

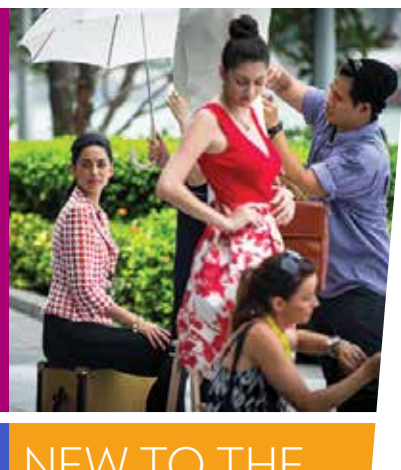
## MANAGEMENT OVERVIEW

2013 had been a great success for The Shoppes...

## CAMPAIGNS: RECENT & UPCOMING

**Recent:** Once Upon a Christmas | Blossoms of Bliss  
The Shoppes Branding | Spring/Summer

**Upcoming:** Watch & Jewellery



## EVENTS

The world premiere event of *Amazing Spiderman 2* and The Rolling Stones *14 ON FIRE* concert were hosted right here!

## NEW TO THE SHOPPES

## MANAGEMENT OVERVIEW



Dear Retailers,

It was great to see so many of you at our April Retailer Get-Together. If you were not able to attend, this newsletter gives you an overview of some of the results from our previous campaigns and a summary of some exciting new initiatives we have coming up through Q2.

Your offers for Great Singapore Sale are being supported through our collaboration with *Her World* via a specially created supplement that positions The Shoppes as the destination for shopping during the Great Singapore Sale period.

I am pleased to share that 2013 had been a great success for The Shoppes. Even though there were a number of store renovations and developments throughout the property, we still increased traffic year-on-year by 11% and more importantly, sales by 3%. This positive momentum has continued into the first quarter of 2014 with strong results from our Chinese New Year campaign, *Blossoms of Bliss*. Sales from this campaign increased by 14.5% and traffic grew by 16% compared to the same promotional period last year.

It is important that your brands receive great exposure throughout the property, and the recently launched digital screens have been introduced to help do exactly that. The new screens commenced in March and offer an extra opportunity for all retailers to be in front of shoppers at convenient locations throughout the mall.

Last year's success has set the bar high for 2014, and in light of this, we have new activities and ongoing initiatives which will focus on helping to drive sales and visitation. One of the most exciting is our recently launched brand campaign, which will further support our luxury positioning as well as specific executions around Women's and Men's Fashion, Watch & Jewellery, and F&B categories. This campaign will be heavily supported through an integrated media approach throughout Singapore and across other opportunity markets in Asia.

Thank you to all retailers who have supported our activities so far, your ongoing support in maximising our promotional efforts is greatly appreciated. We look forward to sharing more initiatives with you soon as we have some exciting plans.

*Lindsay Nicholas*  
Executive Director, Retail Marketing

## MARKETING CALENDAR

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
CNY					GSS				F1 & EPICUREAN MARKET		XMAS
		S/S FASHION					W&J EXHIBITION		FASHION WEEK		
										RE-LAUNCH	

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## CAMPAIGNS: RECENT & UPCOMING

### ONCE UPON A CHRISTMAS

14 November – 25 December

Christmas may seem like a while ago, but many of you may be excited to know how we did for this very competitive festive season. Our *Once Upon A Christmas campaign* was created to encourage customer visitation, and our prizes of tickets to a dream destination (a pair for a lucky winner each week, across six weeks) and a holiday shopping spree of up to S\$200,000 proved irresistible to shoppers. On top of these prizes, a number of retailers offered some fantastic special offers. All in all, it had been a successful festive period for us where traffic and sales increased by 14% and 2% year-on-year respectively. Stay tuned in the next few months as we share with you our Christmas activities for 2014.

