



## Marketing Services 2014/2015 Fiscal Year

### Storefront Window Graphics

Upon final execution of the lease, white vinyl window graphics are installed on your storefront windows to announce your business as coming soon. These graphics may include logo representation and are removed once you open. You may instead install your own custom coming soon graphics with landlord approval. In addition, Marketing can work with you on window graphics approval after you open.

### Website Listing (Coming Soon & Now Open)

Upon final execution of the lease, your business name is added to the shopping center directory on **ShopIrvineCompany.com** as 'coming soon'. This is then changed to reflect the store phone number once your business opens. A store description is included in your listing and consumers can search for stores by name or category.

### In-Center Poster Program

Upon opening, two 22" x 28" posters announcing the merchant's opening will be installed in two places at the shopping center for approximately 6 weeks. You may then continue to participate in the poster program, with rotations every 6 weeks. Merchants provide the completed poster art by the deadline for marketing to print and install in 1-2 common area locations at the center. Posters two-sided and displayed in heavy black frames. See the Poster Program Guidelines for the schedule and details.

### Online Offer Program

Our website receives more than 8,000 visits daily or nearly 3 million annually. As a result, we post merchant offers online, with offers changing every 3 months. The offers can be accessed via computer or smart phone at **ShopIrvineCompany.com**, then click on 'Special Offers'. We will reach out every 3 months to get your new offer(s). The program is supported through direct mail, email blasts, in-center posters, and other forms of media. **Results – Participating Tenants have seen result on average of 15% redemption.**

### Event Listing Program

Marketing can post events or short-term promotions on our Events page at **ShopIrvineCompany.com**. To participate, contact Marketing to request an electronic version of the 'Event Listing Guidelines' form. Complete the form with your event description and send back for posting. An event flyer can also be linked.

### Email Blast Program

To help promote a special event, fundraiser or promotion, Marketing can send an email blast to our 45,000 subscribers. To participate, reserve your eBlast date through Marketing and request an electronic version of the form. Complete the form with your story and send back with an image by the given deadline. The story must be measurable through attendance, redemptions and/or sales. An event flyer can also be linked.



### Grand Opening Marketing Support

In addition to the programs above, Marketing can promote your grand opening event through press release distribution. If common area is needed, a request should be submitted a minimum of four (4) weeks prior. Marketing can assist with event placement, internal approvals and notification.

### Direct Mail

Direct Mail to a minimum of 10,000 households within a 2 to 3 mile radius is offered at various properties throughout the year and based on the center's needs. **Results range from 3.7% to 23%!**

### Events

Signature events are held at various centers throughout the year. For example, Woodbury Town Center Friday Flix Event to benefit IPSF. An outline of events can be provided upon request. The events are subject to change based on center needs and opportunities. **Results – Tenants saw increased sales of 5% to 10% on event nights.**

### Synergy Efforts

When possible, the marketing department can work with our sister divisions (Residential, Apartment and Resort) to tie in merchant programs. **Results- on average, tenants have seen redemptions from 8 to 23%.**

For program questions, contact the Neighborhood & Community Marketing, at [nccmarketing@irvinecompany.com](mailto:nccmarketing@irvinecompany.com)



## Grand Opening Event Guidelines

A well planned event can be beneficial to increase awareness of a store opening, introduce a new product or service, and/or benefit a community partner or charity. The marketing department can help coordinate event components, as well as help promote the event.

While events should be contained in merchant's leased space to maximize exposure of business, on occasion, a merchant may need to use the common area directly in front of the store. Any activity in the common area requires landlord approval before any event-related components are secured, and requests must be submitted 6 weeks prior to the proposed event date.

### Event Components

Event Proposal Outline – An event proposal is needed for the Landlord to review the proposed details of the event to assess any operational and marketing support and to approve proposed use of the common area. An email with bullet points is fine and should include the event date and times, number of guests expected, and scope of event, including activities, special promotions, proposed set up, outside vendors involved, music, catering/refreshments, equipment, electrical, security, maintenance and janitorial needs.

Grand Opening Banner – If elected by tenant, one (1) banner may be installed on grand opening day for up to 30 days. Tenant must obtain City permits as appropriate. Banner art must be submitted to landlord for approval. Banner size may not exceed 3 x 10. Banner must be installed and removed by our maintenance team.

Balloon Arch – if elected by tenant, one (1) balloon arch may be installed on grand opening day.

Activities in the Common Area – Any proposed activities in the common area must be approved by landlord. Include the type of activities in the event proposal outline.

Ribbon Cutting Ceremony – if elected by tenant, there may be a ribbon cutting ceremony on grand opening day. Tenant must inform landlord of number of guests expected at least 2 weeks in advance to coordinate and schedule maintenance and security teams, as appropriate.

