

Prince Bishops Shopping Centre

Prince Bishops Shopping Centre, located right in the heart of Durham, is the city's premier shopping venue. With over 40 leading retailers, including; Bhs; Next, Monsoon, Fat Face, River Island, New Look, Boots, HMV and Superdrug, this open air shopping centre is a key part of any visit to the city. Its award winning car park has space for over 400 cars with many people using this as their base when visiting Durham.

Objectives

The main objectives are to: raise the profile and appeal of The Prince Bishops Shopping Centre; position Prince Bishops as being at the heart of Durham; increase footfall and drive spend; increase car park revenue through developing targeted and effective communications to target audiences.

Approach

Since July 2008 Press Ahead has worked with Prince Bishops Shopping Centre to develop and implement a wide range of marketing activities, including: marketing strategy; research; brand development and management; advertising; marketing literature; magazine publishing; copywriting; internal and external communications; proactive public relations and event management.

Results

Since starting work with the centre, Press Ahead has successfully increased footfall to the centre and raised its profile through employing a range of creative tactics. This included a 12.4% increase in the number of visitors in August 2010 – some 6,500 additional people - thanks to the Summer Sundays event programme, and producing the well-received 'Style in the City' magazine, which was distributed to Durham residents.

Media > Marketing & Communications