



the
AVA
avatar virtual advantage
P R O J E C T
B O R E C T
avatar virtual advantage
AVA

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Executive Summary

Within this report we are discussing our campaign plan for St.Laurent Shopping Centre. The time line for our campaign runs between the beginnings of October to the end of December 2010. With a budget of \$200,000.00 we are splitting our campaign between 40% promotions and 60% advertising. We are targeting women aged 25-45 years old who have an average household income of \$71,000. They are family oriented people who live in the St.Laurent area and spend an average of \$71.00 per visit.

Our plan is to promote the St.Laurent website by battling the growing online shopping competition. Through research we have learned that our target audience actively participates and enjoys online gaming. To develop our concept we are working with Arkadium, a gaming Agency located in New York City, to create an online virtual St.Laurent Shopping Centre. Arkadium's highest clientele are women aged 25-45 years old.

Together with the online virtual St.Laurent Shopping Centre, we are creating the AVA (Avatar Virtual Advantage) program, which is our central thrust of our campaign. The AVA program gives consumers a chance to build their own avatar, use it to play games on the St.Laurent webpage, tour the shopping centre virtually and even make wish lists for things they want to purchase. It will give consumers the ability to have a totally personalized, personified shopping experience.

We are going to promote our campaign using traditional medias such as radio and outdoor advertising, as well as, social medias such as Facebook and the St.Laurent webpage. We have created a number of promotional tools to help build buzz and awareness towards our AVA campaign. Some promotions include sweepstakes, a Facebook look-a-like contest, and of course, Santa's arrival.



Situation Analysis

Company

St.Laurent has over 200 stores including The Bay, Sears, Toys 'R Us and Sports Check. Currently St.Laurent has over 1 million people visit their shopping centre per month. They participate in a lot of community charities and are known for being really involved within the community. In the near future St.Laurent is expanding their size, becoming the 5th largest shopping centre in Canada. They are getting 5 new stores including Boat House and BCBG, which represents that visual advertising is becoming more important. Currently St.Laurent uses radio for the bulk of their advertising however, with the new expansion coming, print media vehicles such as billboards and social medias are becoming more important then ever before.

Consumer

St.Laurent consumers tend to be very loyal clients. Shoppers stay in the shopping centre an average of 90 minutes per visit, which is above the Canadian average of 62 minutes. The shoppers revisit the centre on an average of 5.5 times per month and spend approximately \$72.00 per visit. The bulk of their clientele is families from the community, but also included businessmen, teenagers and the elderly. Currently St.Laurent uses traditional media to reach their older consumers (30-45 years old), which prefer things to look perfect, organized and structured. To reach their younger consumers St.Laurent uses social medias because this specific demographic prefers media that is a bit messier, has some personality and is unique.

Market

Just recently Ottawa went through a slight recession within their economy. St.Laurent started noticing a lash-out from their consumers towards people that walked around with high priced retailer purchases such as D&G, Louis Vuitton and Lacoste. To prevent the showboating of their well-to-do financial situations, consumers began putting all their purchases into one bag, instead of carrying around many bags.



Currently Ottawa is coming out of their recession and moving into a recovery. This allows our consumer to get back into spending money, shopping and feeling good when they make a purchase.

Competition

- Direct: Rideau Centre, Place d'Orleans, Online Shopping
- Indirect: Big box stores such as Walmart and Giant Tiger.
- Alternative: Small boutique shops, specialty stores and nearby city's shopping centres (Montreal and Toronto).

SWOT

Strengths

- Great location! They are located in the centre of Ottawa and have a wide range of clientele.
- Huge parking lot. This is a big plus for high traffic times like the holiday season and back to School.
- Largest event area out of all Ottawa's shopping centres. This allows them to be able to host all book/CD signing and special charity events within Ottawa.
- They are a family friendly centre. Parents feel comfortable letting their kids go to St.Laurent
- They are strongly involved within the community, giving them a good local reputation.

Weakness

- No online marketing. They are losing business everyday to people shopping online, rather than in stores.
- They have long leases with their retailers, which means that they are not able to bring in new stores, and coincidentally are getting a 'out-dated' image within the community.