### BLOSSOM OF BLISS

16 January – 16 February

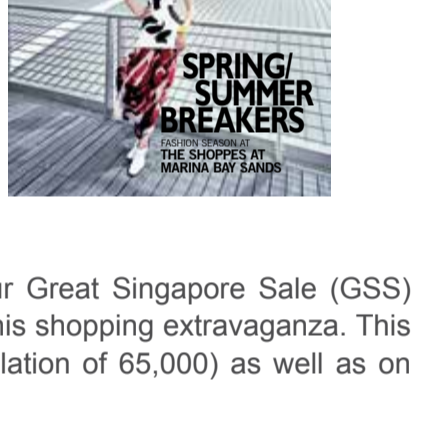
*Blossoms of Bliss*, our Chinese New Year campaign. For the promotion, shoppers who spent a minimum of S\$188 could redeem an exclusively created Mandarin Blossoms reed diffuser from Mt. Sapola and Marina Bay Sands red packets. They also had a chance to win a limited edition LIULI horse crystal sculpture worth S\$2,600 on the first two days of Chinese New Year (31 Jan and 1 Feb). To add to the celebrations, the leading crystal glass art brand in Asia presented a curated showcase at the Grand Colonnade South, Bay Level amidst melodic Chinese orchestra performances every weekend.

This campaign was supported by heavy media buy and on-property advertising. It was exciting to see that we managed to increase spend per redemption by 19% year-on-year. More news to kick start The Year of the Horse was that traffic increased by 16% and sales by 14% year-on-year. If we look more closely at categories, we can also see that over this period, Watch & Jewellery saw a whopping 64% increase in comparison to the previous Chinese New Year promotional period.



### SPRING/SUMMER – NEW SEASON'S FASHION

We sprung into a high profile collaboration with *Female* and *Harper's Bazaar*, two of the leading fashion publications in Singapore, for this year's Spring/Summer fashion season. The result was a fashion supplement for each, featuring our brands and their collections. The beautifully executed fashion spreads were taken on site throughout Marina Bay Sands, highlighting our individuality as a shopping destination. With each publication offering a large and relevant readership base, the inserts were a great platform to drive traffic and sales, as well as reaffirm our standing as a fashion thought leader in Singapore.



### GREAT SINGAPORE SALE 2014

Following our successful collaboration with *Her World* last year, we are running our Great Singapore Sale (GSS) supplement booklet with the magazine again to support our retailers participating in this shopping extravaganza. This booklet is distributed with the June & July issue of *Her World* magazine (with circulation of 65,000) as well as on property, in our hotel rooms and at our mall concierges.

You have also had the opportunity to gain even more exposure as we are expanding the Giveaway section in this year's booklet. We want to ensure that The Shoppes is positioned as the place to shop during the GSS season. We thank you for your participation and support to make GSS at The Shoppes at Marina Bay Sands a success.

### NEW BRAND CAMPAIGN

It's official, our new brand campaign has launched! With so many changes at The Shoppes including the introduction of new luxury brands over the last few years, it is important that our target market is aware of the 'new us'. The campaign will prove "more luxurious"; it will be more than just an expression and will be substantiated with irrefutable proof points about The Shoppes and what we offer. Additionally, it will position us as the leader in South East Asia for luxury shopping with the most luxurious collections, all within one destination.

The campaign will be rolled out in stages throughout the year to support all retailer categories and will be backed by significant amount of media spend, targeted at both local and regional markets.



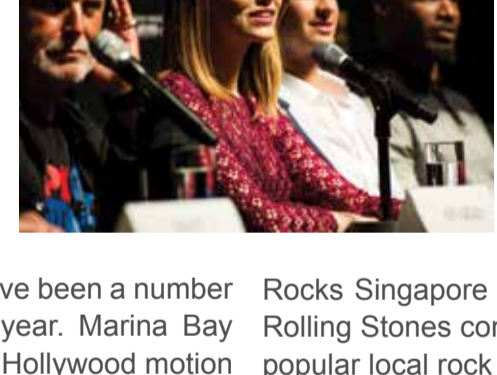
### WATCH & JEWELLERY

This August, The Shoppes at Marina Bay Sands will be presenting an exhibition of fine timepieces and jewellery showcasing the patrimony, artistry and technical feats that have been accomplished by the many maisons housed within the mall. The exhibition, titled *Hautel*, will focus on three main themes: the history and heritage of these brands, the aesthetic inventiveness demonstrated in their creations, and the technical innovations achieved by these great watchmakers and jewellers.

