



DEERFIELD  
TOWNE CENTER

**the challenge:**

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Deerfield Towne Center is an outdoor shopping center North of Cincinnati. Challenged with the goal of marketing the entire shopping center and the experience, the manager struggles with tenants that are delinquent in rent, tenants that want to renegotiate rent, declining sales for most tenants and the development of a large outlet mall within 10 miles. Our specific goal for this project was to increase overall sales for Mother's Day.

**the response:**

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Based on a successful holiday radio campaign, which was a free gift-with-purchase concept, Creative Dimensions designed a Mother's Day Gift Certificate campaign that included a free plant for Mom. The campaign was limited to three very targeted radio stations and aired for the first nine days in May, 2009.

**the results:**

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Deerfield Towne Center Gift Certificate sales were up 43% over the prior year.