



MACRO TRENDS, CONSUMER SHIFTS, AND MARKETING THE WESTFIELD BRAND IN A CHANGING RETAIL WORLD



UNIBAIL-RODAMCO-WESTFIELD



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THE WESTFIELD
BRAND ROLL OUT



GLOBAL MARKET MACRO TRENDS



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Retail Meltdown?

7,500 net store closures in the UK in 2018

+36% vs. 2017

Always on Access



“Today’s consumer no longer goes shopping, but is shopping all the time and everywhere.”

Return on Inspiration

78% of customers prefer to shop in store

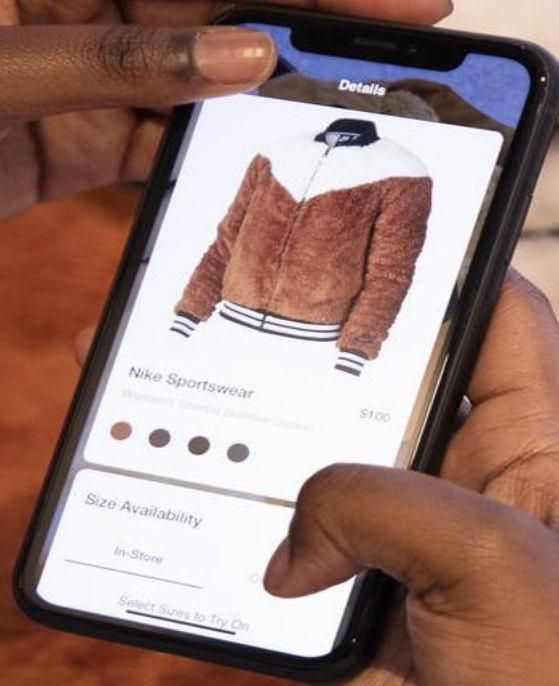
Source: ICSC study "Shopping Centers: America's First and Foremost Marketplace"
Christopher Hanna Salon, Sydney

Digital Disruption

European online sales grew 11% in 2017



Connected Retail



87% of all UK retail sales touch a store

Need for Belonging

A black and white photograph of two hands clasped together, symbolizing support and belonging. The hands are positioned in the center of the frame, with fingers interlaced. The lighting is dramatic, highlighting the texture of the skin and the contours of the hands. The background is a plain, light color.

33% of households consist of just 1 person

The new Town Space

An aerial photograph of a modern urban plaza. On the right, a large, curved building with a white, grid-like facade and a glass facade is visible. The plaza features a paved walkway, several green spaces with trees, and outdoor seating areas with tables and chairs. People are seen walking and sitting on the plaza. The scene is captured during the day, with some buildings in the background showing signs of evening light.


“The more disassociated we are from each other, the more we seek out an environment that fosters physical interactions.”

*John Speck, Urban Planner,
Speck & Associates*

CHANGING CONSUMERS



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A close-up photograph of Jeff Bezos, the founder of Amazon, speaking. He is bald, wearing a dark suit, white shirt, and dark tie. He is gesturing with his right hand, palm facing up, as if explaining a point. The background is a solid blue color.

“We’re not competitor obsessed,
we are customer obsessed.
We start with what the customer
needs, and work backwards.”

Jeff Bezos, Founder, Amazon

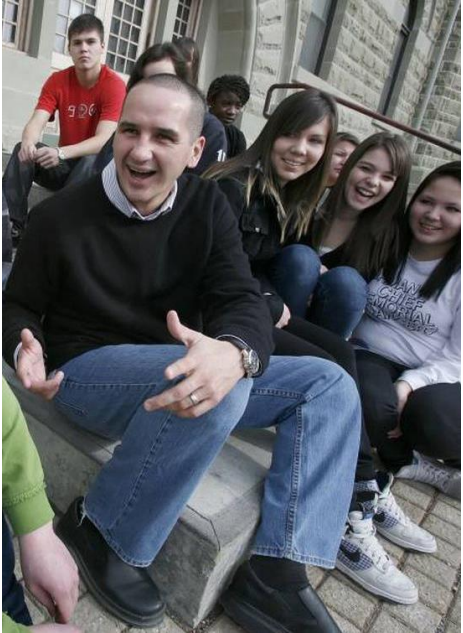
5 major new consumer tribes defined by their shared mindset, values and life stages



Neo Families



Awakened Travellers



Aspiring Urbanites



Second Lifers



Confident Transitionals

Neo Families

Multi-Generational

Balance Seeking

Adventurous

Awakened Travellers

Global Conversation

Local Experience Seekers

Diverse Products

Aspiring Urbanites



Financial
Stability

Adventurous
Spirit

Conscious
Consumers

New
Adulthood

Second Lifers

Optimised Ageing
—
Youthful
—
Spending Power



A diverse group of five young adults (three men and two women) are smiling and posing for a selfie outdoors. They are in front of a building with a balcony. The text 'Confident Transitionals' is overlaid in a white box at the top left.