Opportunities

- No shopping centre in the Ottawa area utilizes on-line marketing.
- Social media is becoming quiet popular and can be a very valuable tool in maximizing marketing and promotion tactics.
- Ottawa's economy is on the rise, which results in consumers shopping and spending their money again.

Threats

- Online Shopping
- The public beginning to prefer more fashionable/expensive brand names, that St.Laurent does not offer them.



Target Audience

Our target audience is mainly women aged 25-45 years young, who are family people and married with one or more kids. They also have a yearly average household income of \$71,000. These are sophisticated women who are still down-to-earth. They aren't shopping for \$1000.00 products, but spend an average of \$100 per stop. They like to shop around, but also, they like to keep it simple and easy. In and out with a glimpse of an experience is what they are after. Women today are looking for more of a shopping experience rather than a shopping chore. They want somewhere that is fun and interactive to be. St.Laurent Shopping Centre is not only creating an exciting experience but taking it to the next level with the development of our new interactive virtual avatar program AVA. This gives our target audience the chance to personify their shopping experience and make their time at St.Laurent truly personal.

Communication Objectives

- To generate awareness of St.Laurent's new website among 70% of the target audience during the campaign period.
- To have 70% of the target audience create an avatar profile and be entered into the sweepstakes between November 1- 13.
- To have 60% of the target audience participate in the Facebook look-a-like contest during December.

Promotions Plan

Overall Strategy

The theme of the campaign for St.Laurent is personalized shopping experiences. The target audience is made up of individuals who all want to be spoken to and enticed while shopping. While the launch of the new section of their website is taking place, St.Laurent will be promoting a sweepstakes and hosting Santa Claus. The communication strategy is to make shopping experiences unique for each shopper. St. Laurent wants to recognize individuals and tailor their shopping experiences for them. A new section of their website will be launched during the campaign period which will give consumers the opportunity to express themselves and represent themselves. Different promotional tools will be used to support the launch of the



campaign and achieve specific objectives in relation to the target audience.

Overall Tactics

The advertising period of the sweepstakes will start with a teaser mid October. Advertisements will be telling consumers to go to the St. Laurent website on November 1 to find out what is coming soon. Starting November 1, consumers will be encouraged to create an avatar profile, which will enter them into a sweepstakes. The creation period is from November 1 – 13. On November 14, Santa Claus will arrive to the shopping centre 'bringing' everyone's avatars (At the time of his arrival, the avatars will be available online as well as pictures of the previously created ones will be displayed in the centre). Santa will be available in the centre for pictures with the consumers in a snow globe. This experience will be a unique one that only St. Laurent offers. December will have a Wish Hut available online and in the centre. The Wish Hut will be a location where consumers can create a wish list for the holiday season and book an appointment with the style squad to help with their holiday shopping. Signing up for an appointment will award them points to be used with their online profile. At the same time, cards will be advertised to consumers that created an avatar. The cards will be available for consumers to pick up in the centre, also in December. These cards will allow St. Laurent to track the consumers' time spent within the Centre. The time they spent in the Centre will award them points, which can be used online to purchase items for their avatar. Avatar sign up will still be encouraged in December through a Facebook contest. Participants will submit photos of themselves and their avatars. The individuals who look most like their avatars will be awarded a prize.

Sales Promotions

Objectives:

- Retain current customers of St. Laurent and possibly increase amount of purchases made at the Shopping Centre.
- Generate excitement of the target audience for the AVA project
- Increase sales within the campaign period.

Strategies:

Release a loyalty program to reward loyal customers and to appeal to switchers, competitive loyals and non-users.



Use a sweepstakes to generate excitement and awareness for St. Laurent's AVA project. As members sign up for the AVA program they are automatically entered into a sweepstakes draw for a \$5000 credit with Tripcentral.ca, at the St. Laurent Shopping Centre.

Use point of purchase displays to help generate excitement for the AVA project, encouragement involvement in the program as well as support the overall IMC plan.

