,894	-4.8%
JCPenney	Fall Coats	10/1/03 & 10/4/03	\$1,025,894	\$1,416,193	38.0%	\$2,293,279	123.5%
JCPenney	Children's Spring Fashion	4/2/03 & 4/5/03	\$1,130,314	\$1,365,212	20.8%	\$1,411,758	24.9%
Johnston & Murphy	The Bowling Shoe	2/19/03 & 2/22/03	\$27,438	\$29,975	9.2%	\$31,284	14.0%
Kay Bee Toys	Hot Toys	11/26/03 & 11/29/03	\$87,127	\$289,986	232.8%	\$135,015	55.0%
Lee Spa Nails	Beauty Services	7/23/03 & 7/26/03	\$8,000	\$8,500	6.3%	\$10,000	25.0%
Mr. Dunderbak's	Restaurants	2/26/03 & 3/1/03	\$48,418	\$48,884	1.0%	\$54,118	11.8%
Picture People	Father's Day	6/4/03 & 6/7/03	\$66,540	\$61,141	-8.1%	\$58,590	-11.9%
Picture People	Easter Gift Ideas	4/4/03 & 4/19/03	\$60,404	\$74,168	22.8%	\$66,540	10.2%
Puppies for Puppies	Easter Gift Ideas	4/16/03 & 4/19/03	\$35,000	\$40,000	14.3%	\$38,000	8.6%
S&K Menswear	Holiday Gift Ideas for Him	12/17/03 & 12/20/03	\$49,165	\$71,620	45.7%	\$35,289	-28.2%
S&K Menswear	Holiday Party Wear	12/3/03 & 12/6/03	\$49,165	\$71,620	45.7%	\$35,289	-28.2%
Select Comfort	Home Décor	4/9/03 & 4/12/03	\$26,000	\$33,000	26.9%	\$38,000	46.2%
Select Comfort	Home Décor	4/9/03 & 4/12/03	\$26,000	\$33,000	26.9%	\$38,000	46.2%
Size 5-7-9	Summer Slothes for Unique Sizes	6/25/03 & 6/28/03	\$55,600	\$70,600	27.0%	\$66,800	20.1%
Spencer Gifts	Halloween Costume Ideas	10/22/03 & 10/25/03	\$45,777	\$58,158	27.0%	\$39,988	-12.6%
The Body Shop	Make-up	8/20/03 & 8/23/03	\$22,866	\$27,649	20.9%	\$18,777	-17.9%
The Limited	Fall Fashion For Women	9/17/03 & 9/20/03	\$108,000	\$110,000	1.9%		
The Shoe Dept.	Summer Shoes	7/9/03 & 7/12/03	\$62,219	\$81,031	30.2%	\$95,355	53.3%
The Shoe Dept.	Back to School: Kids	7/30/03 & 8/2/03	\$62,219	\$81,031	30.2%	\$95,355	53.3%
Waldenbooks	Balack History Month	1/29/03 & 2/1/03		\$64,481		\$55,915	
Yankee Candle	Easter Gift Ideas	4/16/03 & 4/19/03	\$31,973	\$28,900	-9.6%	\$37,419	17.0%
				Average =	44.1%	Average =	28.4%

The stores represented in this spreadsheet are not the only stores who participated in the commercial series, however they are the only stores who turned in sales results.

Stores participating in the broadcast ad campaign achieved a 44.1% average sales gain over the month before their participation.

Week Change					
Store	Commercial	Dates Aired	Sales Week Prior	Sales Week of	Sales Week After
Williams Sonoma	Thanksgiving with Williams-Sonoma	11/20/03 & 11/15/03	32%	18%	18%
Brookstone	Win a Summer Vacation	6/18/03 & 6/21/03	9%	57%	-23%
Wild Pair	The Bowling Shoe	2/19/03 & 2/22/03	-5%	2%	10%
Wild Pair	Summer Shoes	7/9/03 & 7/12/03	11%	20%	-3%
Cookie Jar	Specialty Foods	4/30/03 & 5/3/03	5%	5%	5%
Talbot's	Women's Spring Fashion Styles	3/19/03 & 3/22/03	13%	-6%	23%
Talbot's	Holiday Party Wear	12/3/03 & 12/6/03	18%	11%	Flat
Talbot's	Looking Professional	3/12/03 & 3/15/03	53%	13%	-6%
Talbot's Petite's	Summer Clothes for Unique Sizes	6/25/03 % 6/28/03	-44%	-1%	-7%
Talbot's	Back to School: Teachers	8/6/03 & 8/9/03	-30%	13%	3%
JcPenney	Home Décor	4/9/03 & 4/12/03	31%	-4%	-39%
Talbot's	Fall Fashion for Women	9/17/03 & 9/20/03	2%	15%	13%
Talbot's	Holiday Gift Ideas for Women	12/10/03 & 12/13/03	9%	18%	11%
Average=			8%	12%	0%