Confident Transitionals

New Influence

Ethical

Entrepreneurial Self-Starters

URW MARKETING IN A CHANGING RETAIL WORLD



UNIBAIL-RODAMCO-WESTFIELD

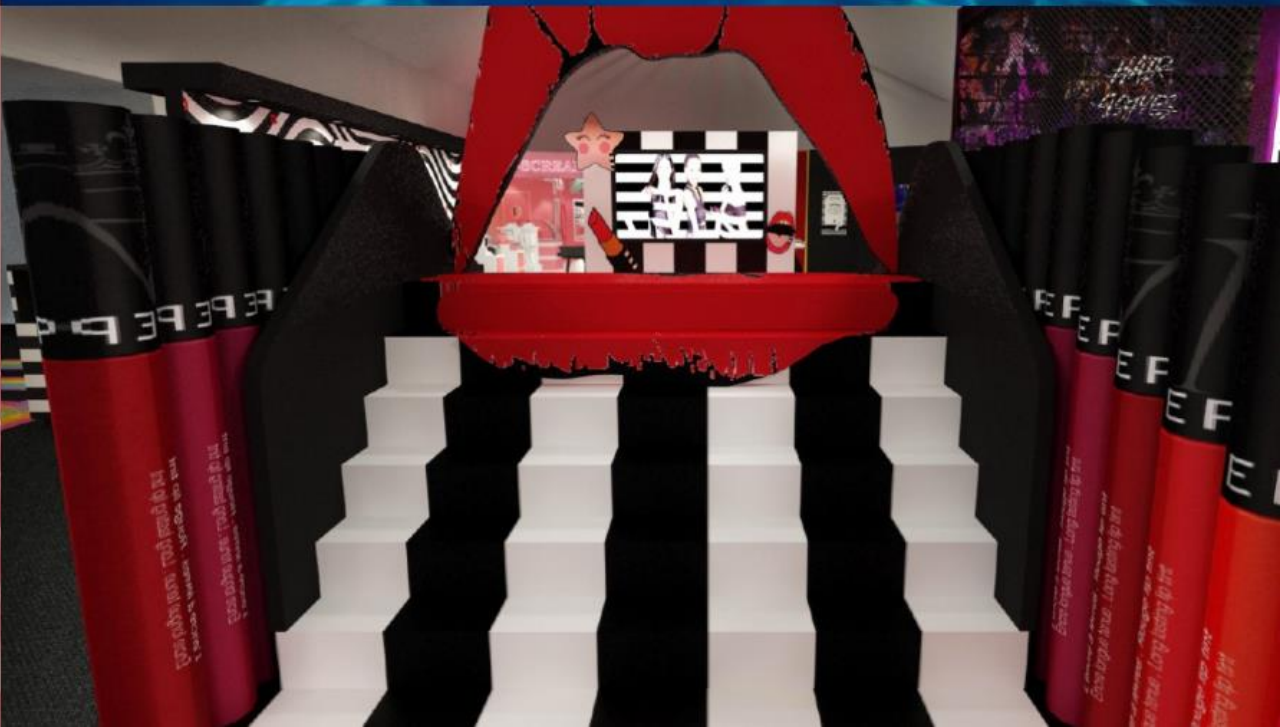
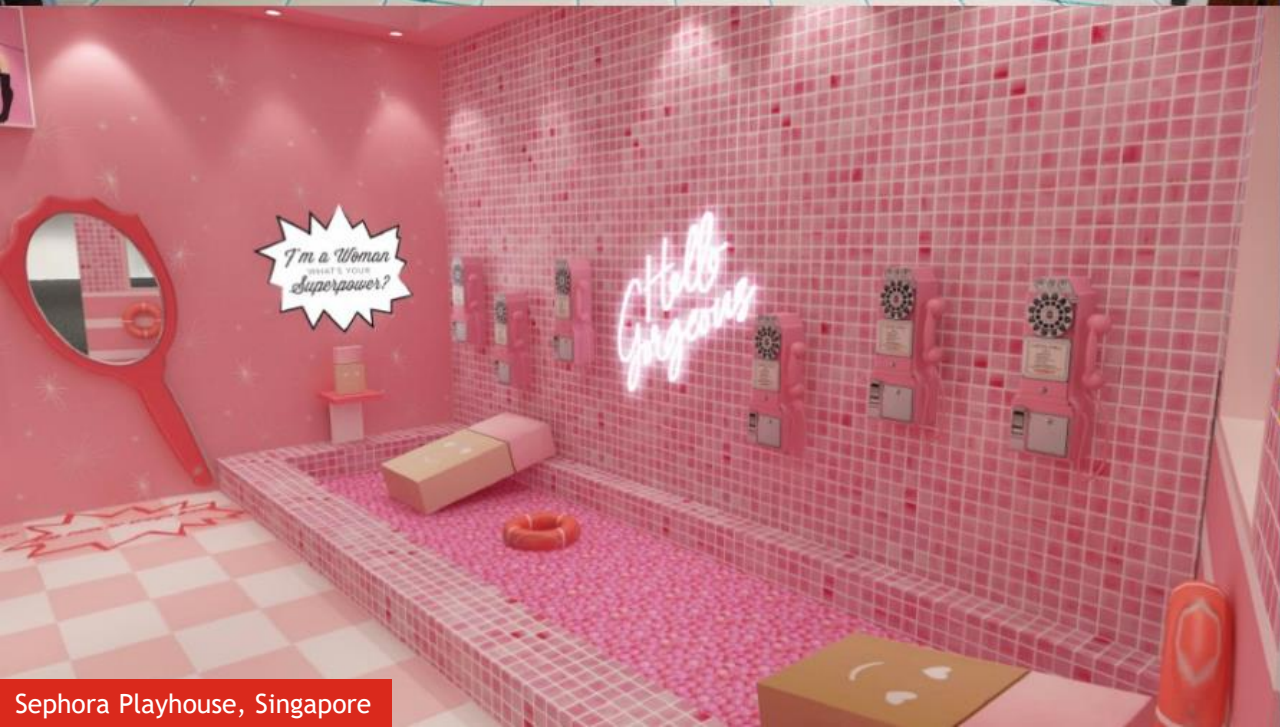
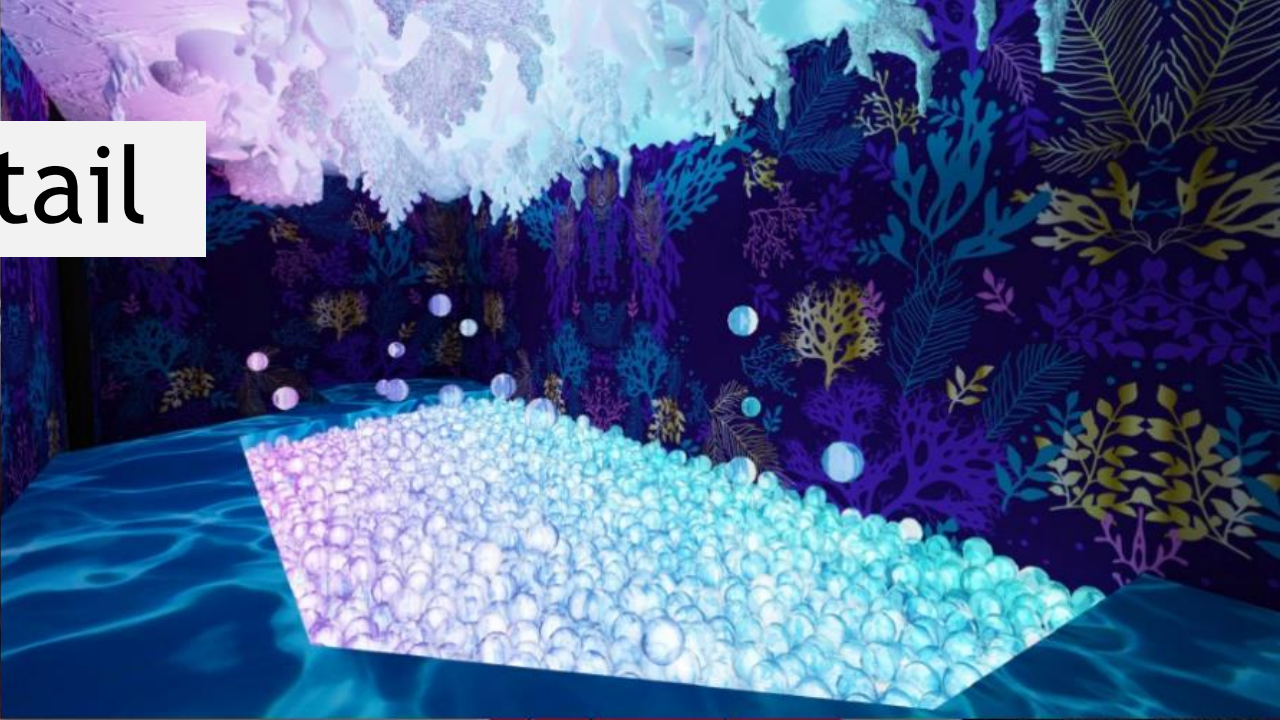
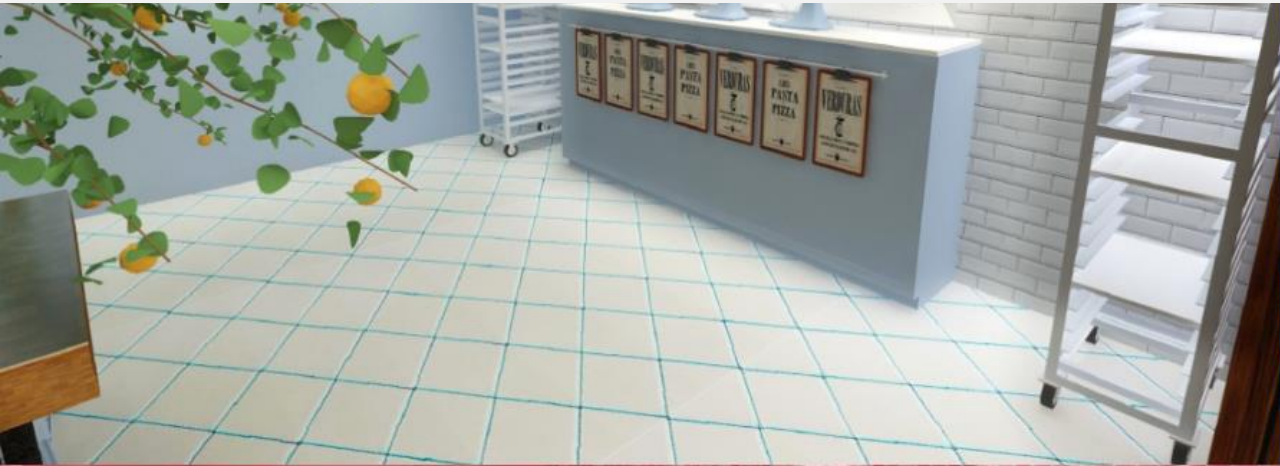
A close-up photograph of two hands, one from a darker-skinned person and one from a lighter-skinned person, joined together to form a heart shape. The hands are silhouetted against a background of colorful, out-of-focus bokeh lights in shades of blue, green, and yellow. The overall mood is warm and emotional.