Tactics:

Loyalty Program – Avatar Virtual Advantage Program - AVA Project

St. Laurent will construct a new area on their website. This area will have a map of the mall and allow browsers to plan out their route for their trip to the mall. They can choose their favorite stores and have news feed of promotions and sales on their profile home page when they sign in. Their profile will only be complete when they create an avatar. Their avatar will be a little virtual representation of themselves. Each profile creator will be encouraged to pick up an Avatar Virtual Advantage Card (AVA Card) inside the shopping centre. This card will be detected as the individual enters the shopping centre. The card will earn points for the time spent inside St. Laurent. As the individual makes purchases they will swipe their card and be awarded virtual items for their avatar as well as points. Through swiping this card it will also be able to track individual shopping preferences, and suggestions for complimentary items or similar items can be made available on their online profile. Consumers will also be able to interact with each other and build their social networks. Their social networks can be used to plan shopping trips together or make gift lists or simply chat to one another as they spend time seeing what is new at St. Laurent. The website will be under construction during October displaying teaser ads for visitors. The website will be functional at the start of November and the creation period for entry into the sweepstakes will be from November 1 – 13. The website will continue to accept new profiles for the duration of its existence.

Sweepstakes – Get Away of your Choice Sweepstakes

As an incentive for signing up for the AVA program consumers will be entered into a Sweepstakes draw. The online profile will obtain some personal information and have the consumer create an avatar of his or her self. The draw will be closed on November



13. The winner will be chosen on December 1. The winner will receive a credit with Tripcentral.ca, a travel agency within the St. Laurent Shopping Centre. The credit will be for \$5,000. The winner will be able to specify what trip they would like to take and for how many travelers.

Point of Sale Signage –Virtual Mirrors

These are digital touch screen that will be displayed inside the shopping centre. During October, when a consumer approaches it, it will display an avatar representation of the individual advising them “Coming Soon”. When the website starts allowing consumers to sign up for profiles the mirrors will be available for consumers to create their profiles while they are inside St. Laurent.

Point of Sale Signage – Large Wrap Around Banner

When the sweepstakes entry period ends and the avatars are released for usage on the website, St. Laurent will create a banner displaying the avatars that have been created up to that point. The banner will be hung inside St. Laurent, starting on November 14 until the end of the campaign, December.

Public Relations

Objectives:

- Gain positive Media Coverage for St. Laurent’s campaign.
- Introduce St. Laurent’s new website.
- To maintain a positive corporate image.

Strategies:

Use a press release to cause excitement for, and encourage enrollment in, the AVA program.

Use a press release to gain interest, cause excitement and encourage picture purchase with Santa Claus.

Tactics:

Press Releases - AVA program

A press release outlining the details of the AVA program will be released to local



radio stations, and local newspapers. This release will also present the details of the sweepstakes which participants will be automatically entered into with the creation of their AVA profile. The journalists will receive avatar action figures, representing some of their notable personalities, to peak their interest. The AVA program will be available for profile sign up November 1 -13.

Santa's Visit

A press release outlining Santa's visit will be released to local radio stations, local newspapers and local television stations. This release will describe the unique experience of having your photo taken with Santa inside a snow globe. Journalists will be given vouchers for free photo packages with Santa so they can come and see the snow globe for themselves. Santa Claus will be in the shopping centre starting November 14 until the end of December.

Social Networking

Objectives:

- Generate excitement in the campaign.
- Gain Product Trial

Strategy:

Use social networking to advertise the AVA program and encourage sign up.

Tactic:

Social Networking – Look-a-like Facebook Contest

During December it will be announced that a Facebook Avatar Look-a-like Contest will be taking place. Participants will post a photo of themselves next to their avatar. The public will be voting to determine who looks most like their avatar. The ten individuals who look most like their avatars will win action figures of their avatar as well as 500 points for their avatars. The next ten runner-ups will be award 250 online points that can be used on their avatars.

Event Marketing

Objectives:

- Build relationships with target audience.
- Build brand image for St. Laurent.



- Increase sales for St. Laurent.

Strategies:

Use event marketing to build excitement about and support the message of the campaign, supported by public relations.

Use event marketing to gain awareness for the style squad encouraging consumers to utilize this service.

Tactics:

Event Marketing – Santa Claus’ Visit

Santa will be arriving to St. Laurent on November 14th with the avatars. He will be stationed in a snow globe within the Centre. Consumers can have their avatar added to the photo with Santa if they choose. A radio DJ will be on site for the day of Santa’s arrival taking personal requests in-person and through the St. Laurent website.

