



Marketing & Asset Performance Update  
August 2018

CLACTON  
SHOPPING VILLAGE

- Further to the appointment of Dark Matter, a full service marketing and brand consultancy; significant investment has been made by owners Kames to evolve the positioning, marketing and future awareness of Clacton Factory Outlet.
- With a new name, new stores opening and a new strategic direction; a full rebrand of the scheme will be completed by 24<sup>th</sup> September 2018 and mark the start of the next chapter of success which you can be a part of.



CLACTON  
SHOPPING VILLAGE

With a new name and new stores,  
your favourite shopping destination  
just got even better.

For the latest news and information  
visit [ClactonShoppingVillage.com](https://www.ClactonShoppingVillage.com)  
or find us across social media.

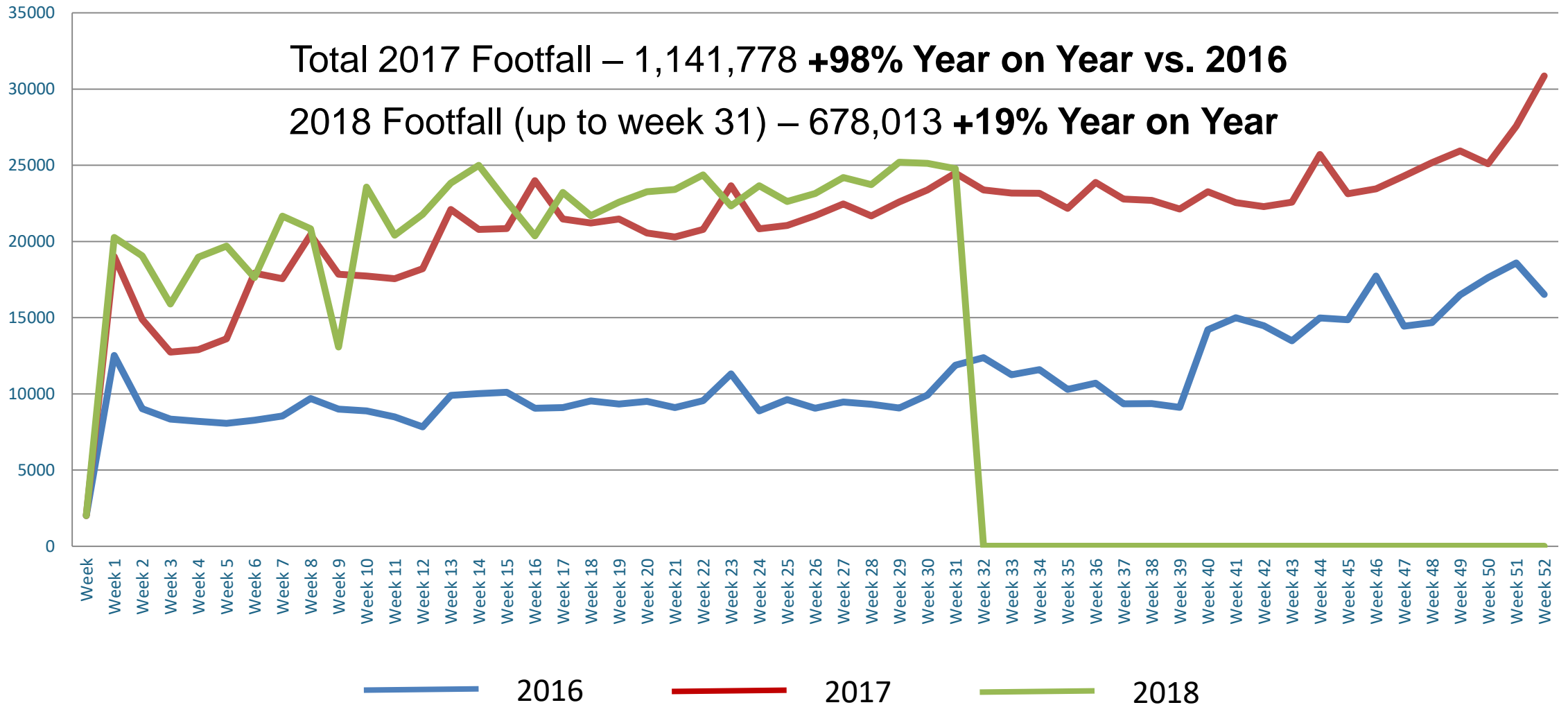
COSTA home bargains TOP BRANDE - BOTTOM PRICES JD M&S OUTLET TRESPASS