### Event Marketing Support

Email Blast - To help you promote your grand opening event, we can send an email blast to our consumer database of more than 45,000 subscribers. This is great opportunity to send an impactful message to potential customers.

Event Listings – We post event details in the events section of our website, ShopIrvineCompany.com, as well as on our fellow divisions' websites, Apartment Communities and Offices Properties, per their availability.

In-Center Posters – Tenant may provide art announcing event components. Once art is approved, landlord will take care of production and installation of posters.

Media Alert / Press Release – The marketing department can help promote your grand opening event through press release distribution to local media outlets. Tenant is encouraged to provide a media alert and pres ready images.



## ONLINE OFFER PROGRAM

The Online Offer Program is an exclusive service for merchants at Irvine Company shopping centers. We run 3-month campaigns where merchants can offer discounts on products and/or services. Consumers can view and print the offers to be redeemed at the stores.

Consumers may access online offers by visiting our website, **ShopIrvineCompany.com**, and clicking on the **Special Offers** icon. Offers may also be accessed on mobile phones or tablets, and customers can present the image of the offer on their mobile device to redeem.

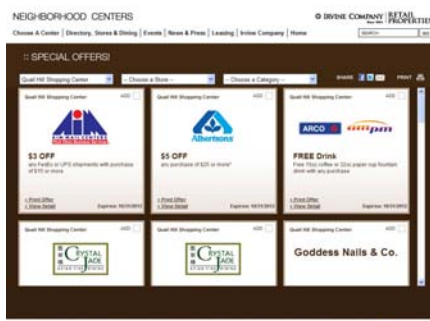
There is **no cost** to participate other than the discount you provide on the offer. The following are included: logo (if any), bar code (if any), store name, shopping center name and location, store phone number, offer, disclaimer, and expiration date.

The online offer program is promoted through the following outreach:

- Direct mail postcards sent to homes in Irvine and Newport Beach
- In-center posters
- Email blasts sent to more than 45,000 subscribers
- Other advertising outreach, as appropriate, throughout the year
- Tracking through views and prints, and redemptions where applicable

Program Components:

- Marketing will contact merchants every 3 months for participation
- Marketing will lay out the offer and will send a proof for review prior to going live
- Launch dates are scheduled on Aug 1, Nov 1, Feb 1, and May 1
- Offers will be valid for the full 3 months and can be revised or removed as needed



Online Offer Page



Printed Offer



Mobile Offer

To participate, please contact Centers of America at [coa-1@cox.net](mailto:coa-1@cox.net).



## Event Listing Guidelines

With more than 8,000 visits per day, or 3 million visits per year, **ShopIrvineCompany.com** is a great way to announce merchant events and promotions. The details can be posted on the events page, and there is no limit to the frequency of postings and the site is maintained daily.

### Requirements

- Submit the form below to Neighborhood & Community Marketing at [nccmarketing@irvinecompany.com](mailto:nccmarketing@irvinecompany.com)
- The message must promote an event scheduled at an Irvine Company shopping center, new product, special offer, or promotion.
- Merchants may submit a flyer in PDF format to be included as a link in the posting
- The marketing department has final approval of artwork and copy submitted

### Event Listing Form

- Store Name: \_\_\_\_\_
- Center Name: \_\_\_\_\_
- Event Title: \_\_\_\_\_
- Event Start Date: \_\_\_\_\_
- Event End Date: \_\_\_\_\_
- Store Phone Number: \_\_\_\_\_
- Store Website: \_\_\_\_\_
- Event Description:



## EMAIL PROGRAM OVERVIEW & SPECS

Irvine Company Retail Properties produces email announcements for an online circulation of more than 40,000 readers. This is a great opportunity to send an impactful message regarding your event/announcement to a targeted readership of influencers.

### About:

- Our templates are custom built to showcase your message while preserving the Irvine Company Retail Properties brand image. Due to this, background colors and email layout are subject to change. Further, submitted copy is subject to editing to maintain consistent voice of our brands.

### Requirements:

- Requests are accepted on a first-come, first-served basis, pending availability. Due to high demand, it is recommended to **reserve space at least three weeks prior** to the desired email broadcast date.
- The email message must promote an event, new product, special offer, or promotion and include a **strong call to action**.
- Merchant will be required to **document results** (no. event attendees, redemptions, sales, etc.) and provide results to Irvine Company Retail Properties.
- Merchant must provide email-ready art which is built to spec. Artwork should **not** have copy and should be less than 50kb.
- **All assets should be delivered to Irvine Company Retail Properties at least one week prior to broadcast** to allow for development and approvals.
- **The marketing department has final approval on all artwork and copy submitted.**
- Limit one email per merchant per six months.



