



**Experts in Retail Marketing.**

# An Introduction.

Why Media is an **award-winning creative and marketing agency** that specialises in delivering a full range of online and offline design, marketing, experiential, public relations and technical services to Shopping Centres, Retail Parks and Leisure Schemes across the UK and Europe.

Established in 2010, Why Media has a highly regarded reputation with some of Europe's leading Asset Managers, Managing Agents and Centre owners and today supports a wide collection of schemes from offices in Hertfordshire, London, Italy and Spain.

**All services are delivered by our in-house team.**



Innovation + Detail + Communication + Transparency + Results

# Our Exceptional Services.



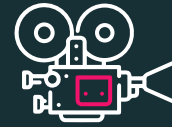
Brand  
Identity



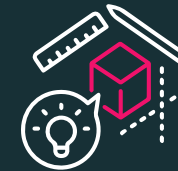
Website Design  
& Development



Digital  
Marketing



Video  
Production



Graphic Design  
& Print



Software Design  
& Development



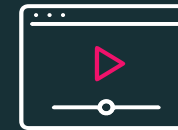
SEO



Public  
Relations



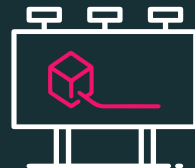
Photography



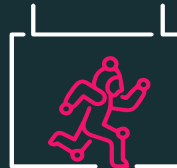
Online  
Advertising



Events



Offline  
Marketing



Animations



PPC



Email  
Marketing

# The Why Media Process.

Communication and project transparency are the key to a successful project and working relationship.



Dedicated Project Management Team



Access To Our Project Management System



Shared Drive Access



Scheduled Calls & Meetings



Initiative Meetings



Status Updates



Direct Lines For All Team Members & Whatsapp Group



An Eye On Objectives And Deliverables



# The Heart

Walton-on-Thames

Located in the affluent Surrey town of Walton-on-Thames, The Heart Shopping Centre was built in 2006 to offer the community a collection of 45 retailers, family-focused restaurants, gym and 800 space on-site car park.

[heartshopping.co.uk](http://heartshopping.co.uk)

**Before.**



**After.**





### Gifts for Her

THE BODY SHOP

1. Love and Plums Body Butter £18.00
2. Fests & Festivity Hand Cream Trio £18.50
3. Cupids Bow & Modestie Lip Balm Gift £10.00

### RITUALS...

4. Flours de Himalaya Gift Set £47.95
5. Serendipity Body Cream £19.95
6. Big Panda and Tiny Dragon £12.99
7. Personalised Mugs £10.99

Waterstones

8. Set of 4 classical Lullaby Set £10.00
9. Gingerbread Lullaby Set £10.00

next

10. All products are subject to availability and price changes.

### NEW LOOK

11. Light Grey Check Brushed Shacket £36.99
12. Black Heart Flawce Oversized Hooded Blanket £35.99
13. Ed Mame Jogger Pajama Set £17.99

### MONSOON

14. Embroidered Velvet Jacket Tost £80.00
15. Button-through Sundress Skirt £60.00
16. Minnie Boots £189.00

### Johnsons Shoes

17. Quasi Handbag £130.00
18. Minnie Boots £189.00

### Clintons

19. Yarnwee Candle Rainbow Cookies £8.99
20. Musical Water Dome - Penguin £12.00
21. Statement Stone Drop Earrings £10.00
22. Fox Shearling Top Handle Bag £39.99

### ACCESSORIZE

23. Set of 4 classical Lullaby Set £10.00
24. Gingerbread Lullaby Set £10.00
25. Fox Shearling Top Handle Bag £39.99

Instagram

theheartshoppi...

