

The Broadway Bradford



**Pink PR
10th March 2016**

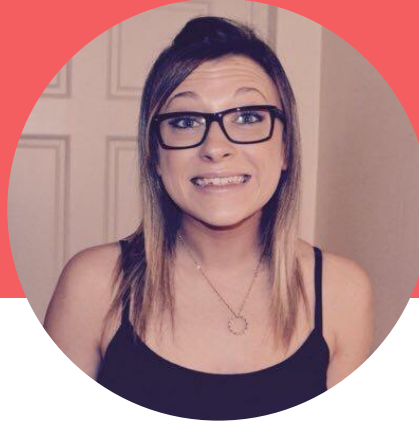
Who We Are



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The Brief



- To create a strategic PR plan to include aspects of media relations, events and digital media ideas.
- To plan the launch event for the Broadway pop-up fashion store focusing on the press and key influencers with a 6-week foreseen plan to engage with the target audiences.
- To develop a strong leading PR campaign accompanied by a series of on-going PR initiatives as part of a structured schedule, surrounding key seasonal milestones, inclusive of the wider Bradford community.

Communication Objectives

- Increase levels of footfall into the shopping centre
- Grow social media followers by 6,000 – achieve 30,000 likes on Facebook by December 2016
- Secure regular media coverage across all platforms
- Build stronger relationships with retailers – show them the value of PR campaigns
- Engage with the local community

SWOT



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1

Strengths

- ❖ Westfield brand has positive connotations
- ❖ Historic city centre with distinctive architecture
- ❖ Good transport links by public transport and road.
- ❖ Regional significant centre with strong civic function
- ❖ Culturally diverse centre with many specialist retailers
- ❖ Good leisure service offer in the wider city centre
- ❖ Affordable rents and flexible terms of retail outlets.

2

Weaknesses

- ❖ High level of shop vacancies
- ❖ Lack of suitable retail premises for perspective traders
- ❖ Poor perception of the city
- ❖ Limited convenience provision
- ❖ Limited rental growth
- ❖ Lack of high quality retail traders
- ❖ Dominance of small retail outlets and yields remain higher than ten years ago.

3

Opportunities

- ❖ Ongoing redevelopment of other parts of the city centre, for example the City Park scheme.
- ❖ Development of niche and specialist businesses
- ❖ New office development
- ❖ Continued growth of the city's educational institutions; and Town Centre Management Framework

4

Threats

- ❖ Lack of development of the Broadway site
- ❖ Lack of appropriate retail outlets for prospective retailers;
- ❖ Continued growth of competing centres and out-of-centre retail destinations
- ❖ Increased proliferation of discount retailers.

PEST



Politics

- ❖ Maintenance/ health and safety standards to upkeep, planning permission, stakeholder contracts

Economical

- ❖ Youngest major city in UK, estimated future growth of 8.5%, increase in unemployment, growing population

Social

- ❖ Ethnic considerations, large student community, separation in attitudes toward the development

Technological

- ❖ Development of app software from iPhone and Android users, social media a useful word of mouth tool, threat of online retailers/syndicates

Target Audience

...