Please send us the following assets for your email:

- Store name: \_\_\_\_\_
- Store phone number: \_\_\_\_\_
- Store website \_\_\_\_\_
- Event/Promotion dates \_\_\_\_\_
- Email title \_\_\_\_\_
- Copy (160 words) \_\_\_\_\_

- Artwork (choose **one** layout)

### Banner

**IRVINE SPECTRUM CENTER**  
 Guest Information | Directory, Stores & Dining | Events | News & Press | Leasing

**World of Warcraft: Mists of Pandaria Launch**  
 Join us for the North American Launch Party of World of Warcraft: Mists of Pandaria on Monday, September 24 from 9:00pm to 12:00am, hosted in partnership with Blizzard Entertainment and GameStop. As we count down the final hours to launch, enjoy giveaways as well as:

- A Challenge Mode duel between a team of skilled Blizzard employees and elite Blood Legion guild members! The fastest team wins, and we'll have Blizzard editor Rob Simpson showcasing with World of Warcraft lead environment designer Jon Mazzitella providing design commentary. Game address Felicia Day will make a special guest appearance with an exclusive look at the upcoming sixth season of The Guild! Blizzard's Chief Storyteller Chris Metzen will be fielding questions live on-stage!

**Sep 24, 2012**  
 9pm - Midnight

**Guest West Court**  
**Irvine Spectrum Center**

71 Fortune Drive  
 Irvine, CA 92618  
 (949) 755-5100

• Driving Directions

71 Fortune Drive, Irvine, CA 92618 | 949-755-5100 | ShopIrvineSpectrumCenter.com

### Banner with logo

**IRVINE SPECTRUM CENTER**  
 Guest Information | Directory, Stores & Dining | Events | News & Press | Leasing

**Joie Arrives in Newport Beach Mists of Pandaria Launch**  
 Join us for the North American Launch Party of World of Warcraft: Mists of Pandaria on Monday, September 24 from 9:00pm to 12:00am, hosted in partnership with Blizzard Entertainment and GameStop. As we count down the final hours to launch, enjoy giveaways as well as:

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**Joie**

71 Fortune Drive  
 Irvine, CA 92618  
 (949) 755-5100

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71 Fortune Drive, Irvine, CA 92618 | 949-755-5100 | ShopIrvineSpectrumCenter.com

### Box

**IRVINE SPECTRUM CENTER**  
 Guest Information | Directory, Stores & Dining | Events | News & Press | Leasing

**Celebrate the Quiksilver Women's Store Grand Opening**  
**October 6**  
 from 11am to 3pm

Join us this Saturday, October 6 from 11am to 3pm as we celebrate the grand opening of Quiksilver Women's Store at Fashion Island! During this \$1111CNY party, get inspired with complimentary programming, have fun in the photo booth, and enjoy Casey's Cupcakes and beverages.

Designed for young women with a coastal mindset and an independent spirit, Quiksilver's line for women is built on an understated aesthetic with its primary focus on fabrics, fits and finishes. This is a slightly knit offering of modern coastal classics with a twist - items that belong to Quiksilver's coastal heritage, but are always fresh and modern.

Both the Quiksilver and QSW lines can be found at this store. The QSW collection showcases the premium side of the brand with refined styling, fits and fabrications while the Quiksilver line focuses on beautiful basics, effortless styling and a youthful approach to fashion.

Quiksilver is located between BCBG Max Azria and Haagen-Dazs and can be reached at (949) 718-8792.

71 Fortune Drive, Irvine, CA 92618 | 949-755-5100 | ShopIrvineSpectrumCenter.com

### Specs

700w x 315h jpg

### Specs

700w x 315h jpg (banner)  
 230w x 177h gif or png  
 with transparent  
 background (logo)

### Specs

350w x 375h jpg



## Marketing Program Visual Samples 2013/2014 Fiscal Year



Coming Soon Window Graphics



Custom Coming Soon Window Graphics



Coming Soon Barricade Graphics



Now Open Posters



Custom Now Open Posters



Store Hours Sign



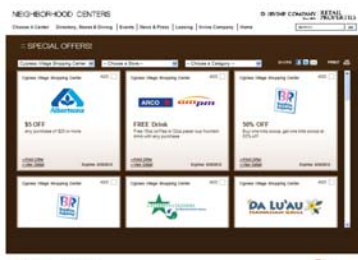
Common Area Events



Directory Listing on Website



Merchant Event Listing on Website



Online Offer Program



Online Offer Program - Print & Mobile



eBlast Story to Subscriber List





## POSTER PROGRAM PARTICIPATION FORM

Store/Center Name: \_\_\_\_\_

Store phone number: \_\_\_\_\_

Store website: \_\_\_\_\_

Contact Name/Phone/Email\*: \_\_\_\_\_

*\*For questions and to email the final artwork for your files.*

Please submit the following by the deadline to be included in the next poster rotation to [sdelano@irvinecompany.com](mailto:sdelano@irvinecompany.com). To ensure receipt, submit this form, image and logo in **one** email.

