

# Trendz™



## Nothing but Net

*Dufferin Mall among the newest hotspots in the bustling city of Toronto*

Forget the baguette bags and gladiator sandals. The electronics department is where you'll find the most sought-after accessories.

In Toronto's fast lane, young urban professionals depend on their mobile phones, PDAs and laptop computers to keep their lives manageable as they juggle responsibilities at work and at home. It's with them in mind, not to mention techno-savvy youths, that Dufferin Mall now offers Wi-Fi service in its food court, becoming the first shopping center to do so in its primary Toronto catchment. "Electronics represent the number one category in retail, especially for young consumers," said Lana Vukelic, the mall's general manager. "It's important for our customers to stay connected. Young urban professionals are our primary audience and a lot of them who come into the mall have home offices. They can spend time with their children at the mall, then do some work and still stay connected

with family members while they shop."

Dufferin Mall also has a very strong youth presence. That segment represents 20 percent of the center's market, which isn't surprising given that there are five schools in the immediate area and a whopping 17 schools in the entire ward.

Following consumer research conducted over this past year, Dufferin Mall decided to introduce the free service in partnership with Wi-Fi provider, FatPort.

To connect to the FatPort network, shoppers obtain an access code, or FatCode, from the guest services desk.

They initially get one hour of free Wi-Fi service, but can obtain additional hours by returning to Guest Services and asking for a new FatCode.

From the customers' point of view, having to request a new FatCode each time they want one more hour of Wi-Fi connection might be tedious,

but the added step is essential for the mall.

"We did it for a few reasons," Vukelic said. "For one, it was to keep the high turnover in the food court, which is very busy. We also wanted that connection with (Cont. on page 4)

**Mobile Marketing**  
page 7

**Fashion Outlets campaign**  
page 8

**Web Masterz**  
page 12

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## The Fashion Outlets choose a more mainstream look for their new ad campaign

You can still see a little flesh in the new Fashion Outlets advertising campaign. However, the "Expose Yourself" creative is not as risqué as the (in)famous, made-for-Vegas "75% Off" series that helped Fashion Outlets Las Vegas make its mark in Sin City. It was simply time for Talisman Companies, L.L.C. to create a brand name and visual style that would work as well in the cool climate of Niagara Falls as it would in Santa Fe and Vegas.

"We had used an agency in Mississauga to create a campaign for Fashion Outlets Niagara Falls and we liked the campaign so much that we decided to evolve it into a brand name," said Ann Ackerman, vice-president and director of marketing for Talisman Companies.

"With 'Expose Yourself', there was more of a story that we could tell."

The new campaign, which agency True North developed, invites shoppers to expose themselves to savings, brand name retailers and anything the Fashion Outlet centers have to offer.

Nancy Marcellus, marketing director for Fashion Outlets Las Vegas, also explained that the new tagline made it easier to use a wide range of media vehicles, including radio, unlike the "75% Off" campaign, which was very visual. The new concept also lends itself well to seasonal interpretations, since the boxes that highlight fashions and accessories can be changed easily.

The Talisman centers' branding efforts extend to the Web as well, at [www.FashionOutlets.com](http://www.FashionOutlets.com). ■

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