Brands as a Culture

Consumers shopping now with emotions rather than just wallets

Importance of wellness & place making

The rise of experiential retail



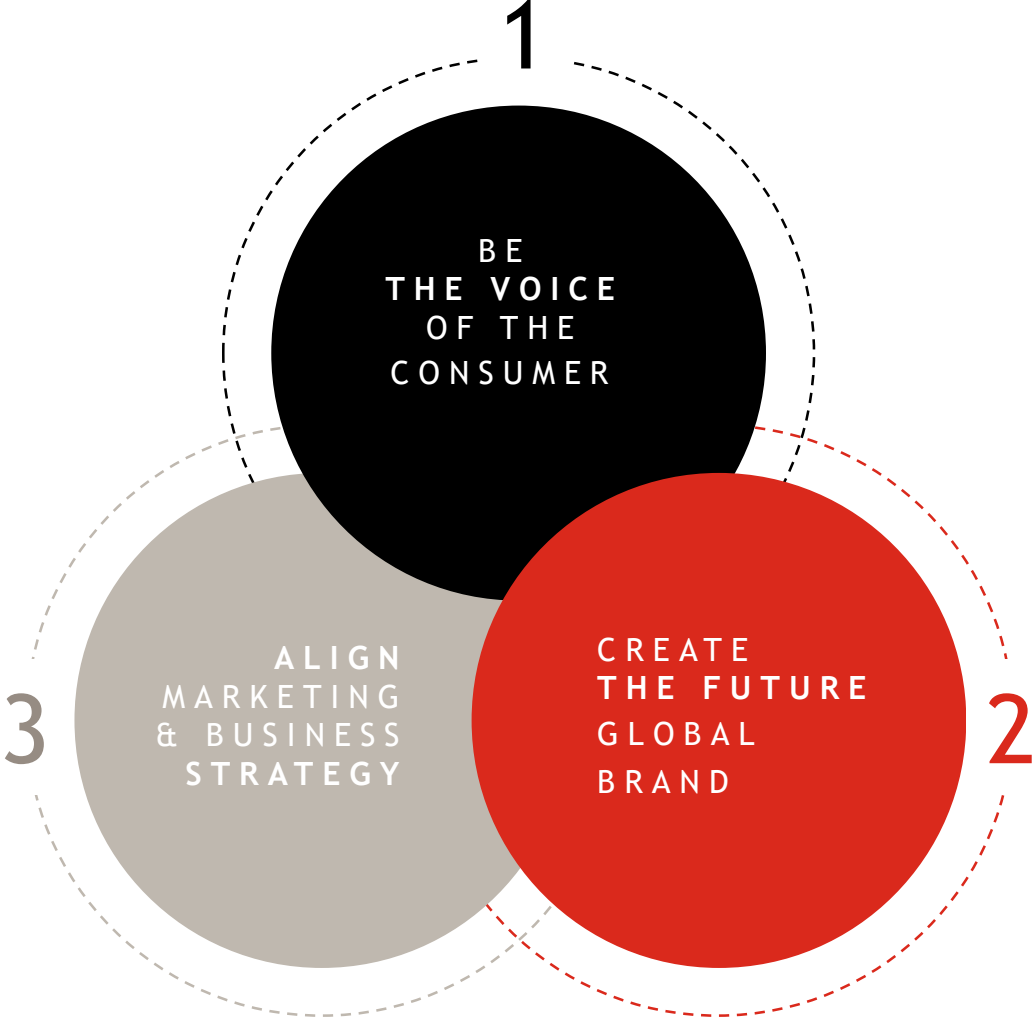
The consumer as the channel



Consumers are connected, all the time, everywhere

However, consumers want deeper connections and deeper meaning with brands

A stronger strategic approach to Marketing at URW



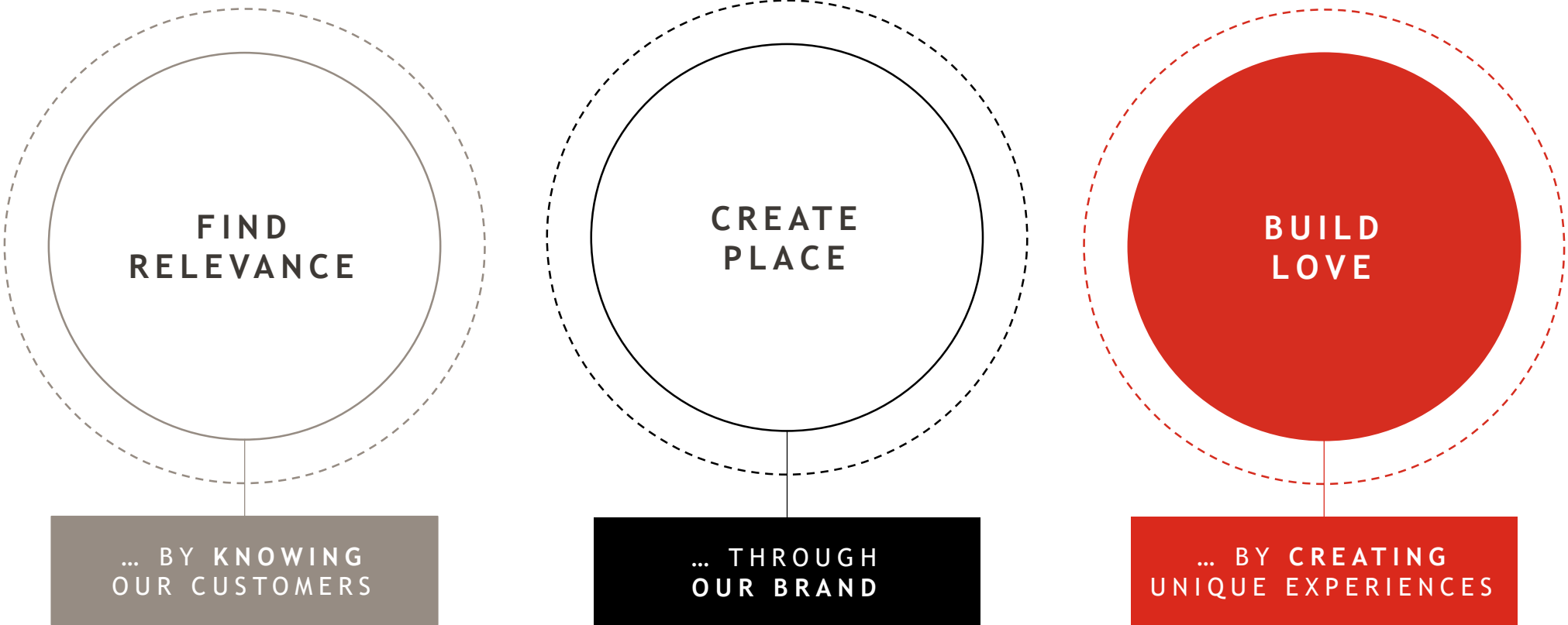
THE WESTFIELD BRAND ROLL OUT



UNIBAIL-RODAMCO-WESTFIELD

Our Strategy and Approach

To create extraordinary places and experiences that connect and enrich our communities...



Our company ambition

REINVENT BEING TOGETHER

AND

CREATE BETTER PLACES



Where people can be surprised, meet, connect, shop and share memorable experiences



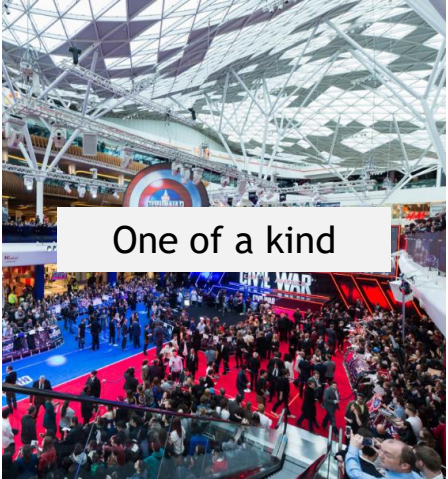
UNIBAIL-RODAMCO-WESTFIELD

At the same time, we have defined our Brand Promise

AT WESTFIELD
WE OFFER MORE

THAN THE DIGITAL WORLD CAN

Which means....



The benefit of the Westfield Brand to our assets

**Grow
footfall**

**Enhanced brand
partnerships**

**Improved
services**

**Increased
awareness &
brand preference**

**High profile
events**

**Retailer
opportunities**

The implications for September

1. DIGITAL REBRANDING

1. WEBSITE



2. MOBILE APP



3. DIRECTORIES



4. WIFI



2. MAJOR LAUNCH EVENT
& NEW ADVERTISING

3. NEW IN CENTRE SERVICES



Website screens

Homepage

SERVICES (39)

- Facebook
- Recharge véhicule électrique
- Amazone locker
- Wifi gratuit et illimité
- Application mobile
- Espace enfants