Event Marketing – Wish Hut

There will be a small booth constructed near Santa’s snow globe in the shopping centre as well as a virtual one available online. Consumers will be able to book appointments with the gift gurus to help with the completion of their Holiday shopping. The style squad will be available starting November 14. They will be available each weekend, Saturday and Sunday 12pm-5pm, until December 14. The Wish Hut is a place where consumers can direct questions to the staff concerning suggestions or obtaining lists of popular items.

Advertising

All of these promotions will be supported with advertising. The Media section, which will follow, will outline the recommended advertising tactics.

Evaluation

Sales Promotion

Loyalty Program

The loyalty program’s initial success will be evaluated by the number of online profiles that are created during the campaign period of October – the end of December. To



evaluate its ongoing success the amount of points collected will be measured as well as the time spent logged in. The numbers of individuals that come in to pick up their AVA program cards will also evaluate it.

Sweepstakes

The number of entries into the sweepstakes will be used to evaluate how much of the target audience participated.

Social Networking

Facebook Contest

The Facebook Contest will be able to provide numbers on entries into the contest as well as voting participation.

Public Relations

Press Releases

The press releases will be evaluated by the amount of exposure the stories receive. The amount of radio airtime and the number of stations will be used for evaluation. The size of newspaper articles and numbers of newspapers running stories on St. Laurent's events will also be used. And finally the amount of time given by television stations as well as the number of stations covering the stories will be measured.

Event Marketing

Santa's Visit

The number of individuals, or families, that purchased photos will Santa will evaluate the success of Santa's visit.

Wish Hut

The number of appointments made with the Style Squad will be counted. Online and in the shopping centre, the number of visitors to the Wish Hut will also be counted.

Budget

Sales Promotion

Loyalty Program (\$75,000)

- the website being updated four times
- building an avatar creator



- virtual mirrors
- projectors
- cost of AVA cards [estimated that 70% of target audience will create a profile]

Sweepstakes (\$5,000)

- credit with Tripcentral.ca for the winner

Total Sales Promotion: \$80,000

Public Relations

- 50 personalized avatar action figures.

Total Public Relations: \$150

Social Networking

- ten personalized avatar action figures.

Total Social Networking: \$150

Event Marketing

Santa's Visit (\$1,000)

- snow globe creation/ construction

Wish Hut (\$4,020)

- The five personal shoppers will be available for five hours each Saturday and Sunday starting with Santa's arrival ending on Christmas day. There will be one worker in the hut during these times to provide help to inquiring consumers. 11 days X 6 people (1 in hut, 5 on floor) X \$12/hour = \$3960 + \$60 for shirts (\$10 / shirt) = \$4020.

Total Event Marketing Budget: \$5,020

TOTAL PROMOTIONS BUDGET = \$85,200



Media Plan

Media Objectives

- To expose St. Laurent Shopping Centre's AVA campaign message to 70-80% of the target audience 3-4 times a week during the dates of October 1st – December 31st 2010 in urban and suburban areas surrounding St. Laurent.
- Media's chosen will enhance St. Laurent's campaign message of being somewhere that is fun and interactive, not a chore. Prove that it is creating an exciting experience and taking it to the next level with "Ava" the avatar.
- Delivery will support the overall campaign in a unique and creative manner, which will be appealing to the target audience.

Media Strategy

The scheduling strategy for this campaign is continuous. The most prominent objective to expose St. Laurent's campaign message to 70-80% of the target audience 3-4 times a week during the entire campaign and to do this the market needs to be fully saturated. Maintaining top of mind awareness is important in making this campaign a success. There will be continuous media coverage throughout the months of October, November and December with a focus on mid-November, in order to prompt the target audience in time for holiday shopping.

During the campaign medias will be used to promote different stages of development for the AVA campaign. October 1st to 31st will be the introduction stage, November 1st to 13th will be the creation period and November 14th to December 31st will be the "in motion" period. All medias will represent the different time periods with specific advertisements for them.

Media Rationale

Most of the coverage will be placed in local media's, which cater to St. Laurent's target audience. The only media that does not specifically target the Ottawa market is online such as Facebook and MySpace. These social medias will target a vast audience including the target audience but are also meant to target others who may visit in the



near, or distant future and remember St. Laurent as the place to shop in Ottawa, while creating buzz about AVA and the other amazing promotions going on at St. Laurent.