Month Change					
Store	Commercial	Dates Aired	Sales Month Prior	Sales Month of	Sales Month After
Williams Sonoma	Thanksgiving with Williams-Sonoma	11/20/03 & 11/15/03	20%	15%	2%
Brookstone	Win a Summer Vacation	6/18/03 & 6/21/03	9%	13%	-4%
Wild Pair	The Bowling Shoe	2/19/03 & 2/22/03	-1%	14%	Flat
Wild Pair	Summer Shoes	7/9/03 & 7/12/03	4%	2%	21%
Cookie Jar	Specialty Foods	4/30/03 & 5/3/03	8%	10%	10%
Talbot's	Women's Spring Fashion Styles	3/19/03 & 3/22/03	-23%	2%	-1%
Talbot's	Holiday Party Wear	12/3/03 & 12/6/03	10%	9%	16%
Talbot's	Looking Professional	3/12/03 & 3/15/03	-23%	2%	1%
Talbot's Petite's	Summer Clothes for Unique Sizes	6/25/03 % 6/28/03	-21%	-18%	-17%
Talbot's	Back to School: Teachers	8/6/03 & 8/9/03	-4%	-4%	-3%
JcPenney	Home Décor	4/9/03 & 4/12/03	-9%	-9%	-9%
Talbot's	Fall Fashion for Women	9/17/03 & 9/20/03	-4%	-3%	-3%
Talbot's	Holiday Gift Ideas for Women	12/10/03 & 12/13/03	10%	9%	16%
Average=			-2%	3%	2%

These stores are not allowed to report sales figures, instead they have reported the % increase or decrease they saw during this time period over the year before.

The stores represented in this spreadsheet are not the only stores who participated in the commercial series, however they are the only stores who turned in sales results.

Stores who were unable to share their sales figures in many cases, offer their percent change as a result of the TV commercials.

Retailer Comments about the Commercials

"The spots are fun for the store and very informative for the customer. . . Beneficial to educate customers about trends & where to find them. . . The opportunity for the store is invaluable. It puts our fashions in front of the customer first."

-Bruce McReynolds, General Manager, Belk

"Spotlighted a unique opportunity for customers to try Mac Cosmetics . . . the event was 100% booked and exceeded sales plan!"

-Bruce McReynolds, General Manager, Belk

"It works! . . . The numbers don't lie! . . . With every commercial we see results!"

-Chris Reynolds, Manager, Brookstone

"Many people came in to see what products were in the commercial and told me they came in because of the commercial."

-Doreen Goode, Manager, Aveda

"The day it aired I had many customers tell me about it."

-Erin Stearns, Manager, Yankee Candle.

"The commercials gave customers ideas of where to go for things and gift giving ideas."

-Sheila Ward, Manager, Wilson's Leather

"It increased awareness and significantly increased traffic and sales!"

-Tony Chibbaro, Manager, S&K Menswear



Managers from Talbot's and Brookstone receive bonuses for taking such a strong initiative in the stores' sales production via the commercials.

"Gives us individual exposure we wouldn't normally have. . . . Gives a smaller store, as in our case, a chance to be a destination."

-Daryl Millard, Manager, Hungate's

"Our Halloween sales for 2003 were the highest this store has achieved in the 5 years I have been manager here."

-Susan Ebner, Manager, Spencer's Gifts, about Halloween Costume Ideas

"The commercial was aired during times that our core customers & desired potentials are watching."

-Peter Allen, Manager, Picture People

"Many customers wanted to see the exact items they saw in the commercials. . . our overall performance was higher than the week before by \$3000 and \$3000 higher than the following week."

-Mandy Rice, Manager, Gymboree, about the "Win a Summer Vacation" commercial.

"Professionally done and creates a good image for Four Seasons Town Centre."

