

**TORG**



**MARKETING  
APPROACH**

THE OUTLET RESOURCE GROUP



# TORG

TORG Marketing is a leader in providing solutions and services for all types of shopping centers. Our current and prior work includes a diverse mixture of formats including outlet centers, regional malls, lifestyle centers, tourism destinations and community centers.

Our portfolio approach to marketing provides your center the resources of coordinated marketing programs, with the attention to the local consumer, while saving time and money to achieve your marketing objectives.



# DEEP EXPERIENCE



Lisa **Wagner**  
Principal

Lisa brings over 30 years of domestic and international outlet experience to TORG. She has overseen the grand opening and/or marketing of more than 50 centers around the world including working with developers to bring outlet centers to countries that had not previously had the format. For the past 10+ years in North America, Lisa has focused on outlet center development and turnaround projects of underperforming assets, hybrid projects repositioning and new center development while maintaining a strong presence in the European outlet community.

**+1 703.346.8098**  
**lwagner@outletresource.com**



Tom **Schneck II**  
Senior Vice President  
of Marketing

Tom brings over 23 years of shopping center marketing experience to TORG from his career leading a variety of retail marketing formats throughout the United States including iconic destinations such as National Harbor, Hollywood & Highland, Desert Hills Premium Outlets and was the Director of Field Marketing for a major developer leading a portfolio that included high profile centers like Ala Moana Center in Hawaii, Fashion Show in Las Vegas, Glendale Galleria in Los Angeles and Tysons Galleria in Washington, DC.

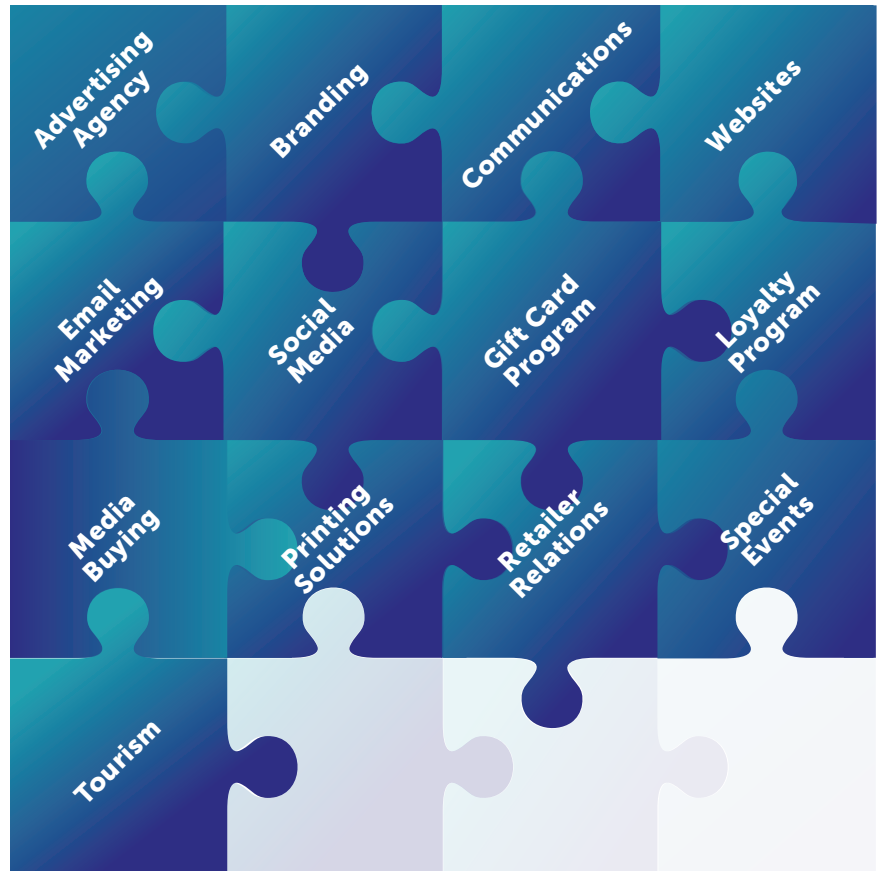
**+1 213.509.6260**  
**tschneck@outletresource.com**





# WHAT PIECES OF YOUR **MARKETING PROGRAM** CAN WE HELP YOU WITH?

TORG Marketing offers a full suite of customizable services to meet the unique needs of your asset and the available budget. Our approach leverages the buying power of multiple centers to be able to pass on group savings to you.





