



Shopping Centres

CASE STUDY

"The odds of going to the store for a loaf of bread and coming out with only a loaf of bread are three billion to one."

Such is the magic of the shopping centre and the allure of 'retail therapy'!

Shop 'Til you Drop!

Love 'em or hate 'em, shopping centres are an alluring and essential part of 21st century living. In the words of the movie 'Confessions of a Shopaholic', "When I shop, the world gets better, and the world is better, but then it's not, and I need to do it again".

The role of shopping centres in our lives has changed, and we are in a time when investment in huge retail centres in our towns and suburbs is at an all time high. In WA we have over 270* shopping centres, representing around 15% of Australia's total retail centres and turning over \$15.4** billion.

And, as in most important things in life – first impressions count! In retail, there's NEVER been a more important time to stand out from the crowd.

Understanding that at quality signage is paramount, our proven track record of delivering value for money outcomes in Shopping Centres is demonstrated throughout this Case Study.

We have worked closely with many shopping centre operators and builders to ensure that the signage for their retailers not only looks great, but also conforms to the centre's retail design criteria and guidelines.

Acutely aware of the partnership required when working in Shopping Centres, our team creates a professional result every time, using our experienced craftsmen and great customer service to ensure that works are completed to the highest standard.



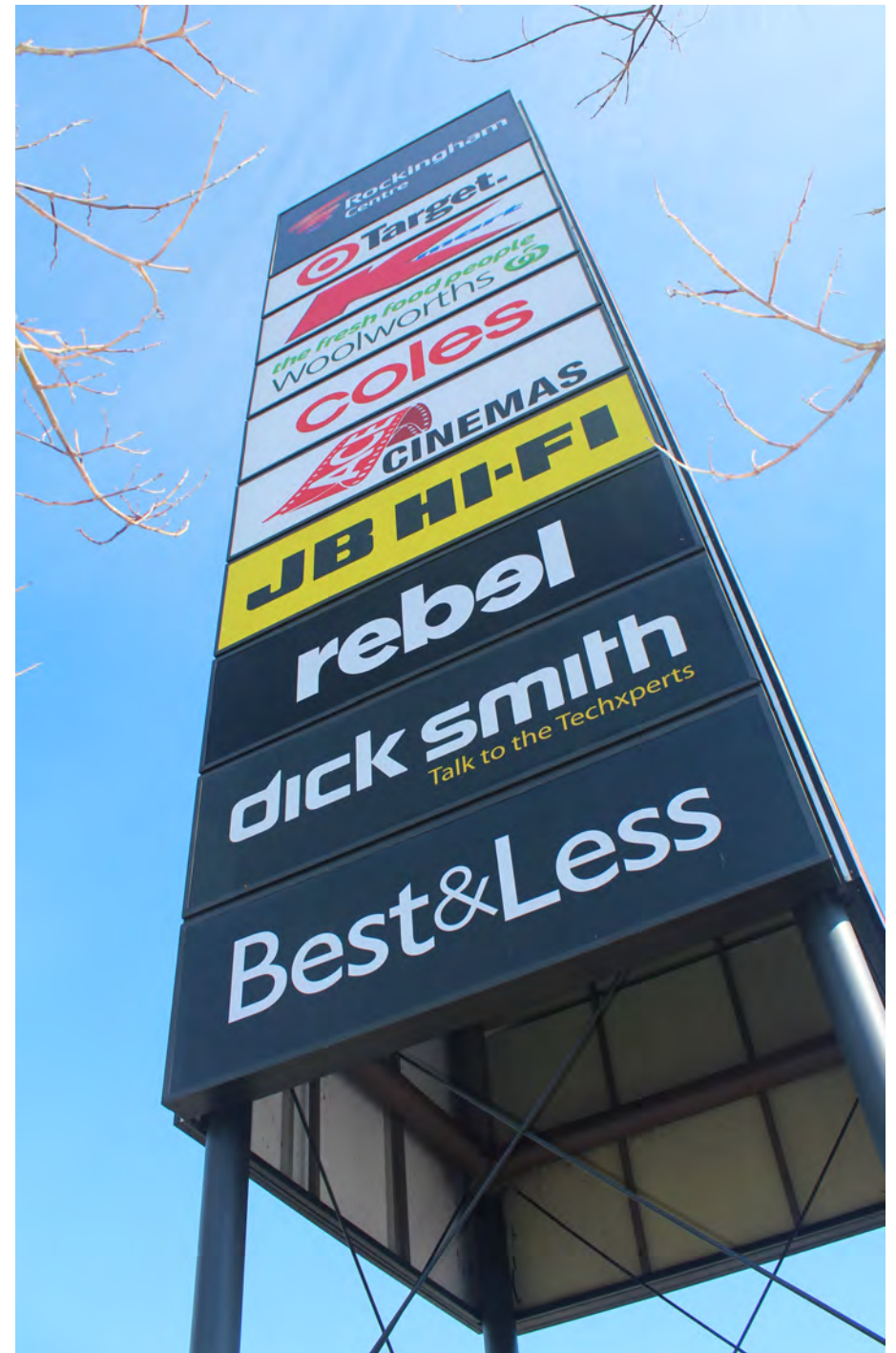
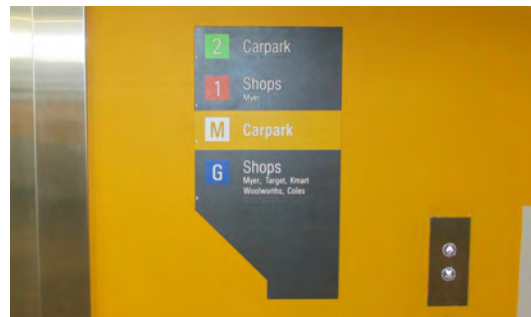
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Types of Shopping Centre Signage

