

tactics

FOR SHOPPING CENTER PROFESSIONALS

INTERGALACTIC RETAILING

The space between brick-and-mortar
and online is where shoppers
are won or lost

COPY THAT

App-based
tools enhance
mall customer
service

Listen Up

Get ready for what's
coming up next in
retail marketing

THE 4K EXPERIENCE

Tech-driven entertainment
that's human-focused



COVER STORY

24 THE 4K EXPERIENCE

We're bringing you tech-driven entertainment that's human-focused.

INSIDE:

- 900 North Michigan Shops' high-tech ceiling.
- Social butterfly rewards at Manchester Arndale.
- The Shops at South Town's emoji wall.
- Veranda Mall has a Coderdojo for kids.
- VR stuns shoppers at McArthurGlen.
- Starbucks enters a new digital era in Shanghai.

FEATURES

10 COPY THAT

App-based tools enhance mall customer service.

INSIDE:

- Chatbots and more at the Mall of America.
- Digital signage at 1 Utama.
- Visa's Internet-of-Things strategy ahead of the PyeongChang Games.
- KaDeWe's personalized online concierge.
- Biometrics are everywhere.

38 LISTEN UP

It's time to get ready for what's coming up next in retailing and commercial real estate marketing.

INSIDE:

- Talkwalker's social data intelligence study
- Kiosks get a digital upgrade.
- These private sales are app-delivered.
- TechStyle Fashion Group uses big data to inform everything from fashion collection design to inventory control to marketing.
- Have space in your center for a retail innovator? b8ta stores are coming your way.

DEPARTMENTS

6 EDITOR'S LETTER

A word from Myriam Beaugé, Editor-in-Chief.

CLOSEUPS

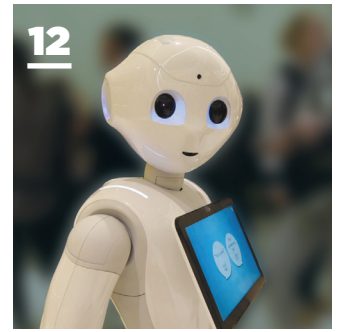
7 SMARTER FASHION

Rebecca Minkoff's new line of connected handbags extend the brand experience online.

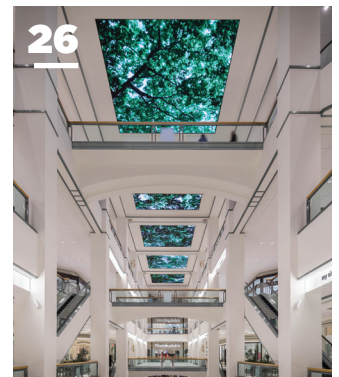
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8 DRIVING INNOVATION

Toyota and its alliance had a retail vision: A smart, mobile, Internet-of-Things pod.

ADVERTISING CAMPAIGNS

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Four tactics to overcome some of the most common pay-per-click advertising challenges.

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Nomad Technologies harnesses the promotional power of everyday urban walkers.

IN THE EVENT

46 DIARY NOTES

Get a run-down of upcoming industry conferences, trade shows, and award programs worldwide.



THE SKY'S THE LIMIT

900 North Michigan Shops is changing, right up to its ceiling

Last month, **900 North Michigan Shops** unveiled phase two of its renovation. Amidst the list of upgrades that include a new entrance and illuminated indoor signage, one feature is most emblematic of the Chicago center's intent to embrace 21st-century retailing: its high-tech ceiling. Instead of painted drywall or clear glass, a digital art installation stretches across 190 feet. Perfectly centered and therefore visible from all of the property's seven floors, it gives the illusion of a skylight that connects the indoors to the outdoors and acts as both experiential décor and versatile marketing tool. It's a major new asset that 900 North Michigan Shops and **ESI Design** added to the center.

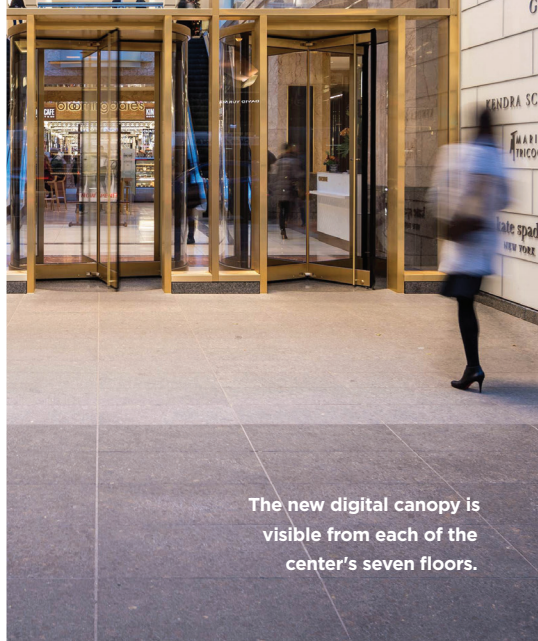
"The digital canopy allows us to introduce art into an atypical environment that will pleasantly surprise our guests," noted **Stacy Kolios**, senior director of marketing for 900 North Michigan Shops.

"The installation will also serve as a medium through which we plan to showcase the great ideas of artists working in the digital design space both in Chicago and throughout the world."

With ultra-high definition LEDs to form its canvas, the canopy will be used to display ambient imagery like rustling trees and flocks of birds, branded and seasonal content, product features, promotions, and special events. The

“...a digital
ART INSTALLATION
 stretches across 190 feet.”

center will also put the canopy’s media program at the retailers’ disposal, making the most of its animation and video capabilities.



The new digital canopy is visible from each of the center’s seven floors.

More...

- The canopy is built in 10 sections.
- Digital content was filmed at 16K resolution.
- The 3D bird animation was created via algorithm based on flocking behavior of Cedar Waxwings, which are native to the Chicago area.