[Voir tous les services](#)

Retour en haut de page

AVEC L'APPLICATION MOBILE LES 4 TEMPS
améliorez votre expérience de visite

GET IT ON **Google play** Available on the **App Store**

CONTACT

JOB

MENTIONS LÉGALES

CGU

CONFIDENTIALITÉ

RÈGLEMENT INTÉRIEUR

OFFRES (27)

NEW

Stradivarius

STRADIVARIUS
-50% sur la nouvelle col...
Profitez de -30% sur l'ensemble de la boutique...

STRADI
-50% s
Profitez l'ensem

LOYALTY CARD

LOY

* Ces offres sont soumises à conditions

Stores List

BOUTIQUES (219)

Filtrer par catégorie

TOUS AB CD EF
GH IJ KL MN
OP QR ST UV
WX YZ 0-9

ALAIN AFFLELOU
De 10h à 23h
Niveau 1 Zone Framboise

ALAIN FIGARET
De 10h à 23h
Niveau 1 Zone Framboise

ALDO
De 10h à 23h
Niveau 1 Zone Framboise

ANDRÉ
De 10h à 23h
Niveau 1 Zone Framboise

APPLE
De 10h à 23h
Niveau 1 Zone Framboise
1 OFFER

ADIDAS
De 10h à 23h
Niveau 1 Zone Framboise
1 OFFER

Centre's Page

NOTRE OFFRE

BOUTIQUES
Ouvert du lundi au dimanche
[En savoir +](#)

CINÉMA
Ouvert du lundi au dimanche
[En savoir +](#)

RESTAURANTS
Savourez la cuisine des quatres coins du monde
[En savoir +](#)

RÉCEPTION
Découvrez tous les services du centre de Shopping Vélizy 2 !
[En savoir +](#)

HISTOIRE

Votre centre de shopping Vélizy 2 réunit plus de 180 enseignes, dont certaines que vous ne trouverez nui part ailleurs ! Des boutiques exceptionnelles vous attendent, comme Bose, Le comptoir des cotonniers, Hollister, etc...

Vélizy 2 vous propose un large choix de boutiques qui combleront toutes vos attentes.

De plus vous retrouvez aussi, le plus grand AUCHAN d'Europe !