Media Tactics

Radio

Radio is a very cost efficient media, coming in third next to Outdoor and transit. It provides imagery transfer in which the listener can make up the visuals to go along with the soundtrack. There is a great flexibility of the market selection when advertising with radio because there are so many different stations to choose from with selective music targeting different audiences. Specific parts of the day can also help target an audience better, whether they listen on the way to work, or on the way home from school. Radio audiences don't fluctuate, the listeners tune in year round, which allows it to target anytime.

Outdoor & Transit

There are many benefits to using outdoor and transit medias. The advertisements can be placed strategically to target a very specific audience on a daily basis. The advertisements are viewable 24 hours a day and are hard to ignore due to their usual large size. The cost of placing outdoor and transit media advertisements is very low and they still reinforce the campaign message efficiently. They target pedestrians, bus riders, drivers and pretty much everyone in the area of placement. The best thing about these types of media is that the target audience cannot decide to turn them off, or ignore them, the size and placement guarantee viewing frequently.

Online & Social Media

The reason online advertising is great for this campaign is that it reaches a mass up-to-date audience across the world. It's available 24 hours a day, everyday of the week and reaches an immense amount of people constantly. The response rate from consumers can be monitored throughout the advertising period to prove or disprove that the campaign is getting the desired response from the target audience. The best thing about this advertising medium is that it's very cost efficient for a smaller budget.

The use of social media is very important in this day and age. People live their lives through the Internet and it's a very efficient way to target a vast amount of people.



Adding social media allows users to communicate with each other and feel like they are part of the excitement. Creating something that attracts the attention of these online “socialites” can do wonders for a campaign by using actual opinions to gain praise and attention.

Chosen Vehicles

Transit

Being that this campaign is strictly targeted towards an audience who reside near St. Laurent and in the surrounding area, transit will deliver the message efficiently and accurately. Advertisements will be strategically placed in and around St. Laurent to entice all bus riders and even pedestrians in the area to visit St. Laurent and take part in the exciting promotions. This type of advertising will be placed for the entire campaign with: Seventy Posters and Super Card’s.

Billboard

This medium reaches thousands while they travel on their daily route through the city. Top of mind awareness will be created through the use of Billboards in this campaign. The advertisements are large in size and hard to ignore which will help to create rapid results when trying to reach the target audience. There will be a spot buy of 3 billboards 3 times, with most situated in the St. Laurent area of Ottawa, as well as others located in different parts of the city to inform recipients of the great promotions going on at St. Laurent.

Hot 89.9

Hot 89.9 represents the top 40 in best music around Canada and the world. As the target audience is made up of partially young people who listen to new, in style music, Hot 89.9 is perfect to target that half as well as some others who just generally listen to top 40 music. Hot 89.9 is also Ottawa’s number one music station and are known for their great promotions which is perfect for this campaign because it introduces a great new promotion, which needs to attract an audience who enjoy participating in promotions.

Majic 100

Majic 100 is a neutral station that plays a lot of older rock and soft rock as well as a



select amount of newer music. The songs are directed towards an older demographic which is the other half of the target audience that Hot 89.9 won't be targeting. Majic has been around for quite some time and has a dedicated group of fans who listen religiously. Listener's have a higher income and will be interested in the great experience St. Laurent has to offer during the campaign. Majic 100 will also be the host of the radio show St. Laurent is doing to promote the AVA project.

Facebook

Connecting with real people is part of what Facebook is all about. Using Facebook as a medium is great because it reaches an amazing amount of people. Creating a buzz is important for the new promotions at St. Laurent and using side banner advertisements on Facebook as well as creating a promotions page (which is free) will not only inform users but also give them a reason to talk about it. There is great prize incentive and a new idea being formed with this campaign and using this social media to allow the target audience to discuss it will help to increase top of mind awareness and visits to St. Laurent investigate. The advertisements can also be tracked to see how well they are doing, which will give feedback on how the campaign is going.

LinkedIn

LinkedIn reaches influential professionals, while Facebook is mostly just for social purposes. Using both of these medias together will help to inform all different types of social media users about St. Laurent's campaign. Its affordable to use LinkedIn and you make your own budget. With an average household income of \$107, 278 the users of LinkedIn have the money to spend and represent the older half of the target audience.