Over the last 33 years Signs & Lines have undertaken numerous shopping centre retail projects using our design, manufacturing and installation talents in complex and logistically demanding environments. Understanding the challenges of a high foot-fall retail environment, our people are cognisant of the unique ways needed to approach each shopping centre project. Installation of signage during a construction phase, for example, presents very different challenges from installing signs whilst the shopping centre is fully operational.

Throughout this Case Study you will see examples of the suite of signage we can offer at Shopping Centres, such as:

- Pylon signage – static & digital
- Door signage
- Glazed door signage
- External super graphics
- Carpark signage
- Dynamic signage – digital wayfinding
- External fascia branding signage
- Loading dock signage
- Controlled parking signage
- Internal signage
- Amenities signage
- Shopfronts
- Lightbox signage
- Awning signs, wall signs
- Billboards
- Window graphics & decals
- Entry / exit signs
- Lift signage & trolley bays





Demonstrated Experience

Between 2014 - 2017 we completed shopping centre external signage for Lakeside Joondalup, Midland Gate Shopping Centre, Vicinity Centres, Federation Centres and Secret Harbour Shopping Centre in Perth metro – plus other projects in remoter regional centres. For the aforementioned projects we have manufactured and installed complex large and small scale signage works including: entry statements, pylons, digitally printed fascia panels, window graphics, frosting, general statutory signs, external traffic signage, car park signs, tenant sign removal, directory signs, information kiosk signage, snapper frames, escalator signage etc.

For Lend Lease we were contracted to provide signage at the Joondalup Shopping Centre's expansion for Lend Lease during 2014-2016, with external signage works for Myer, Target and the Shopping Centre branding. This project also included works on digital wayfinding kiosks in the centre. A recent Firm job required us to complete signage works in Port Hedland and our team mobilised from Perth to complete these remote works; similarly we manufactured and installed new Vicinity Centres signage in Karratha.

At Cockburn Shopping Centre in Perth's southern suburbs we completed a digital signage project supplying five wayfinding kiosks, and at Armadale Shopping Centre we completed internal and external signage at the build stage including exterior fascia signage, mall ceiling suspended

signage, emergency evacuation plans, door signage, statutory signage, travelator and CCTV signage, traffic management signs, etc. This work was done in conjunction with the builder and Meyer Shircore Architects.



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An Eye into the Future of Shopping Centres

With an estimated \$4.5° billion will be invested in Perth shopping centres by 2020, with more than half of it spent expanding shopping complexes to create public places where customers can socialise, eat, be entertained and shop.

The move, which breaks down binary thinking about bricks-and-mortar versus online traders, will result in

major shopping centres expanding floor space by more than 50% and integrating online booth and smartphone shopping.

The dynamic of shopping centre visits is definitely changing with food and beverage being a major “pull factor” in luring consumers into shopping centres. More than a third ≠ of consumers indicated they would visit a

shopping centre just to eat or drink.

Expansion of existing shopping centres seems to be the name of the game with expanding major regional centres into super regional centres (130,000sqm-plus) as the trend making the biggest difference in retail spending growth.

Digital Wayfinding & More

Digital wayfinding kiosks help customers navigate efficiently, whilst up-selling or featuring promotions, services and facilities along the way.

Digital advertising signage featuring facial recognition software recognizes the biometrics of people in close proximity, and feeds tailored content to that person. In a matter of seconds, an inbuilt camera determines the age and sex of the viewer and tailors advertising to suit eg. when the sign recognizes a 40 year old male it displays a Casio mens watch; when the sign recognizes a 10 year old girl it displays a pink kids Swatch watch.

Retail centres value digital displays as they are modern and up-to-date – and let's face it, our decision makers of today are highly comfortable in the digital space and a high percentage will make buying decisions based on digital information.

Interactive touchscreen digital signage provides a platform for customer to order goods or provide feedback – with product reviews or answers to surveys displayed on the screens. This proves to the customer that they're being heard!



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The Final Wrap

The great news for the shopaholic is that there will be more malls, brands, trends, discounts, offers to sets your spirit soaring high... Perth is set for a 24.4% increase in Shopping Centre supply by 2020°.

For those looking to ensure that the lure of the shopping centre is playing its part in attracting visitors, Signs & Lines combination of static and digital signage solutions will ensure that the carparks are full and the visitor will have an outstanding shopping centre experience courtesy of great signage.

Sources:

*2015 Property Council of Australia

**2014 Property Council of Australia

° Y Research

≠ CBRE "How global is the Business of Retail" report



GREAT SHOPPING CENTRE SIGNAGE IS TRANSFORMATIVE

Whether you need inspiration, design assistance or help managing a new wayfinding signage project, the team at Signs & Lines and Yap!digital can take your signage from drab to fab! Our service includes creating a strategy and integrated plan that will boost brand awareness and enhance your professional image.

Talk to the team today.

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