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Experiential Solutions



Reach, engage and converse with the communities surrounding our places with an experiential pop-up activation.

Brand iQ can help customise an experience to create the right interaction with consumers or simply activate your existing brand experience within any one of our relevant destinations.



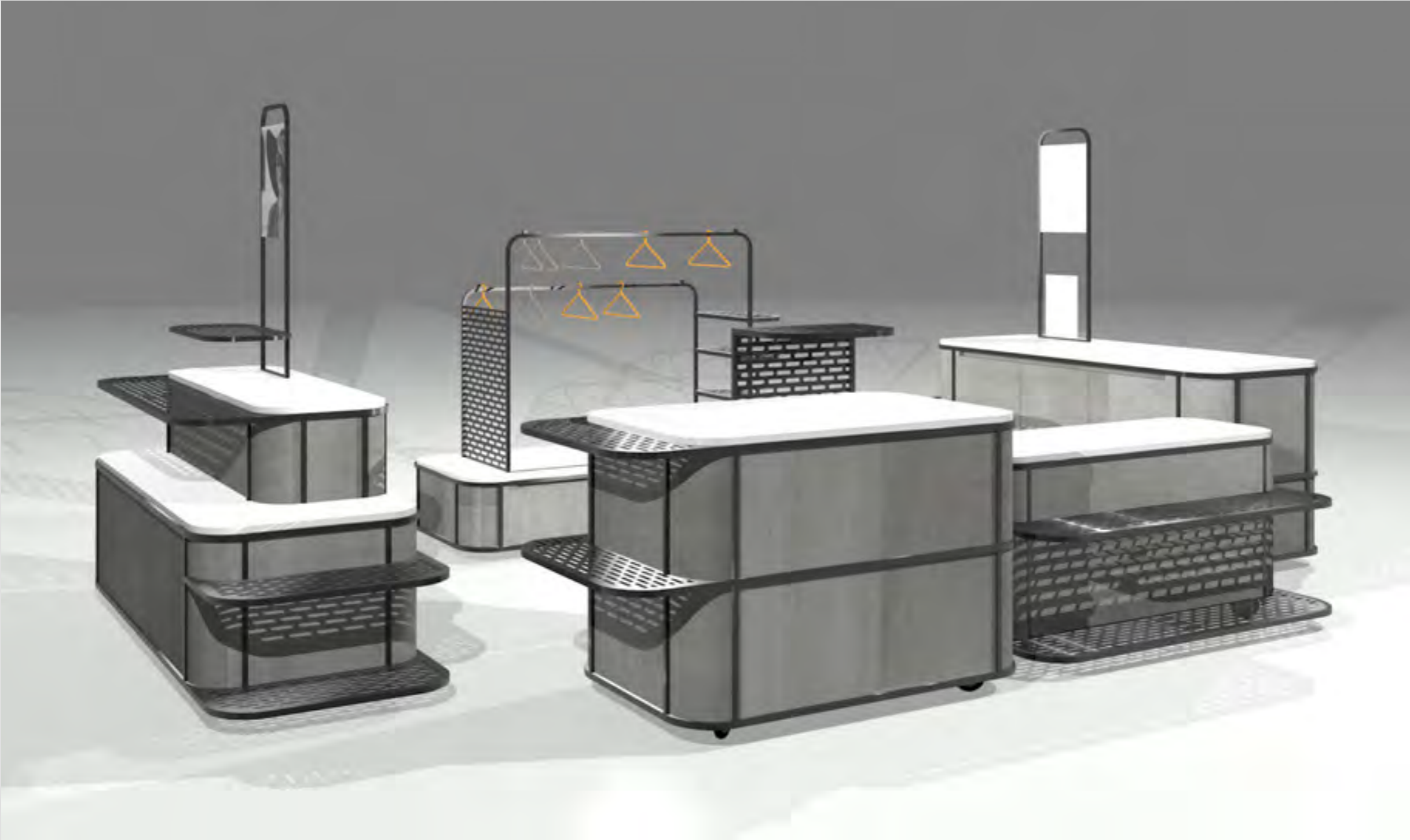
Centre Court Activation



Pop up Shop



Standard Pop-Up



New CML Furniture



Roaming



Hoardings



Canberra Centre Beauty Garden Pop-UP



Robina Surf Life Saving Club Pop-Up



The Daily Edited Pop-Up at Eastland



The Arcade at Eastland

Our Research



Quantium

Quantium is a data analytics company, who utilise the NAB's credit and debit card consumer transactional data to understand shopping behaviour. Nationally, Quantium captures ~2.5m customer's transactions (~10%-15% of the market), which is weighted using the ABS 2011 Census to be demographically and nationally representative of the Australian market. For each centre, the data is based on between 30,000 to 100,000 people's actual transactions in any 12 month period (depending on centre and trade area size).



Urbis

Urbis is a market-leading firm with the goal of shaping the cities and communities of Australia for a better future. Drawing together a network of the brightest minds, Urbis consists of practice experts, working collaboratively to deliver fresh thinking and independent advice and guidance – all backed up by real, evidence-based solutions. Working across the areAs at planning, design, policy, heritage, valuations, transactions, economics and research, the expert team at Urbis connect their clients in the public and private sectors to a better outcome, every time.



Mosaic

Mosaic is a household based consumer lifestyle segmentation system, that classifies all Australian households and neighbourhoods into 49 unique Types and 13 overarching Groups, providing a comprehensive view of consumer's choices, preferences and habits and encompassing their socio-demographics, lifestyles, behaviours and culture.



The Future Laboratory

The Future Laboratory is a future consultancy business who have examined communities within QIC places to understand the behaviour, attitudes, needs and desires of target shoppers and the local community. Their methodology includes expert interviews from the Futures 100 panel, their global network of specialists spanning a myriad of fields and industries. Immersion sessions are held one-to-one with the consumer at their home and accompanied shopping trips led by the consumer providing a bank of insights.



Helix Personas by Roy Morgan Research

Helix Personas is a geo-digital psychographic segmentation. Combining location, demographics, lifestyle, attitudes, behaviours and values, Helix reveals who your real customers are, and tells you where and how to reach them. It allows advertisers to target the same group of consumers across a wide variety of channels including digital, outdoor, mobile as well as traditional media.



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