

# MARKETING SERVICES



## THE SCIENCE OF MARKETING TO GENERATE REAL ESTATE VALUE

Our vast expertise of more than 30 years in the shopping centre industry, retail and mixed-use projects, makes Sonae Sierra the perfect partner for your asset. Expert marketing strategies have the potential to add significant value to your asset by integrating several areas, such as asset vision & positioning, branding, traffic & sales activation, digital projects and tools, customer experience, selecting the best suppliers and training by high qualified staff among others.

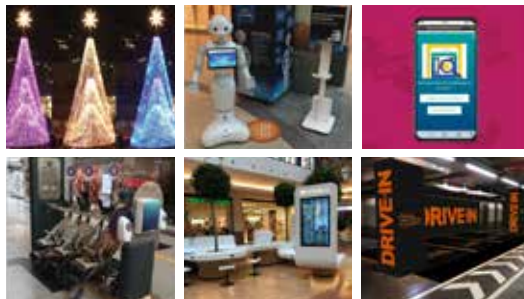
We have a focus on generating value to all stakeholders at the highest return on investment. The best recognition is the satisfaction of our clients but also the more than 40 international Marketing Awards offer a tasteful feeling.



OUR EXPERIENCE



BRAND STRATEGY



DIGITAL SOLUTIONS



COSTUMER EXPERIENCE

**BRAND ACTIVATION | ACTION PLANS**

"Art Arrived at Colombo" is a ground-breaking project begun in 2011 which aims to promote cultural activities among the general public that visits the shopping centre, encouraging them to participate and interact with art in a way that is free and accessible to all.

This temporary museum held in Centro Colombo quarter's square exhibited works by artists such as – Joana Vasconcelos, Andy Warhol, Jen Lewin, Salvador Dalí, Terry O'Neill, Paula Rego, Roy Lichtenstein, Vieira da Silva, Nadir Afonso.

**DIGITAL SOLUTIONS & EXPERIENCE**

**Pepper** is a humanoid robot which can be programmed for different audience interaction functions. As a host it has an informative role - welcoming you, helping to locate shops and services - but also an entertainment responsibility with the possibility of playing games. What distinguishes Pepper from a normal robot is the ability to express emotions, enhancing real-time interaction.

**Your car is here** is a location service that allow you to know where you parked your car and how to get back to it from where you are.

A **Drive-In** service at shopping centres parking lots, offering visitors the convenience of collecting purchases without leaving their cars, after placing their orders online or by phone.

A **virtual Booking systems** that allows visitors to withdraw a ticket in a selected store and safely await their turn without needing to queue outside the storefront or to reserve a visit to a certain event.

**Baby strollers** reservation system without human interaction that can be used by families to their children.

**CUSTOMER EXPERIENCE**

**Family Experience**

**Playground & Kids Areas**

The new value proposition, building on leisure and creating outstanding places for Family destination, where kids and adults experience unforgettable moments.

ABOUT US

We find solid platforms from which we can create sound investments, all around the world. From shopping to public or living spaces, from management to turnkey projects, we are the most far-sighted partner to have when developing innovative concepts.

Sonae Sierra operates from corporate offices located in more than 10 locations providing services to clients in geographies as diverse as Europe, South America, North Africa and Asia.

Incorporated in Portugal in 1989, Sonae Sierra is owned by Sonae, SGPS (Portugal) with 90% and Grosvenor Group Limited (United Kingdom) with 10%.

Open mind  
Greater value

**PRAGMATIC DOERS**

We have the know-how and the muscle, the enthusiasm and determination to make things happen. That's our biggest strength: to be experts in "done".

**AN INTERNATIONAL PLAYER**

with a thing for localism. We learn about places, their substance and appeal. Their worth and potential. We believe that local value is what makes the world interesting. Our heart is on the street, our eyes on the world.

**URBAN DRIVEN**

We are in love with the city. How it breathes, how it grows, who lives there, what people do, how they move, how they work. We love to push for its constant transformation. The city is our muse. Urbanity our home.

[www.sonaesierra.com](http://www.sonaesierra.com)