-Mark Travis, General Manager, J.C.Penney

"Felt the traffic increase toward the weekend – Friday +9% and Saturday +61%."

-Mark Travis, General Manager, JC Penney, about the "January Clearance Sales" commercial.

"We saw a substantial increase in traffic after these aired plus we had a comp increase of 26%."

-EB Games, Manager, Chris Lowe

"Many customers mentioned that they had seen the commercials and looked for the products from it."

-Lisa Pierce, Manager, Williams-Sonoma, about the "Thanksgiving with Williams-Sonoma" commercial

As sales results started coming in for retailers featured in the commercials, more and more contacted the mall office to be included. In between January 2003 and May 31, 2004 approximately 70 stores were highlighted and mentioned in the commercials.

"Gave us a chance to display some of the seasons newest fashions."

-Sung Kim, Manager, The Limited, about the "Fall Fashions for Women" commercial

"Several new customers said they had never heard of us before the commercial."

-Liz Young, Manager, Cache`

"Customers always comment when a commercial airs."

-Sandra Hall, Manager, Talbot's

"Customers really respond to what they see on TV."

-Sandra Hall, Manager, Talbot's

"Our petites business expanded because of this commercial."

-Felicia Cerny, Manager, Talbot's Petite's, about the "Summer Clothes for Unique Sizes" commercial

"I was surprised at the number of people who stopped by to say they had seen the commercial."

-Billy Parker, Assistant Manager, Baskin Robbins

"...helps build a relationship with them (the customer)..."

-Larry Fleming, Manager, Franklin Covey

"Exposure to the store and items of unique variety brought customer counts up 30% over last year."

-Cindy Hill, Assistant Manager, Brookstone



Many stores experienced significant double digit sales increases in the period following the airing of the commercials.

SAMPLE OF A FSTCTV Script

Women's Spring Fashion

Airs: Wednesday, 3/19/03 & Saturday, 3/22/03

:20

Start with music.

Clockwise video octagons of mall stores and clothes.

Intermix the following bites for :20 seconds.

00:22:50 – 00:22:53 (:03)

"Well bright colors and patterns are important for the spring season."

00:03:02 – 00:03:05 (:03)

"Floral. The floral themes are in big this year."

00:22:53 – 00:22:56 (:03)

"Stripes will be a very big piece this year."

SPRING HAS SPRUNG AT FOUR SEASONS TOWN CENTRE. AND LIKE THE BEGINNING OF EVERY SEASON, CUSTOMERS LOOK TO KEY RETAILERS LIKE ANN TAYLOR, CACHE AND TALBOTS TO SEE WHAT STYLES WILL BE IN SEASON. (:10)

Take Bite Felicia Cerny (Talbots)

00:23:14 – 00:23:18 (:04)

"In the blouse a new length called the bracelet sleeve, which is a little bit longer than the ¾ sleeve."

Take Bite Tracie Rowe (Cache')

00:05:45 – 00:05:51 (:06)

"This is one of our most popular tops. This is a sleeveless top with a keyhole as you can see here with the tortoise shell embellishment."

Take Bite Felicia Cerny (Talbots)

00:22:56 – 00:23:05 (:09)

"We will be offering a lot of selection in pant lengths again. Ankle grazers, crop length, Capri length, and the pedal pushers."

Take Bite Tracie Rowe (Cache')

00:01:35 – 00:01:43 (:08)

"The Capri pants are really in this year, back in style. And the skorts, believe it or not are back in."

SPRING TRENDS ARE LENDING TO BRIGHT TROPICAL COLORS,... (:03)

Take Bite Felicia Cerny (Talbots)

00:23:31 – 00:23:34 (:03)

"A lot of yellows and blues this year along with apple green."

Take Bite Tracie Rowe (Cache')

00:01:07 – 00:01:12 (:05)

"The turquoises, the mangos. We have this new color called beach grass."

... AS WELL AS STRIPES, FLORAL PRINTS AND EMBELLISHMENTS. IN CACHE, MOST SPRING CLOTHING HAS SOME TYPE OF BEADING OR EMBROIDERY SEWED ON. (:08)

Take Standup Shannon Davis (Four Seasons Town Centre)

00:11:22 – 00:11:36 (:14)

"Cache' also offers a unique line of jewelry to make any outfit complete. The newest trend in accessories is this floral tie necklace. Modeled after the women of the show "Sex in the City", this added touch can make any spring outfit chic."