Shopping Centre Posters

The shopping centre posters will be used to reach shoppers that are already in St. Laurent who may not have been informed of the AVA project. They will advertise the program as well as point customers in the right direction to sign up for the AVA project so they can start saving right away.

Costing

Transit

Seventy Posters
October 1st – November 1st



Buses – 95 and 97
25 Daily GRPs
Number of Faces: 33
Cost: \$19, 800.00

Super Card – 11" x 70"
October 1st – November 1st
Quarter showing
Number of faces: 212
Cost: \$6, 575.00

November 30th – December 30th
Quarter showing
Number of faces: 212
Cost: \$6, 575.00

Total Transit Cost: \$32, 950.00

Outdoor

Horizontal Poster
October 1st – November 1st
Spot buy of 3
Cost: \$7, 500.00

November 1st – December 1st
Spot buy of 3
Cost: \$7, 500.00

December 1st – December 31st
Spot buy of 3
Cost: \$7, 500.00

Total Outdoor Cost: \$22, 500.00

Radio

Hot 89.9
November 1st- November 13th
30 second spot, 3 times daily



Cost: \$5,460

December 1st – December 24th
30 second spot, 3 times daily

Cost: \$10,080

Majic 100

November 1st – 13th

30 second spot, 3 times daily

Cost: \$4,875

December 1st – 24th

30 Second spot, 3 times daily

Cost: \$9,000

November 14th

Remote location radio show

Cost: \$4,200

Total Radio Cost: \$33,615.00

Online

Facebook – Side Banner

October 1st to December 31st

\$75.00 a day budget

Total Cost: \$6,900.00

LinkedIn – Side Banner

October 1st – December 31st

\$75.00 a day budget

Total Cost: \$6,900.00

Total Online Cost: \$13,800.00



Print

Shopping Centre Posters

October 1st – November 1st

Five: 3 by 6 ft. mall posters in St. Laurent

Cost: \$500.00

November 1st – December 1st

Five: 3 by 6 ft. mall posters in St. Laurent

Cost: \$500.00

December 1st – December 31st

Five: 3 by 6 ft. mall posters in St. Laurent

Cost: \$500.00

Wrap Around Banner

Posted November 14th

Dimensions to be determined

Cost: \$635.00

Total Print Cost: \$2,135.00

Total Media Buy: \$105,000

Media Mix

The Media Mix

Online – 13.14%

Transit – 31.38%

Outdoor – 21.43%

Radio – 32.01%

Print – 2.04%

Total – 100%



Media Schedule

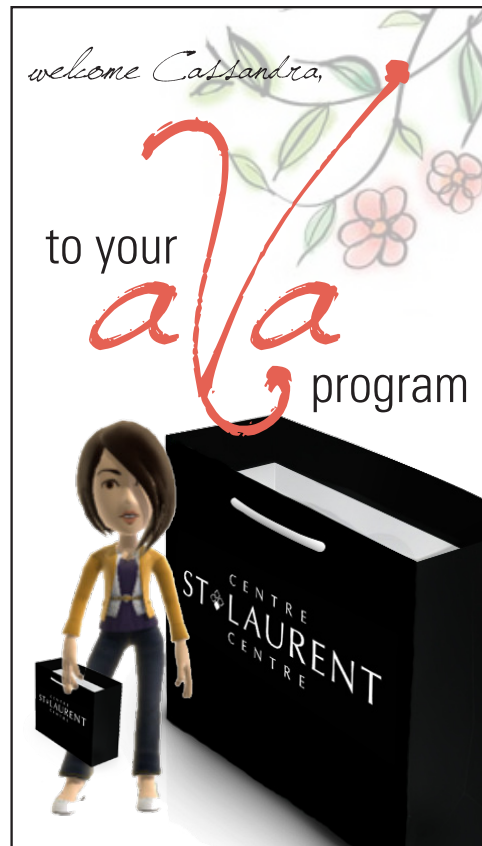
	OCTOBER	NOVEMBER	DECEMBER
RADIO			
Hot 89.9		■	■
Majic 100		■	■
Radio Show		■	
OUTDOOR			
Billboard	■	■	■
TRANSIT			
Seventy Posters	■		
Super Card	■		■
PRINT			
Mall Posters	■	■	■
ONLINE			
Facebook	■	■	■
Linked In	■	■	■

