

Re-Positioning Town Center of Mililani

The Challenge: A "tired," uninspired and sleepy mall requires revitalization. The owners have committed to a physical facelift for the mall but they need a campaign to re-invigorate it as a destination and attract more traffic. They also want to raise the promotional fee charged to all tenants, but need an active promotional and marketing program to prove to tenants that they are getting something for their money.



In January 2012, TLC PR was contracted by Colliers International to assume all marketing, media relations and promotional programming for the mall. In twelve months, we completely revamped and enlivened the entertainment program, developed a new web site, initiated and promoted an e-newsletter, started an active social media program and created signature events that drew hundreds of people to the mall.

We began with a SWOT analysis of the mall, conducted with the management team. We also met with every tenant personally and conducted a survey to determine what they envisioned to improve traffic and their familiarity with social media. A tenant relations program was put into place, with a monthly bulletin keeping them abreast of activities. When our new Facebook page was launched, we conducted a tenant seminar to teach them how to engage with the page and use it to their advantage.

The previous advertising budget for traditional print media was re-dedicated to improving the entertainment program, commissioning musical groups, dancers, young singers and others to enliven the property. We reached out to the Mililani community to seek out talent within the neighborhood. The non-profit Chinese lion dance club became not only a regular source of entertainment but a group of willing and enthusiastic volunteers who assisted us in logistics for special events.

Suddenly, Mother's Day, Father's Day, Cinco de Mayo, Thanksgiving and other holidays were packed with fun promotions, exciting entertainment, displays and visiting celebrities.

Our final, most significant contribution was the creation of a New Year's Eve event for families—something that had never been done before. We timed the event for early evening and, at the stroke of 7PM (midnight in New York) we had a "Pineapple Drop," the lowering of a huge wooden pineapple strung with hundreds of lights. We chose the pineapple to reflect the agricultural history of Mililani.

Results: Town Center of Mililani is now drawing in hundreds of new shoppers each month. The entire promotional program was developed without the use of expensive advertising, instead utilizing social media, publicity and an e-newsletter to create buzz. The most successful event ever held in the mall was the first New Year's Eve celebration that drew over 1,200 families.

Client Comment: "Town Center of Mililani has been completely re-invented with a program of entertainment that draws the local target community into the mall and engages non-profits, schools and other organizations with the mall, with the bottom line being more traffic and improved revenue. We value this firm's work and have recently engaged them to perform the same magic on another mall we have been commissioned to manage."

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