{Repeat jazzy intro with this last track.}

LERNER, EXPRESS AND THE LIMITED HAVE THEIR OWN UNIQUE LINES OF CHIC FOR SPRING. BUT IF CASUAL FITS YOU MORE THIS SEASON... AMERICAN EAGLE OUTFITTERS, ABERCROMBIE AND FITCH, THE GAP OR J. CREW MAY BE MORE YOUR STYLE. AT DAVIS (:15)

Long form (2 minute) commercials employed a "It news-style" script that emphasized spe merchandise in the spotlighted retail stores.

SAMPLE OF A FSTC FM SCRIPT

Back to School Teachers Airs: Monday, August 18 -Friday, August 22, 2003

BACK TO SCHOOL TRENDS AREN'T JUST FOR STUDENTS, THERE ARE LOTS OF FALL STYLES FOR FAHIONABLE TEACHERS AS WELL, AND YOU CAN FIND THOSE AT FOUR SEASONS TOWN CENTRE. (:07)

AT TALBOTS, YOU'LL FIND COMFORTABLE, LIGHT WEIGHT FABRICS, WHICH CAN BE WORN THROUGH ALL SEASONS. BLOUSES IN LOTS OF NEW FALL COLORS AND DETAIL STITCHING, AS WELL AS PANTS AND SKIRTS WITH ALTERNATIVE WAIST BANDS AND POCKETS ARE VERY POPULAR THIS SCHOOL YEAR. (:12)

Felicia Cerny, Talbot's
00:32:54 -00:33:04 (:10)

"We also have a wonderful selection in our wrinkle resistant blouses, in solid colors and stripes. And they are for work in the classroom, but can be paired on the weekend with jeans and kakis."

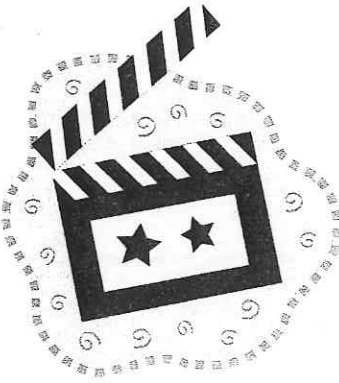
FOUR SEASONS' GAP AND J. CREW HAVE TRENDY, CASUAL OPTIONS FOR EVERY TEACHER. AND RACK ROOM SHOES OFFERS CASUAL, COMFORTABLE STYLES- PERFECT FOR A DAY IN THE CLASSROOM. (:08)

Ann Chism, Rack Room Shoes
00:12:00- 00:12:06 (:06)

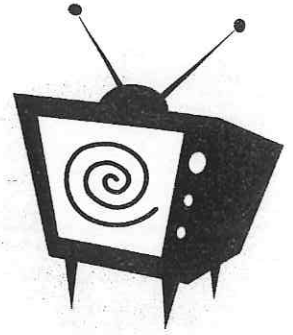
"Something flat not too flat, not too high, just like a medium comfort style shoe would be good for the teachers this year I think."

A PLANNER CAN HELP EVEN THE MOST ORGANIZED TEACHER, AND ALL EDUCATORS RECEIVE A 20% DISCOUNT AT THE FRANKLIN COVEY AT FOUR SEASONS TOWN CENTRE. AND IF YOU'RE IN THE MARKET FOR A COMPUTER FOR HOME OR AT SCHOOL... DELL DIRECT HAS JUST THE LAP TOP OR PC TO HELP KICK OFF THE SCHOOL YEAR TO A GREAT START. I'M SHANNON DAVIS, FOR FOUR SEASONS TOWN CENTRE. (:17)

Complementary radio ads with the same local n format were placed on two of the top FM stations times a week beginning in May of 2003 and four of top FM stations four times a week beginning in Janu of 2004.