Families

Ethnic Minorities

Young People

Affluent Suburbs



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Influence

High

Universities

Parents

Local press



The middle class

Ethnic minorities

Students

Children

Convenience shoppers - live
nearby

Click-and-collect shoppers

City centre based professionals

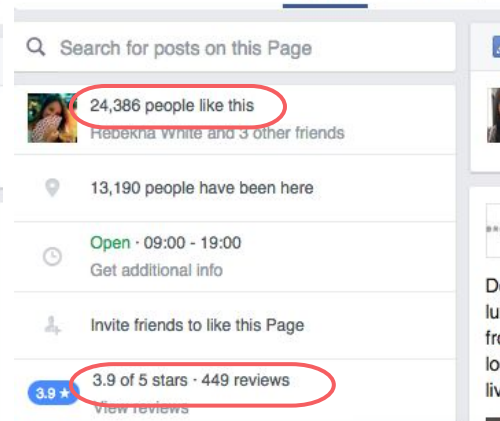
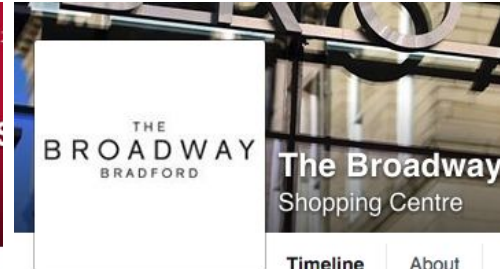
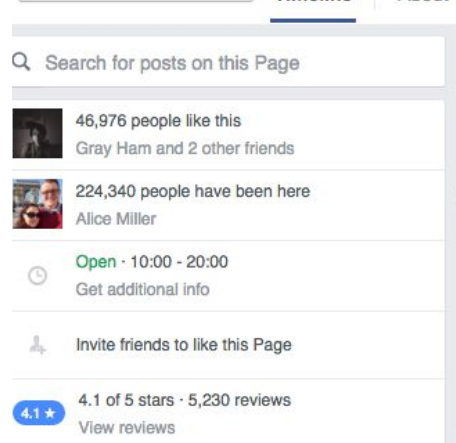
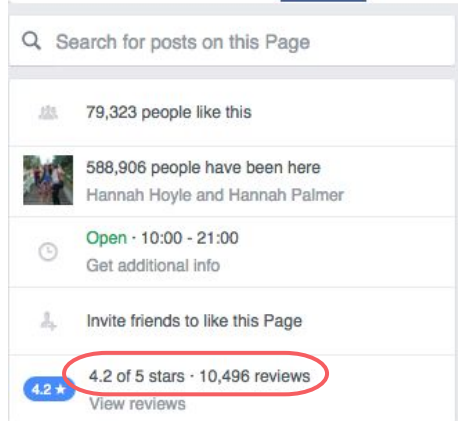
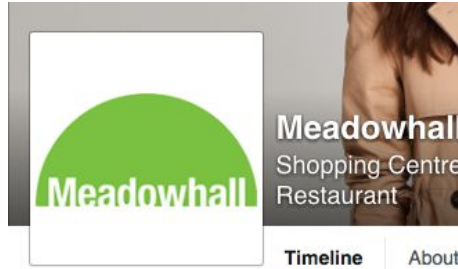
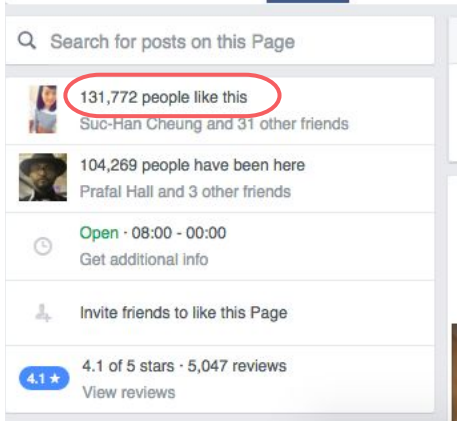
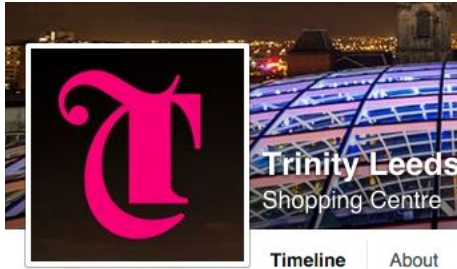
Low

Low

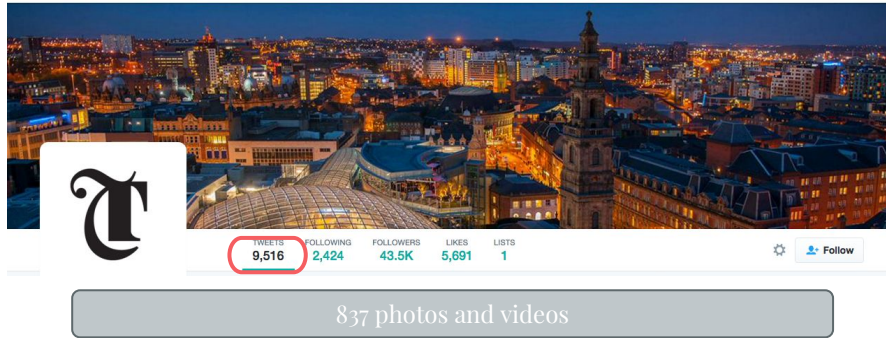
High

Interest

Competitor Analysis : Facebook



Competitor Analysis : Twitter



Twitter profile for The Broadway Bradford. The header image shows a night view of a city with a large glass-roofed building. The profile picture is a stylized 'T'. The bio is empty. The statistics are: 9,516 tweets, 2,424 following, 43.5K followers, 5,691 likes, and 1 list. A button to follow is visible. Below the profile, a grey bar indicates 837 photos and videos.