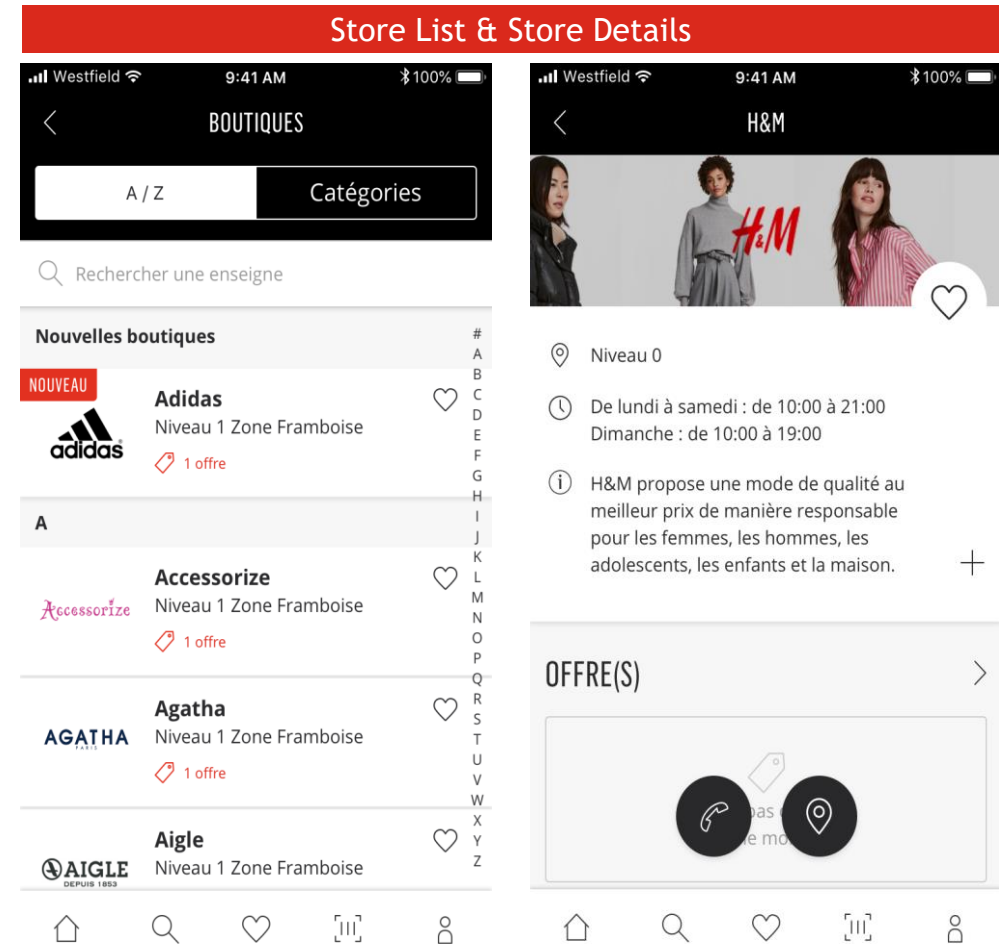
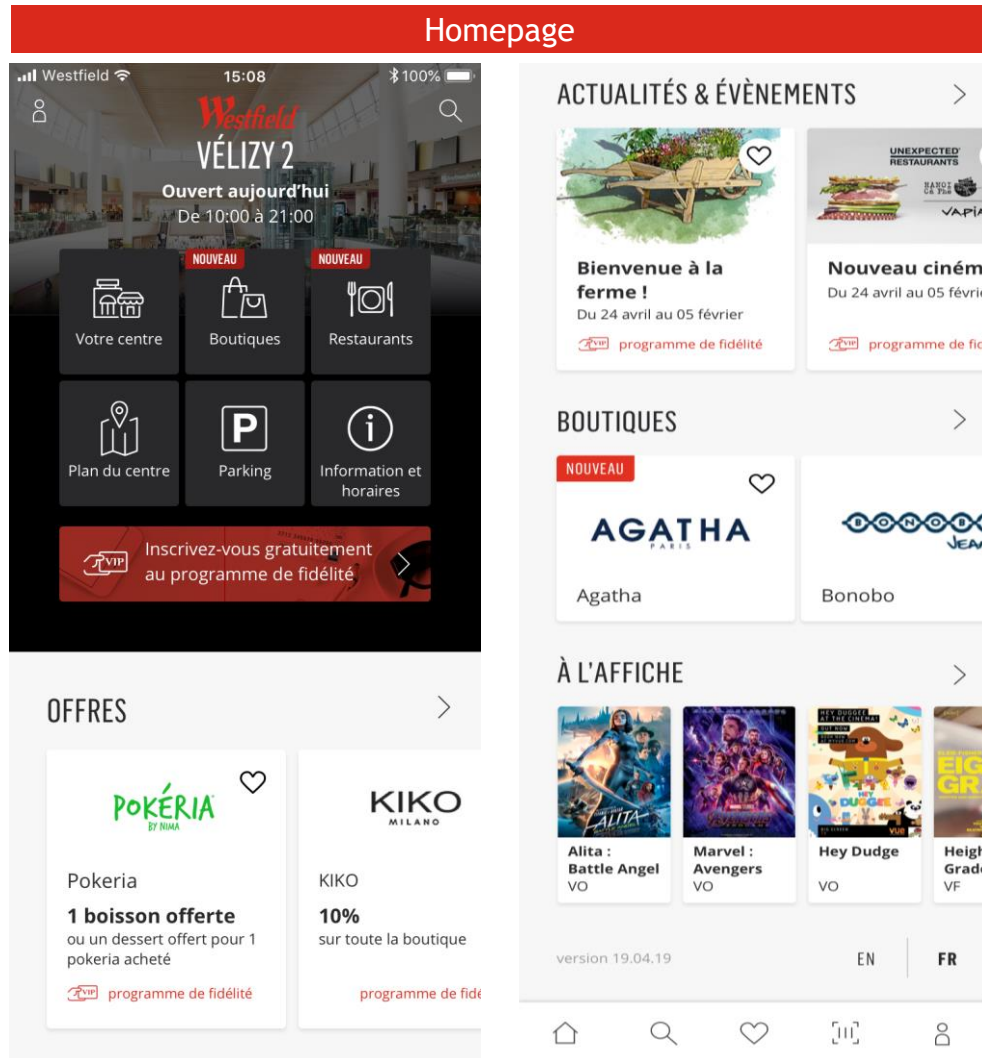
Votre centre de shopping Vélizy 2 propose toute l'année une multitude d'évènements, comme voyager à travers l'aventure Lego, s'asseoir sur le célèbre Trône de Fer, faire vos photos d'identités en étant préalablement maquillée par les artistes Make up de Sephora, et bien plus encore !