Merchant Participation Form
FSTC—TV
Four Seasons Town Centre's New
TV Campaign with WFMY News 2



Four Seasons Town Centre is embarking on something never done before in the Piedmont. The FSTC

marketing department has purchased an entire year's worth of commercials for the mall that will air twice a week on WFMY News 2 (CBS) (Greensboro cable channel 9). The best part is these commercials will feature **you!** These commercials will air twice a week during the Good Morning Show, the station's local morning newscast, and will be in the disguise of a TV news story. Each two minute segment airs weekly on Wednesday's at 6:58 am and again on Saturday at 7:58 am. The commercial content will change every week. The intent is for the viewing audience to think our commercial is part of the Good Morning Show's news segment. This will give the focus of the commercial immediacy and legitimacy, like a news story. These two-minute television segments were created to feature Four Seasons Town Centre stores and the merchandise they carry. This merchant awareness campaign calls attention to the wide variety of merchandise available at the center during key selling seasons.

The segments are written, produced and hosted by Four Seasons Town Centre Assistant Marketing Director Shannon Davis— a former television reporter. As a result, the campaign is extremely cost effective and of a very high quality.

Participation in this campaign is **FREE** and open to all Four Seasons Town Centre merchants. The program is just one more way that Four Seasons maximizes Marketing and Media Fund contributions and provides added value to Four Seasons Town Centre merchants.

If your store participates Shannon Davis, a videographer and lighting technician will come to your store and shoot video of the selected merchandise. If your store's corporate policy allows you to do an on-camera interview, that would be requested as well. The whole process takes 30 minutes or less.

If you have any questions, please contact Assistant Marketing Director Shannon Davis in the mall office at 299-9230 ext 161 or fstcsd@bellsouth.net. You are welcome to fax the participation forms to the mall office at 299-9969. Thank you for your support.

Store Name: _____ Store Phone #: _____

Manager's Name: _____

Yes, I am willing to be interviewed on camera _____

No, I am not willing to be interviewed on camera _____

Story Ideas:

Because the news style of the commercial was unique, this communiqué to merchants was used to solicit their participation.



WAYNE FREEDMAN
VICE PRESIDENT BUSINESS DEVELOPMENT
GANNETT TELEVISION

May 25th, 2004

Ms. Shannon Davis
FOUR SEASONS TOWN CENTRE
400 Four Season Town Centre
Greensboro, NC 27427

Dear Shannon:

I hope this letter finds you well.

It has been fascinating to hear about the continuing success of the Four Seasons Town Centre/All Season Every Reason campaign on WFMY-TV. As we discussed when we met in January, this project represents one of the most unique and powerful mall marketing projects we've ever encountered ... and certainly represents a substantial departure from traditional mall marketing techniques.

You've developed a very successful formula: using the reach and power of television with long-form (2-minute) commercials that employ an easy-to-produce "local news-style" production technique. Your very effective role as "on-air host" has certainly added even more credibility and distinctiveness.

Most important, the campaign has received almost universally positive response from participating Four Seasons Town Centre merchants, and of course, was renewed for a 2nd Year in 2004.

There is no question that this concept could be easily customized and "exported" to other malls around the country. Given the marketing challenges facing many major malls today, the Four Seasons Town Centre/All Season Every Reason may be just the kind of unique and powerful marketing program that can not only enhance brand awareness, but build immediate and additional traffic and sales, as well.

Congratulations again, Shannon, on creating and executing this very successful program. And on behalf of Gannett Broadcasting, thank you for your continued support of WFMY-TV.

Warmest personal regards,



PRODUCTION

CLIENT: FOUR SEASONS TOWN CENTRE
TITLE: PROMO

SPOT #: FSTC0403XX
PRODUCER: JOHNSON
EDITOR: BLACK
DATE: 2/27/04
LENGTH: :15

AE: CLARK
START DATE: AS SCHEDULED
TALENT: DAVIS
MUSIC: TBA
WRITER: JOHNSON

VIDEO

AUDIO

VARIOUS FAST PACED CLIPS OF PREVIOUS FOOTAGE

SHANNON ON CAMERA – SUPER NAME

SUPER TIMES

FOUR SEASONS LOGO

WANT TO KNOW THE LATEST IN STYLES,
FASHIONS, FADS AND FUN? THE MALL IS
DEFINITELY WHERE YOU'LL FIND IT!

HI I'M **SHANNON DAVIS** – JOIN ME EVERY
WEDNESDAY AND SATURDAY MORNING

FOR THE LATEST SHOPPING
INFORMATION BROUGHT TO YOU BY THE
RETAIL LEADER - **FOUR SEASONS TOWN
CENTRE. ALL SEASONS, EVERY REASON!**

WFMY offered to ad this promo spot to the ma
media buy. The spot promotes the commercials as
they were a news story.