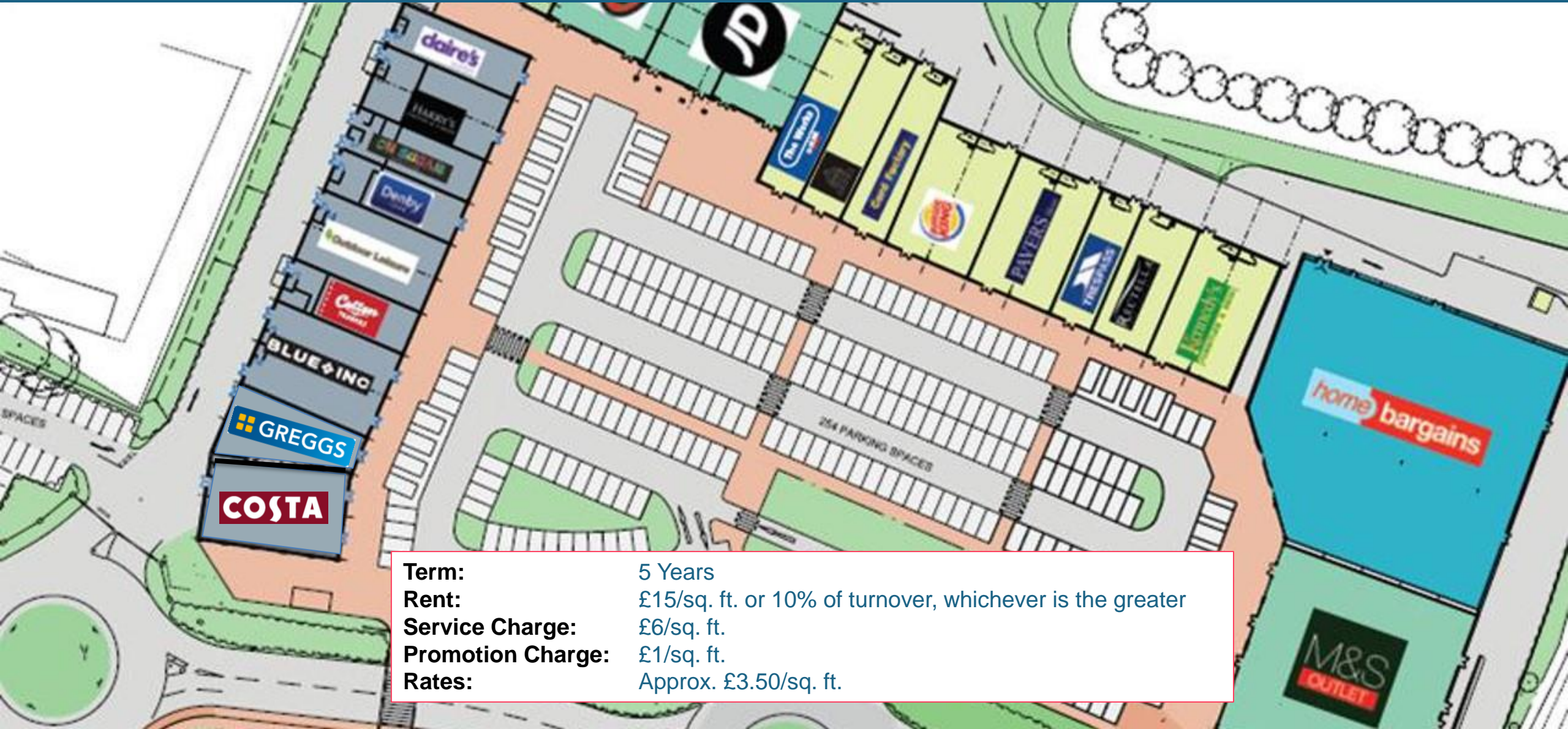
Visuals showing the new identity delivered across multiple key signage locations...



- New approach to marketing campaigns and content is delivering significant gains for the destination
  - Facebook - 5,126 likes, **total reach +104%**, post engagement +14%
  - Twitter – 1,594 followers, **engagement +40%**
  - Website – **Click through rates to website from social media up +400%**
  - Database – 2% increase from original number, after GDPR re-opt-in, **engagement +200%**
  - Events – Epic Wednesday events **delivering free activity for kids every Wednesday** during Summer Holidays
- Result of enhanced Centre performance is evidenced in **cumulative sales per square foot tracking +17% year on year** (up to week 31)







<b>Term:</b>	5 Years
<b>Rent:</b>	£15/sq. ft. or 10% of turnover, whichever is the greater
<b>Service Charge:</b>	£6/sq. ft.
<b>Promotion Charge:</b>	£1/sq. ft.
<b>Rates:</b>	Approx. £3.50/sq. ft.

# Get In Touch

For Further information please contact Bertie Scott-Hopkins  
or Charles Dring



CHD PROPERTY

CHARTERED SURVEYORS

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