Engage the Senses.
MALLS AND LIFESTYLE CENTERS are more than just a commercial core: They engage all five senses, drawing affluent visitors who are open to your visual messages and brand reinforcements.

Starwood Retail Partners can help you convey those messages to your potential customers, for a few hours, a few weeks or longer. Our market-dominant centers offer a platform in most major DMAs across the country, flexibility to help your audience experience your brand or product in unique ways, and a focus on innovation and service.

Engage Your Audience
Nearly 90% of US population visits a mall within every three-month period

More than 204 million people visited a shopping center in the three months of spring 2015

75% of all US shoppers visit a mall at least once per month

The percentage of mall shoppers with $100,000+ incomes is 20% higher than the US population

Starwood Retail’s Centers:
100 million+ combined annual visits
$80,000 Average Household Income vs. $71,320 in US
Malls located in 11 of the top 20 DMAs
Flexible promotional spaces from full center courts to parking lots
Eleven of the Top 20 DMAs
Malls are listed with annual traffic counts in millions
Of all the senses, sight is the one most used to send messages to an audience. Visuals can instantly draw your potential customer — in the right setting.

With our spectacular showcases, the addition of new technologies, innovative presentations, and exceptional traffic, Starwood provides the stage to make your impressions great.
Shoppers at Northlake Mall in Charlotte, NC, can see the great sights of Peru without leaving home. Working with Peru Tourism, Starwood placed interactive digital screens that display colorful videos describing Peruvian culture, history, and art in the mall’s Grand Court. Shoppers who tweeted a selfie to a designated hashtag received a tweet back listing retailers selling products made in Peru and information on Peruvian tourism. The result was an immersive visual experience, both entertaining and enlightening.
Hearing is the sense most closely linked with communication and learning, making it an integral part of our moods and development.

Starwood properties can host live events, work with local media and create a receptive atmosphere for your acoustic messages.
Miami Fashion Board’s “Discover YOU” Model Search and Talent Contest combined a model search, photo shoot and music-filled runway show at The Mall at Wellington Green, Westland Mall and MacArthur Center. Aspiring models and actors gain an emotionally rewarding and educational stage experience in front of a live audience, helping them to develop a more positive self-image and confidence.

Participants built a professional portfolio, giving them a foot in the door to the professional world of modeling and acting.

**Are You Listening?**
- Concerts
- Live Performances
- Radio Station Remotes

- Seminars
- Gaming Activations
- Fashion Shows
Shopping centers allow their audience to experience brands directly — touching and trying a product allows shoppers to determine quality, while making a lasting impression.

Let your target audience experience your message in new and tactile ways — from sampling, to test drives, to consumer trials.
The test drive is perhaps the most important element in purchasing a car. To introduce its new 200 series automobile, Chrysler wanted a truly interactive experience.

During a weekend at SouthPark Mall near Cleveland, Chrysler hosted an exterior ride and drive activation which consisted of a reception tent encouraging shoppers to test-drive the new Chrysler 200. The activation was supported with interior and exterior signage including a striking backlit vehicle display, interactive kiosks and on-site brand ambassadors.
“Working with Starwood was top notch. The team was super organized, easy to work with, and great communicators. All of this, coupled with our excellent location, made for a smooth and successful activation. True partners all around.” — Gina Giordano, Account Supervisor, Havas Impact for Amope
“The malls in Starwood Retail’s portfolio are always the premier malls in the area or as we say ‘The mall everyone goes to.’ We look forward to working with Starwood for many more tours in the future.” — Doug Waldbueser, Owner, Miami Fashion Board, Inc.
Smell.

The sense most closely aligned with memory, scent creates an emotional bond between consumer and product or experience.

Uniquely interactive, scents can instantly attract an audience to a display or presentation.
Seeking to increase its brand awareness and boost sales of its single-cup coffee makers, Keurig and Starwood created a promotion at The Mall at Wellington Green that appealed to the shoppers’ sense of smell — and need for caffeine.

Located in Macy’s court, Keurig’s tasting kiosk offered branded cups of freshly brewed coffee for a month-long activation. Drawn by the scent, shoppers indulged, then carried the cup throughout the mall, in effect becoming part of the marketing effort. Macy’s sold so many machines they had to restock their shelves!

**The Power of Scent**
- Fragrance Introductions
- Cooking Demonstrations
- Product Sampling and Trials
Taste is the culmination of all the other senses — from the sight of the food to a description of its texture and scent. Given that taste is a sense that must be appealed to in person, Starwood malls provide prime locations for tastings, promotions and demonstrations.

Partnership Marketing
Starwood Retail Partners
To introduce a new product to its prospective market of tweens — and even more important, their parents — Juicy Juice Teasers worked with Starwood to offer samples to shoppers at Northlake Mall in Charlotte, NC, and The Collection at Forsyth near Atlanta.

The weekend sampling activations, which also offered branded drawstring backpacks and foam flyers to shoppers, drew thousands of consumers at each location. Those who sampled the product took home giveaways that further promoted the brand.