N'hésitez pas à suivre notre page Facebook ou Instagram pour être à l'affût de toutes nos actualités !

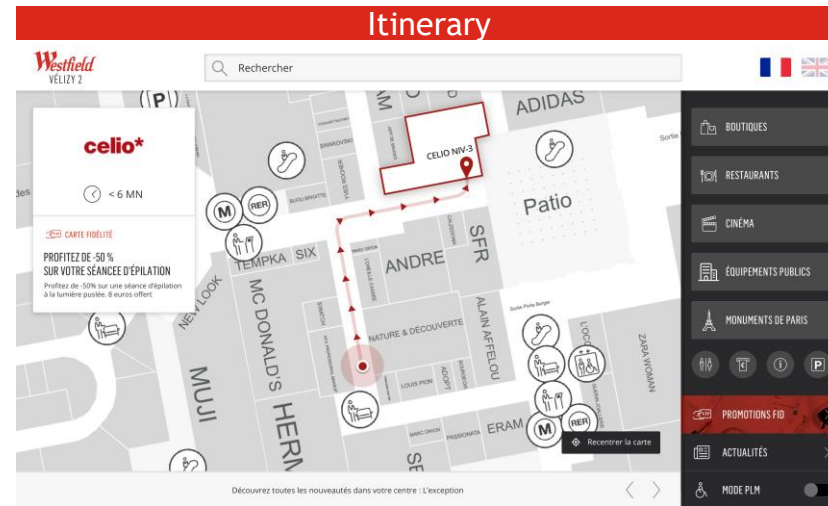
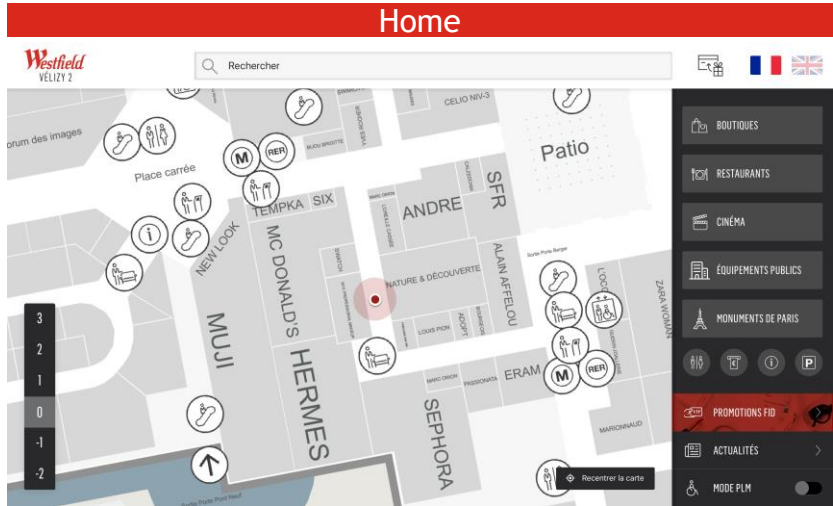
Facebook : <https://www.facebook.com/velizy2>

Instagram : <https://www.instagram.com/velizy2/>

iOS App



Digital Directories and WiFi

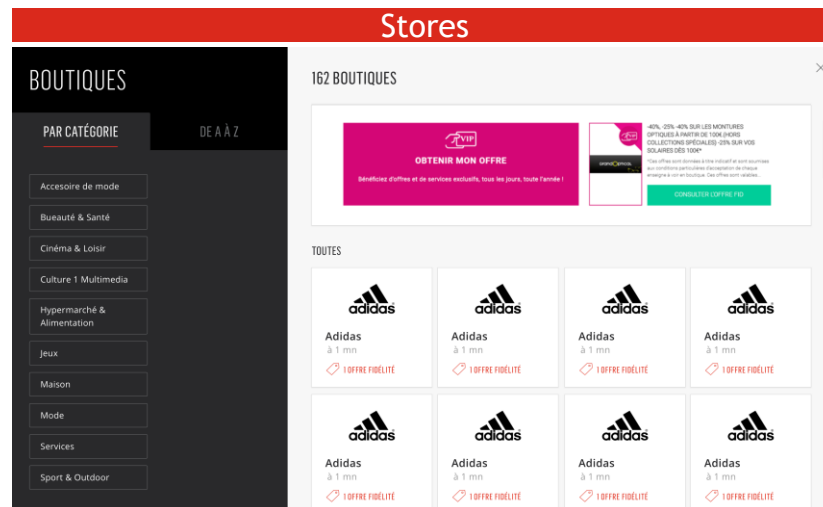


Please enter your email address

I accept to receive by email or via social networks details of the benefits offered by the loyalty program of [name of SC], in accordance with the terms of the Privacy Policy