Curated by Burda Singapore, the exhibition will take place at The Canal Level of The Shoppes from 14 August. The entire space will be transformed into an exciting platform of discovery, reflective of the luxury, and the crafts and skills that go into creating these spider objects of beauty.

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## EVENTS



You have probably noticed that there have been a number of big events on property so far this year. Marina Bay Sands hosted its first media event for a Hollywood motion picture, *The Amazing Spider-Man 2*. The red carpet event, which was attended by an impressive cast including Jamie Foxx, Emma Stone and Andrew Garfield, was held at The Skating Rink within The Shoppes, and attracted large crowds and extensive media coverage. After 'Spider-Man' Andrew Garfield had this to say about The Shoppes: "I have never seen a shopping mall with so much soul before."

Rocks Singapore festival was held in the lead-up to The Rolling Stones concert, at the Events Plaza, and featured popular local rock artists. The Rolling Stones concert was live streamed to the outdoor event and the Stones even made an appearance on the outdoor stage before their concert, to the delight of the fans.

These large-scale events are not held anywhere else in Singapore. They bring in big crowds (local and regional) and generate great publicity, which helps to further position Marina Bay Sands as a global destination to visit. We work closely with the rest of the integrated resort to ensure that any events, happening across the property, ultimately help to drive customers to The Shoppes and benefit our retailers. You can be sure to be kept up-to-date with any events happening around the property.

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## NEW TO THE SHOPPES

### DIGITAL BILLBOARDS

The Shoppes team is constantly thinking of new ways to support your brands, and we recently introduced twelve new digital billboards that you can see strategically located throughout The Shoppes. Now you will have more opportunities to get in front of shoppers and drive them to your store. If you would like to have your brand up on these billboards, please talk to your marketing representative.

### NEW STORES

<p><b>Armani/Marina Bay</b> – Galleria &amp; Canal Level, B1-29 &amp; B2-27</p> <p><b>Baby Dior</b> – Galleria Level, B1-63</p> <p><b>Bath &amp; Body Works</b> – Canal Level, B2-42</p> <p><b>Bottega Veneta</b> – Galleria &amp; Canal Level, B1-99 &amp; B2-72A</p> <p><b>Burberry</b> – Galleria &amp; Canal Level, B1-103 &amp; B2-78</p> <p><b>Cath Kidston &amp; BERING</b> – Canal Level, B2-61</p> <p><b>CÉLINE</b> – Galleria Level, B1-130</p> <p><b>Damiani</b> – Canal Level, B2-79</p> <p><b>DeGem</b> – Hotel Lobby, L1-03</p> <p><b>ETRO</b> – Canal Level, B2-218</p> <p><b>Franck Muller</b> – Bay Level, L1-55</p>	<p><b>GIVENCHY</b> – Galleria Level, B1-129</p> <p><b>Kurt Geiger</b> – Canal Level, B2-117</p> <p><b>LONGINES</b> – Canal Level, B2-234</p> <p><b>Marisfrolg</b> – Bay Level, L1-28</p> <p><b>Michael Kors</b> – Canal Level, B2-22</p> <p><b>MIU MIU</b> – Galleria &amp; Canal Level, B1-32 &amp; B2-30</p> <p><b>Mt. Sapola</b> – Canal Level, B2-K5</p> <p><b>nicholas &amp; bears</b> – Galleria Level, B1-56</p> <p><b>Parfums Christian Dior</b> – Canal Level, B2-26</p> <p><b>RADO</b> – Galleria Level, B1-86</p> <p><b>Sacoor Brothers</b> – Canal Level, B2-96</p> <p><b>TOM FORD</b> – Galleria Level, B1-128</p>
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### COMING SOON

<p><b>Audemars Piguet</b> – Canal Level, B2-207</p> <p><b>Bazin</b> – Bay Level, L1-84</p> <p><b>Kenzo</b> – Bay Level, L1-22</p> <p><b>Maison Martin Margiela</b> – Galleria Level, B1-10</p>	<p><b>Roberto Cavalli</b> – Galleria Level, B1-11</p> <p><b>Tonino Lamborghini</b> – Galleria Level, B1-68</p> <p><b>UM</b> – Canal Level, B2-119</p> <p><b>Zenith</b> – Canal Level, B2-200</p>
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