



Press Release

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Ellandi Launches Innovative Geo-Location Mobile App at Swan Centre, Eastleigh

The Swan Shopping Centre, Eastleigh is pioneering new technology with a customer reward programme that pushes incentive points to their smartphones every time a shopper visits the Centre.

The 'Smart Rewards' scheme has been beta tested and will be rolled out to visitors from February on both iOS and Android platforms. Using geo-location technology visitors who download the 'Smart Rewards' application will have points pushed to their smartphones when they visit the centre's shopping and leisure areas. With real-time rewards capability, the points-based app is the first of its kind to solely focus on thanking the customer for their loyalty.

How it works

- From February 1st visitors can download the app and earn points right away for signing up.
- They continue to collect points the more they come to the centre and the more they use the app. Points are awarded for opening the app each day, sharing content to social networks and on arrival at the centre itself. Proximity technology then allows more points when the visitor completes check-ins around the centre's leisure and shopping facilities.
- Points can be spent on free gifts, exclusive discounts and offers that you can't find anywhere else. AMF Bowling, VUE cinema, Anytime Fitness gym as well as a wide range of shops and restaurants are offering rewards in the app.

With smartphone usage in the UK rising, SmartRewards is about delivering a rewarding loyalty scheme to valued customers on the device that they already use all the time.

"Rewarding shoppers for visiting the shopping and leisure facilities at the Centre will increase visit frequency and shopper circulation. Incentives from our stores and restaurants will drive sales and increase dwell time." says Mark Robinson, founding partner at Ellandi, the shopping centre owners.

"Paper based reward schemes often fail because we expect shoppers to clip coupons and carry leaflets while previous technology driven ideas have been overcomplicated and rely on customers finding a particular corner of the web.

"The 'Smart Rewards' is simple and all the activation takes place on the one thing almost everyone carries with them - their phone."

The technical innovation behind the 'Smart Rewards' facility has been driven by Brighton based Tag Points, a leading innovator in proximity marketing solutions with a genuine understanding of the way customers interact with reward schemes.

"The SmartRewards app is a great example of a shopping centre using technology to turn anonymous visitors into loyal customers", says Jess Stephens, Director and Co-founder of TagPoints™.

"With so many retail discount and incentive schemes out there and no shortage of apps and websites, our emphasis when we designed 'Smart Rewards' was creating an application that people actually use. By automatically providing the rewards we have made participation easy and in providing a flexibility to the way these points are used, shoppers can focus their attention on claiming their rewards."

To launch 'Smart Rewards' and the Centre's wi-fi facility, the Swan Centre has planned a full year's promotion campaign with monthly live interactions with shoppers when a recruitment team will explain the app, encourage downloads and present instant rewards. These sessions will also act as regular beacons for existing users to be rewarded for their continued participation.

Throughout the year the 'Smart Rewards' app and a selection of current incentives will be presented to shoppers in the malls using an interactive, 7 foot replica of an iPhone.

"The launch campaign for the 'Smart Rewards will be spread over a full year," says Daniel Kitchen, manager of The Swan Centre, "The emphasis of our marketing is getting shoppers to enjoy the app as an integral part of their visit to the Centre, too many apps sit on people's screens and never get used. There is tremendous flexibility within the operation for stores to clear slow selling merchandise and introduce new lines and our job will be to keep the offers fresh, tailoring specific deals to specific shoppers using the profile information we will have from their sign up and the patterns of behaviour shown by their use of the app.

The app is available from the Apple app store and Android play store.

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Ellandi is the UK's only dedicated investment manager focused on value and convenience orientated shopping centres with a portfolio comprising seven schemes valued at approximately £240 million. Ellandi has joint venture relationships with major investors that include Tristan Capital Partners, Development Securities plc and Rockspring PIM. The company also manages the Ellandi Retail Fund which was established in Q4 2013 and has £100m to invest.

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