- 1) **Image:** \_\_\_\_\_ Image provided \_\_\_\_\_ Use stock image
- 2) **Logo:** \_\_\_\_\_ Logo provided \_\_\_\_\_ Already have on file
- 3) **Headline/Message** (featuring an offer/event/new product or service): Insert 25-35 words below.

### Sample Posters

**CROSSROADS DENTAL**

*New Patient Special*  
**Cleaning Exam & X-Rays \$69**  
*(in absence of gum disease - Expires 7/31/14)*

Creating Beautiful & Healthy Smiles...

www.IrvineCRD.com | 949.659.5900  
 Located in the Crossroads Center next to Urban Plates  
 ShopIrvineCompany.com  
 © The Irvine Company LLC, 2014.

**CASABLANCA**  
 BRIDAL

*Be a Balanced and Joyful Bride*  
*in-store Event with Mary Dann*

Be our guest on March 22 at 11am, as Casablanca Bridal hosts an event featuring Mary Dann, one of the most sought-after wedding planners in Southern California. Don't miss this opportunity and your chance to win a 2 hour consultation with Mary or a \$500 discount on a posted wedding package.

www.MaryDann.com | Call to RSVP 949.715.8228  
 Located next to Bellagio Spa & Sweet and Saucy Shop  
 ShopIrvineCompany.com  
 © The Irvine Company LLC, 2014.

**Newport Fusion Sushi** 鮨  
 Japanese Restaurant

*Newport Lunch Bento Special \$11.95*  
*6pc Sashimi | 4pc California Roll*  
*3pc Sushi or Chicken | Soup, Salad, Rice*

Try a lunch bento box  
 Delicious hidden gem within your next few steps!!

Located near Zev's Neighborhood Cafés  
 ShopIrvineCompany.com  
 © The Irvine Company LLC, 2014.



- **Cost:** There is **no cost** to participate.
- **Rotations:** Installed every 2 months. Requests are first-come first-serve.
- **Design/Printing:** All posters will be designed, printed & installed by Irvine Company.
- **Requirements:** The following items are required in order to participate.
  - **Image:** Approximately 8” x 10” horizontal (or larger) in size. Stock photography is also available. We have the right to substitute a stock image if needed.
  - **Logo:** Preferably provided in a hi-resolution eps format.
  - **Headline/Message:** **Must include an offer, event, new product or special service introduction.** 25-35 words. Message must remain valid while poster is displayed.
- **Schedule and deadlines:**

<u>Display period*</u>	<u>Art Deadline</u>
July 1 –Sep 1	May 15
Sep 1 –Oct 31	Aug 1
Oct 31 - Jan 2	Oct 1
Jan 2 –Mar 2	Nov 20
Mar 2 –May 1	Feb 2
May 1 –June 30	Apr 1

*Installation/removal dates are approximate and can vary by a few days before or after.*

- **Participation:** Please fill out the form above and email with your image and logo to Shannon Delano at [sdelano@irvinecompany.com](mailto:sdelano@irvinecompany.com) by or before the deadlines.
  - **Please submit all items in one email.**
  - We will confirm receipt once your participation is processed.
  - ***Due to demand, late submissions will not be considered.***



## Custom Coming Soon Barricade Graphics





## Custom Coming Soon Window Graphics



### COMING SOON BARRICADE/WINDOW GRAPHICS CONTACT & GUIDELINES:

**Contact:**

Shannon Delano

[sdelano@irvinecompany.com](mailto:sdelano@irvinecompany.com) / (949) 720-3123

- We **must APPROVE** all graphics prior to printing.
- As soon as the barricade is up we require graphics be installed.
- All graphics must be printed on **3M Tac Vinyl** as this material is what will adhere best in the outdoor elements at the center.
- If you need a vendor to print and/or install we can refer you to one.
- Your graphics must include an opening season such as "Coming Summer 2014".
- If you do not have graphics and only a logo we are happy to design your barricade/window and install.



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- Store name:

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- Store phone number:

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- Store website

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- Event/Promotion dates

---

- Email title

---

- Copy (160 words)



- Artwork (choose **one** layout)

### Banner

IRVINE SPECTRUM CENTER®

Guest Information | Directory, Stores & Dining | Events | News & Press | Leasing

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The Live Stream: To help kick off this journey, MadVR.com will live stream the North American launch party from Irvine, where we'll be joining players to celebrate the arrival of the expansion. The live stream begins at 8 p.m. PDT.

**Sep 24, 2012**  
9pm - Midnight

**Guest Wheel Court**  
Irvine Spectrum Center

71 Fortune Drive, Irvine, CA 92618  
(949) 753-5100

• Driving Directions

71 Fortune Drive, Irvine, CA 92618 | 949-753-5100 | ShopIrvineSpectrumCenter.com

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IRVINE SPECTRUM CENTER®

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*Joie*

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