I have read and accept the [Terms of Use](#)


Connect




The implications for September

1. DIGITAL REBRANDING

1. WEBSITE 

2. MOBILE APP 

3. DIRECTORIES 

4. WIFI 

2. MAJOR LAUNCH EVENT & NEW ADVERTISING

**1. NEW WESTFIELD
CREATIVE CAMPAIGN**

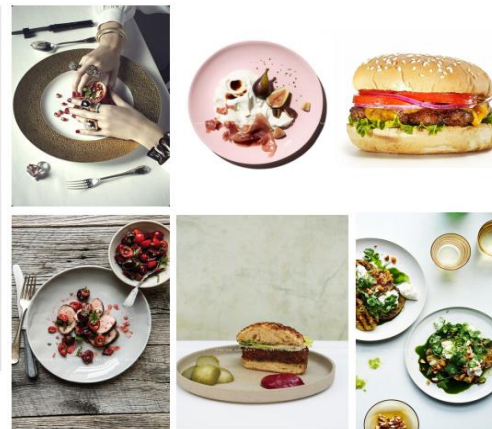
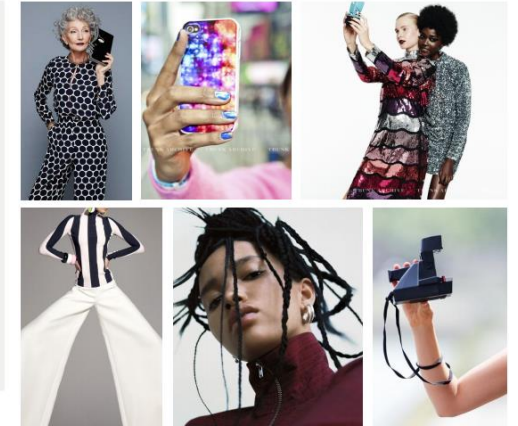
**2. CENTRE NAME CHANGE
TEASER CAMPAIGN**

**3. MAJOR MUSIC EVENT
FOR LAUNCH**

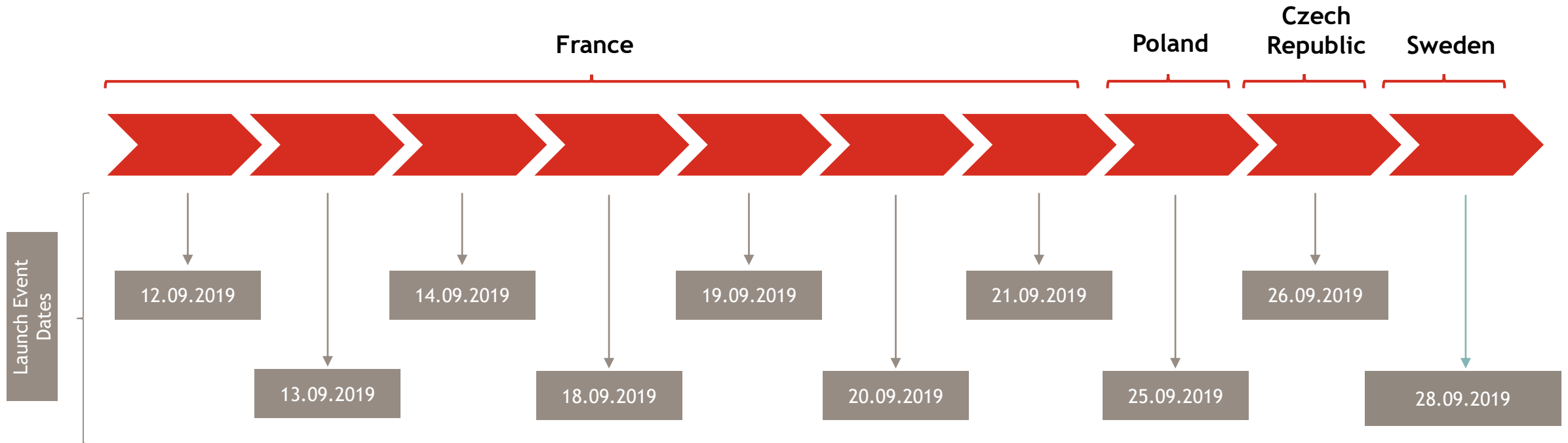
3. NEW IN CENTRE SERVICES



Draft Creative Development



Launch Event



The implications for September

1. DIGITAL REBRANDING

1. WEBSITE



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4. WIFI



2. MAJOR LAUNCH EVENT & NEW ADVERTISING

1. NEW CREATIVE
CAMPAIGN

2. CENTRE NAME CHANGE
TEASER CAMPAIGN

3. MAJOR MUSIC EVENT
FOR LAUNCH

3. NEW IN CENTRE SERVICES

1. NEW UNIFORMS

2. ENHANCED SERVICES

3. NEW BRANDING



The future brand

Parly2
— ★ ★ ★ ★ —



Westfield
PARLY 2

CENTRUM
CHODOV
— ★ ★ ★ ★ —



Westfield
CHODOV

M
MALL OF
SCANDINAVIA
— ★ ★ ★ ★ —



Westfield
MALL OF SCANDINAVIA



Creating the only Global shopping centre brand

Westfield

REBRANDING



SAVINGS &
EFFICIENCIES



GROW NRI

Investment shared:

- > URW
- > JVs
- > Co-Owners

- > Creative development
- > Media buy
- > Logo's
- > Digital channels

- > Improved centre performance
- > Unique positioning
- > Enhanced brand partner opportunities



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THANK YOU



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