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
9,516	2,424	43.5K	5,691	1

837 photos and videos



Twitter profile for white rose shopping centre. The header image is a red banner with the text 'GRUB'S UP' and 'Featuring 17 of your favourite eateries including: Frankie & Benny's, Prezzo, handmade burger Co, Primos, WOK&GO'. The profile picture is a stylized 'w' logo. The bio is empty. The statistics are: 4,223 tweets, 444 following, 7,312 followers, and 529 likes. A button to follow is visible. Below the profile, a grey bar indicates 797 photos and videos.

TWEETS	FOLLOWING	FOLLOWERS	LIKES
4,223	444	7,312	529

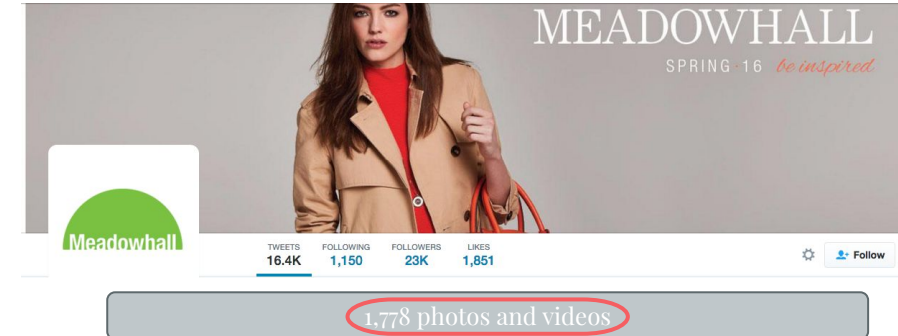
797 photos and videos



Twitter profile for The Broadway Bradford. The header image shows a close-up of a sign that reads 'THE BROADWAY'. The profile picture is a stylized 'T'. The bio is empty. The statistics are: 674 tweets, 116 following, 2,443 followers, and 456 likes. A button to follow is visible. Below the profile, a grey bar indicates 266 photos and videos.

TWEETS	FOLLOWING	FOLLOWERS	LIKES
674	116	2,443	456

266 photos and videos



Twitter profile for Meadowhall. The header image shows a woman in a beige trench coat with the text 'MEADOWHALL SPRING 16 be inspired'. The profile picture is a green semi-circle logo. The bio is empty. The statistics are: 16.4K tweets, 1,150 following, 23K followers, and 1,851 likes. A button to follow is visible. Below the profile, a grey bar indicates 1,778 photos and videos.

TWEETS	FOLLOWING	FOLLOWERS	LIKES
16.4K	1,150	23K	1,851

1,778 photos and videos

Summary of Findings



- Social media - Utilise Facebook and Twitter to further public engagement
- Precise segmentation - create bespoke PR campaigns to effectively target key target market(s)
- The Broadway rewards app - redirect support from retailers towards the app by creating a mutually beneficial relations; show them the value of PR

Proposals

THE
BROADWAY

The
Proposals

Pink PR x
Broadway

Live stream fashion show

- Live streamed fashion show on Facebook
- Key media to receive invitations as a deskdrop
- Blogger/vlogger outreach; invite local influencers to take over social media accounts in the lead up and during the event; guest appearance on radio, feature articles
- Pop-up store; lucky 10 customers or 10 best selfies receive 15% off Fashion Pony



Telegraph & Argus



6 Week Collaborative follow Up



1. Make-up masterclass;

Work with makeup artists within The Broadway to introduce cosmetic creativity – Debenhams and Boots



2. Kiddie Craft club;

Family orientated after school club, advertising at local community schools.
Collaboration with Smiggle store #kiddiecraftclub



6 Week follow Up



3. Hair and beauty styling class;
Using local beauticians from colleges, universities and independent traders.
Engage with

iBrow beauty

Nail beauty



4. Fit for the Summer
Engage with sport and exercise stores to encourage the community to get fitter for summer – JD Sports



6 Week follow Up



5. Graduate Fashion Day

Final university and college students exhibitions of design, photography and art.