## ADVERTISING **AGENCY**

- Full-service advertising agency capabilities.
- Benefits of portfolio approach creating seasonal and evergreen campaigns.
- Local custom campaigns to fit your unique market and consumer.
- Full capability of services including:
  - *branding*
  - *print*
  - *digital marketing*
  - *website*
  - *copy writing*

# COMMUNICATIONS SMART TOOL

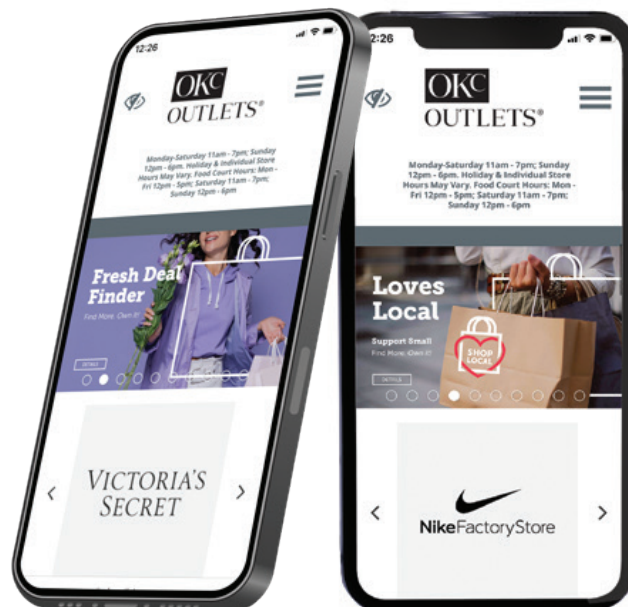
Subscriptions to TORG's Communication Application that allows you a one-stop communication solution to make local property management easier by streamlining communications for store management/employees, accounting and marketing. Application features include:

- Critical Communications (Weather Emergencies, Security Threats)
- Operations Communications (Maintenance Requests, Center Management)
- Sales Collection
- Rent Collection/Payment
- Marketing Communications
- Employee Discount Program

# DIGITAL MARKETING

## Website

- Development of new website on the TORG portfolio platform.
- Library of assets to keep website fresh.
- National retailer sales posted to the website.
- Retailer log-in capabilities so retailers can submit their own sales, events and jobs to the website. Plus, you can approve their submissions.
- Easy to use admin to make updates locally if you choose.
- 24/7 support to help you manage the website during critical communication periods (weather issues, security threats, PR issues).



### Email Marketing

- We provide an industry leading email marketing tool to grow your marketing database.
- Options to provide weekly templates to customize with local information or we can do everything for you.

### Social Media:

- We can provide Guidance/support for social media management or provide a full-service option to manage your social media for you.
- Scheduling tool available to pre-plan and schedule your social media posts.
- Social Media Advertising and Post Boosting available.
- Contest and engagement programs available.

## GIFT CARD PROGRAM

**Interested in selling center-wide gift cards?** TORG has established a closed-loop program (good only at your center) to issue shopping center gift cards. This program can be managed from your local center and even sold on-line.