Conclusion

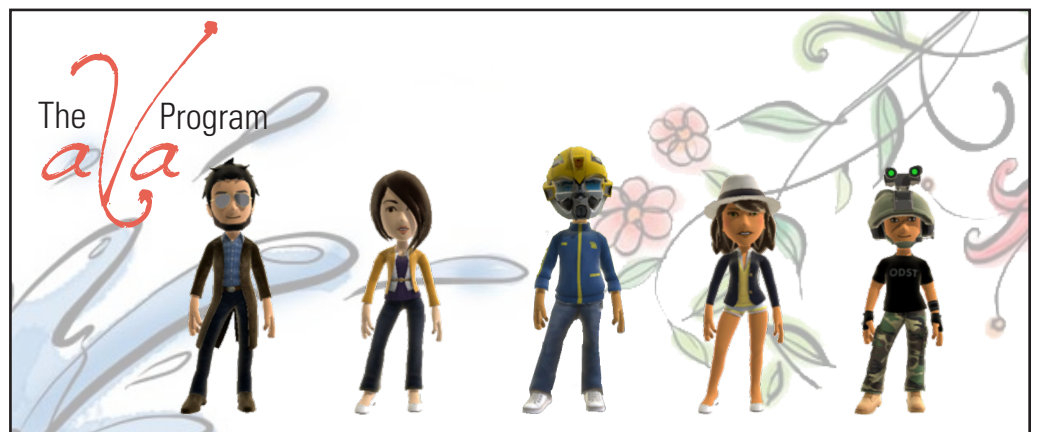
This campaign will be very successful because it sets St.Laurent apart from all of its competitors, as well as creates a unique, personalized experience for all Ottawa shoppers. Another fantastic attribute of our AVA campaign plan is that it will not be a campaign that becomes ineffective as soon as it's over. The virtual St.Laurent Shopping Centre will be continued on afterwards, changing and updating to fit new seasons, new events and even the new upcoming expansion of St.Laurent in just a few years.



Creative Examples



AVA Swipe Card

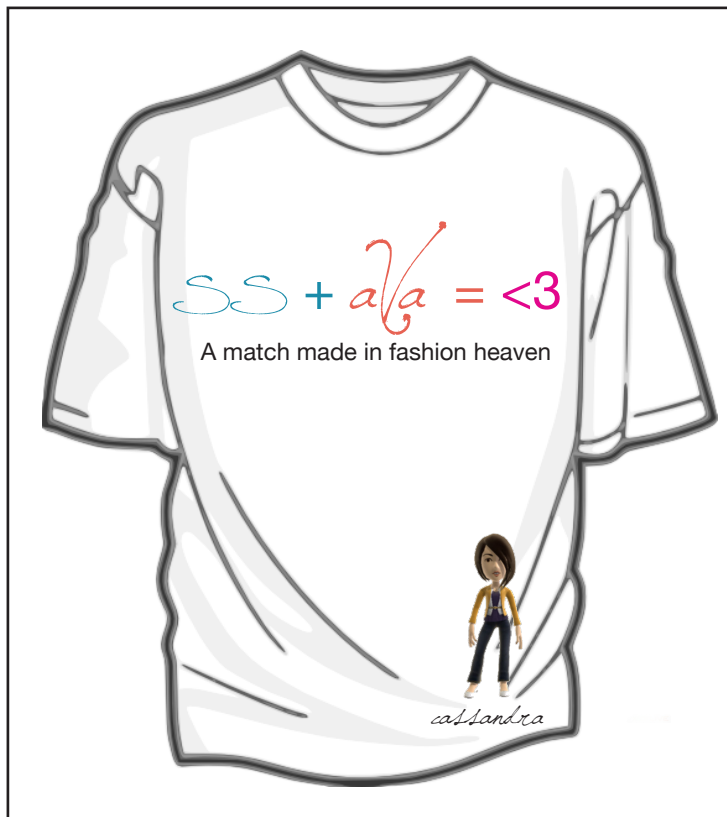


Shopping Centre Banner





Virtual Mirrors



Style Squad T-shirt

Appendices

Press Release #1

NOTE: FOR IMMEDIATE RELEASE
St. Laurent Centre Unveils Personalized Avatars!