6. Thirty Thursdays

Promotional tool to encourage the purchase



#OneCommunity

- One diverse community, with one thing in common... family!
- Family portraits with props and sign with #OneCommunity - receive images once signed up to Broadway Newsletter.
- Frame to be designed by local students + student photographers for the event with Broadway branding



#OneCommunity



Yorkshire's Own

- A month dedicated to celebrating the fine products and produce that Yorkshire has to offer!
- Local suppliers can showcase their products at The Broadway – Anything Yorkshire's Own goes!

#YorkshiresOwn



Student Lock-In



- Higher education institutions in surrounding areas attracted to Broadway
 - Highly publicised event sure to garner coverage across traditional and modern
 - Sponsorship opportunities to increase brand awareness
 - Featured in major cities such as London, Leeds, Manchester and Birmingham
- Meadowhall, October 2012 - over 18,000 turn out, 20% uplift in footfall, over £600,000 in sales



Broadway Bright Night

- Art installations by professionals and amateur artists from Bradford and surrounding suburbs
- Incentive to get involved with local Government. Become a member of 'Lighting Up the North' - Leeds, York, Blackpool, Durham, Manchester, Lancaster, Gateshead
- Drive usage on visual social media platforms such as Facebook and Twitter
 - Leeds 2014 - over 50,000 people came to the city centre



2016



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November/December
Broadway Bright Night

July/August
#YorshiresOwn campaign

March / April
6-week follow up initiatives

September/October
Student lock- in

May/June
#OneCommunity campaign

January/February
Pop-up store launch

Budget

- Fashion Show; £10,500
incl. models, hair/makeup artist,
DJ, runway, lighting, blogger
appearances
- 6-week follow up; low-cost appx.
£1,000
- #OneCommunity; £5,000
photobooth, props,
photographer

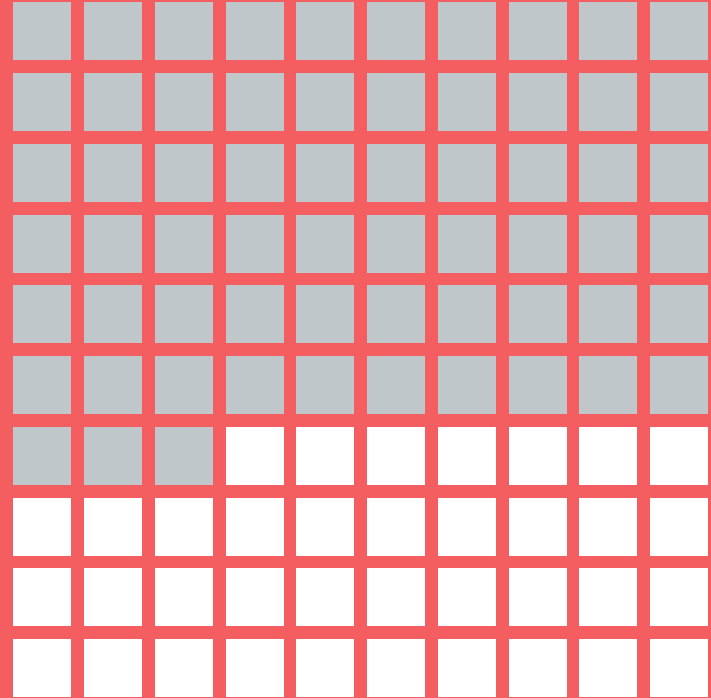
Budget

- Yorkshire's Own; £500
promotional costs, security,
equipment
- Student Lock-in; precise costing
confidential but dependent on
size of venue
- Bradford Bright Night; £4,500 3D
—— projector hiring fee
(dependent on size),
lighting



Budget

- Cost effective recommendations
 - details can be changed to alter overall cost
- Additional funding can be sourced via. Sponsorships, collaboration
- Each initiative has been designed individually therefore work well independently



Evaluation

- AVE – number of clippings, circulation/reach, frequency, placement and sentiment
- Increase in footfall
- Attendance of events
- Increase in sales for retailers
- Social media – number of followers, sentiment, reviews, shares/retweets and likes/favourites



Thank you, any questions?