## LOYALTY PROGRAM

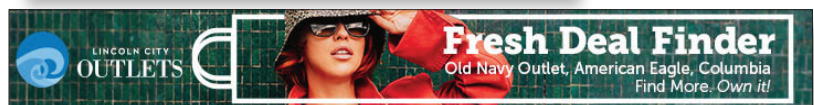
Increasing your shopper visits and encouraging them to be loyal to your center is key in this ever-changing retail environment. We are launching two different shopper loyalty that will go from a deluxe smart-phone app format to a scaled now modest model. Programs can be built out to achieve:

- Increased shopper visitation
- Rewarding the most loyal shoppers
- Discounts to key retailers

## MEDIA BUYING

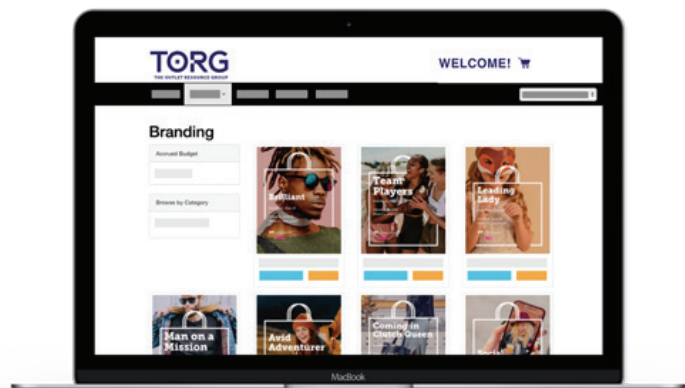
TORG partners with a well-connected media buying service to develop and execute your paid media objectives based on industry performance data. Our media buyer passes on significant group buying discounts to you to make your advertising dollars go further. Media options include:

- Digital Advertising (Digital Display, Re-Targeting, Geo-Fencing, Tourism Search, etc)
- Digital Audio (Such as Pandora, Spotify, Tune-In)
- Broadcast Radio and Television
- Outdoor Advertising
- Print Advertising
- Tourism Publications



## PRINTING SOLUTIONS

We make marketing easy with an on-line toolkit to handle all of your printing needs. Our toolkit is filled with operational messages, marketing campaigns, directories, brochures and more. The content is refreshed seasonally to make ordering on-site signage easy. Updates and customizations to the collateral is free as long as your printing is done with our preferred vendor.





# RETAILER RELATIONS

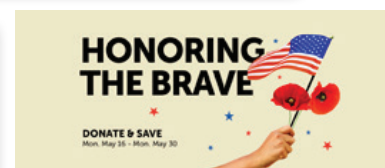
# SPECIAL EVENT COORDINATION

TORG has a national network of retailers we work with across the United States and beyond. Our relationships make marketing and retailer success easier for you. We can coordinate participation by national brands in your most key marketing initiatives.

- Coupon Book Programs:**  
 We've eliminated the pain of assembling an annual coupon book program for your center. We'll work with national retailers for you to obtain offers and provide the tools to work with local retailers. Once the retailers are signed up on our on-line site, we will have the booklets laid out, printed and shipped to you.



- Poppy Program:** TORG has developed a national partnership American Legion Auxiliary to build awareness and funding for activity duty military, veterans and their families through the Poppy Program. The annual program drives sales to your retailers through our Poppy Savings Card and builds community with our ALA partnership during the 15-day campaign to kick off the summer.



- Other Programs:** New portfolio-wide programs are introduced annually that are turn-key for to launch at participating centers.

## TOURISM PROGRAM

Let us design a custom tourism program to attract both domestic and international tourist to your center.

- Group membership in travel trade organizations such as American Bus Association (ABA), National Tour Association (NTA), the US Travel Association and Shop-Dine-Play USA. Our membership in these trade organizations provide year-round access to potential partners like tour operators, DMOs, CVBs, hotels and attractions.



**U.S. TRAVEL**  
ASSOCIATION®

- Represent your center at tourism shows such as the ABA's Marketplace, NTA's Travel Exchange and US Travel Association's IPW. We will meet with pre-qualified tourism industry partners to work on growing your tourism business.
- Work with travel agents, receptive tour operators, MICE groups, hotels, and CVB's to drive travelers to your shopping center.
- Listing on TORGtourism.com to provide multiple center promotion of tourism resources for prospective clients.
- Coordinate tourism advertng media plans including travel guide book reviews, on-line tourism representation, rack card distribution programs, and highway sign programs.

# TOORG