Ottawa, Ontario, Friday April 30th 2010

For the first time ever, St. Laurent Shopping Centre is enthusiastically unveiling personalized Avatars as a part of the AVA Program (Avatar Virtual Advantage Program). St Laurent Shopping Centre wants to personify the experiences of its shoppers. The AVA Program will allow shoppers to make a virtual identity of themselves and to create an easier and simplified shopping experience. It's taking the hassle out and bringing the fun back into shopping trips. This will be a step further to the future of shopping experiences.

Everyone can sign up to create his or her own Avatar profiles by visiting stlaurent-centre.com. Once there, an AVA program representative will assist and guide you into starting your future in shopping. AVA members will receive their own personal AVA Card that will keep track of their shopping habits while automatically updating their online profiles. This will supply them with an array of opportunities such as weekly fashion tips and product recommendations. Avatars will be available for the public starting November 1st, 2010.

Jack Shepherd of the Ottawa Citizen says "This will be an exciting and wonderful experience for shoppers of all ages to participate in this original and distinctive program."

Go beyond the ordinary world of shopping and into this extraordinary world of the AVA Program.

Contact: Jesse Bailey, St. Laurent Centre Publicity Manager
(613) 745-6858
stlaurent@morguardreit.com



Press Release #2

NOTE: FOR IMMEDIATE RELEASE

Here comes Santa Claus in his Snow Globe

Ottawa, Ontario, Friday April 30th 2010

Imagine a life size snow globe with Santa and his elves while snow is falling everywhere around you. Now picture this inside St. Laurent Shopping Centre. This Holiday season, St. Laurent Shopping Centre is proud to introduce the first ever Santa's Snow Globe!

Children will be able to immerse themselves into the magical winter wonderland at Santa's Village inside the snow globe. Powdery snow will be falling all around while Santa's elves sing along to Holiday tunes. This will also be a great opportunity for children to get their picture taken with Santa in his Snow Globe. So if this doesn't get you to come then maybe the petting zoo will. Alpacas, sheep, and miniature goats are just some of the fun and furry friends that will be available to be fed and petted.

Just outside of this wonderful snow globe will be Santa's Wish Hut, where you will be able to not only register for an Avatar Holiday wish list with your holiday choices, but you can also pre-book shopping appointments with the St Laurent Centre Style Squad. Kate Austen of the Ottawa Sun says "This will be a wonderful experience for people of all ages!"

Santa's Snow Globe kicks off November 14th, 2010. This is sure to be an unforgettable experience.

Contact: Jesse Bailey, St. Laurent Centre Publicity Manager

(613) 745-6858

stlaurent@morguardreit.com



Radio Advertisement #1

CLIENT St. Laurent Shopping Center

RUN DATES: NOV 1st - 13th

TITLE: Avatar's Are Here!

STATION: Hot 89.9 FM

Script

ANNCR SFX: JINGLE BELLS INDICATING SANTA'S COMING!

Santa Claus is coming to ST LAURENT CENTRE. And this year, instead of his helpful elves, he's bringing along you own personal Avatar! Sign up today and create your own ST LAURENT CENTRE profile and Avatar. Each time you swipe your AVA Card, you'll be showing everyone who you are and what you'd like through automatic profile updates! Plus, you could win fabulous prizes in the ST LAURENT CENTRE Avatar Look-Alike contest. Details in store or online. ST LAURENT CENTRE – Your experience personified.

Radio Advertisement #2

CLIENT St. Laurent Shopping Center

RUN DATES: DEC 1st - 24th

TITLE: Style Squad Appointments

STATIONS: Majic 100 FM

Script

ANNCR Christmas can be are real RUSH!

SFX: TRAFFIC JAM, CAR HORNS, ETC...

But with ST LAURENT CENTRE and the Style Squad, You could be DASHING through the mall in no time at all! Just pre-book your shopping trip through your AVA online profile. And when you arrive, you'll find you'll be getting loads of help and gift ideas from the ST LAURENT CENTRE Style Squad. All you need is your AVA Card! And when you book by Christmas Eve, you'll get a free ten-dollar gift card. Details in store or online. ST LAURENT CENTRE - Your experience personified.



Notes

