



Fest Concept for the Kapitoliy Shopping Centre

Deadline: 12.10.2008 23:59 GMT

Brand: Enka TC LLC
Sector: Retail & Trade
Country: Russian Federation

Category: Design : POSM; Below The Line : Sales Promotions
Published: 18.07.08 04:45 GMT
Budget: \$1 600
Status: Closed
Language of Solutions: English, Russian

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

Kapitoliy Shopping Centre is the largest shopping mall within the whole Ramstore chain in Russia. It is located in the South-Western Administrative District of Moscow, at 6 Prospekt Vernadskogo, in 5 minutes' walk from the Universitet metro station. Kapitoliy Shopping Center is a four-level complex with double-decked parking lot, with the total area being over 130 thousand sq. m. The number of tenants today is 120, the lease area is 50 thousand sq. m. The complex holds department stores, specialised shops, food court, entertainment and service area, etc. The general concept is that Kapitoliy Shopping Center is not just another shopping place but also a huge spare time entertainment facility that can be enjoyed by families, including relatives and friends. Kapitoliy has been awarded "The Best large mall" by commercial real estate in 2007.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

!!! Update as of August 19, 2008 !!!

Dear Creators,

Thank you for your interest in our Brief and for your questions. Now we understood that the objective of our Pitch was not stated very clear. That's why we would like to briefly formulate here what we are expecting from you:

1) Please propose the list of activities (linked to different products) that should be conducted within the Fest month and their value in the Fest. For example, cooking master classes in food zone...

NB!: It's very important that this event will not be just a set of signages, but a real Fest constrained by one concept.

2) Create general logo for the Fest that could be adopted for different countries form time to time. It would be great if you think out the opportunity not to modify it from month to month, but to add some national elements.

3) Make a list of promo materials (their types, placement and reasons to use) you recommend us to use for better insight, supported by visuals. For example, trolley flags...

4) Write slogan for the Fest, if you can (it's not obligatory).

We are planning to mark out special zones in different sectors with the products participating in the event. Different products from different sectors will be part of the event: food, clothes, shoes, household appliances, etc.

We would like to receive the Solution in the format of presentation illustrated on the sample of Italian Fest.

!!! The end of update !!!

This autumn ENKA TC LLC is going to organize a special event inside the Kapitoliy Shopping Centre. The event is an Italian Fest that is aimed at new consumers attraction and maximizing the sales. It will take place in Moscow (regions) and will last for 2-4 weeks.

We need to develop:

- ∞ Umbrella concept for the Italian Fest;
- ∞ Key supporting visuals;
- ∞ Special logo for the event.

NB!: This event is planned to be hold on a monthly basis. Each month there will be another country in the focus of the event (French Fest, Greek Fest, etc.). That's why the concept should be elaborated that way, that it could be monthly adopted for different countries within one shopping centre. It's very important!

3 Step Target Audience

[who should you influence ?]

Financial classification: People with mean income.

Social classification: Families - University students - Managers and specialists of middle level

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

We would like to present different countries and cultures by organizing events every month, to give our customers a feeling more than just shopping. We are planning to present one country or culture per month.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

- Bargains in Italian, etc. atmosphere - Line extension - Opportunity to have a virtual trip with your family :)

6 Step Character

[what are the features that define the personality of the Brand ?]

- Convenient - Italian - Family-friendly...

7 Step Media Plan / Placement

[where will your work appear?]

In the shopping centres

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

- ∞ The visualization of the proposition is obligatory, as a combination of visuals and copy writing;
- ∞ The solution should be send in a format of presentation that could be presentes to different Brands in order to involve them to participate in the event;
- ∞ The concept should be universal (this month it could be Italian event, and next month it could be Greek event).