Follow

**Heart Shopping**  
Shopping & retail  
We're a modern Shopping Centre in the heart of Walton-on-Thames serving the community with 45 retailers, restaurants and 24-hour gym  
[heartsshopping.co.uk](https://heartsshopping.co.uk)

Events Giveaways Food Offers Shopping Fitne

4,378 posts 3,024 followers 3,977 following

Pokémon TOP TIPS TO TRAIN YOUR POKEMON

ke club





If you cannot view this email click [here](#)



## An Early Gift for Walton

Earlier this month The Heart **welcomed another new retailer** to the Centre. **Sports Direct is now open** and offering a great range of sports brands for all the family - **the perfect last minute gifts**. You'll find Sports Direct **in the covered mall next to New Look!**

[FIND OUT MORE](#)

**CALLING ALL  
LAST-MINUTE SHOPPERS**





**Brand Identity.**

**Website Design &  
Development.**

**Video Production.**

**Graphic Design  
& Print.**

**Email Marketing.**

**Digital Marketing.**

**SEO.**

**Public Relations.**

**Photography.**

**Online Advertising.**

**Events.**

**Offline Marketing.**



**PORTICI**  
F O R L I

Located in the heart of the popular University town of Forlì, Italy, I Portici is a distressed commercial building with an incredibly high vacancy rate. Why Media was appointed to help support the profile-raising of the scheme, creating an impactful brand identity, website and local advertising campaign.

[porticiforli.it](http://porticiforli.it)







**Brand Identity.**

**Website Design &  
Development.**

**Public Relations.**

**Photography.**

**Graphic Design  
& Print.**

**Digital Marketing.**

**Online Advertising.**



La Marina  
Centro Comercial

Centro Comercial La Marina is set in the heart of Finestrat just outside Benidorm, Spain. Comprising 100 stores, cinema and other family entertainment outlets, the Centre caters for all.

[cclamarina.com](http://cclamarina.com)

# Before.

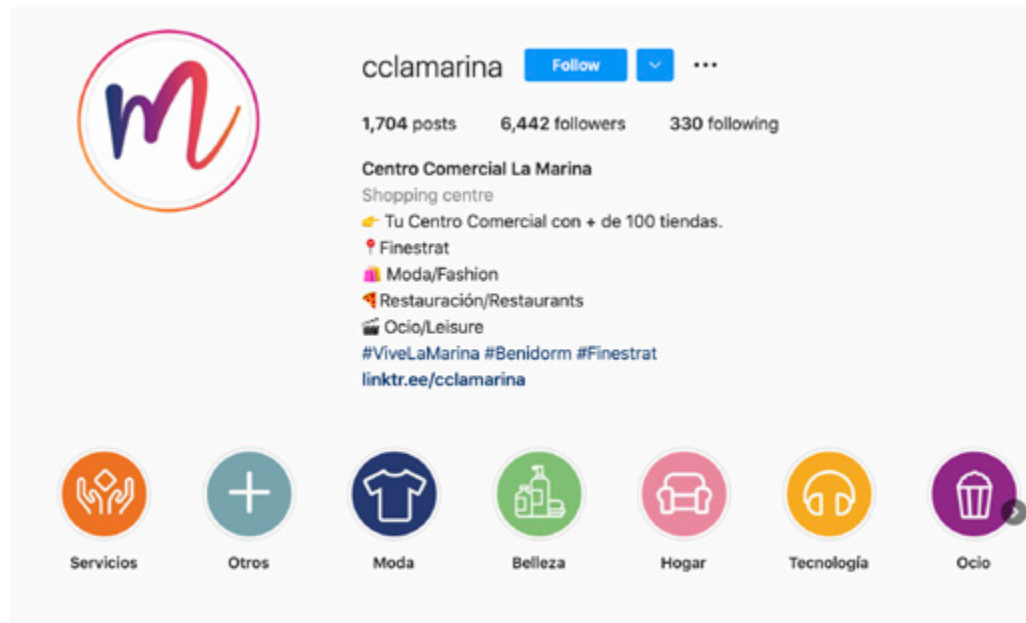


# After.



La Marina  
Centro Comercial





## Centro Comercial La Marina

Shopping centre . ★ 4.1

Open now . 26K like this



Centro Comercial La Marina



Avenida del País Valencià 2, Finestrat, Spain





PRÓXIMOS  
20 AÑOS



Partnered with  
CHAPMAN TAYLOR

cclamarina.com  
f t i y d

**Brand Identity.**

**Website Design &  
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**Graphic Design  
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**Software Design  
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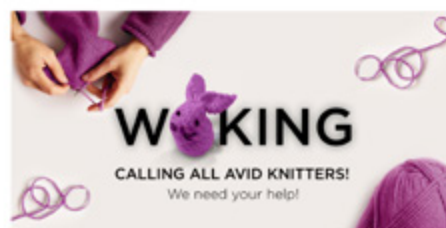
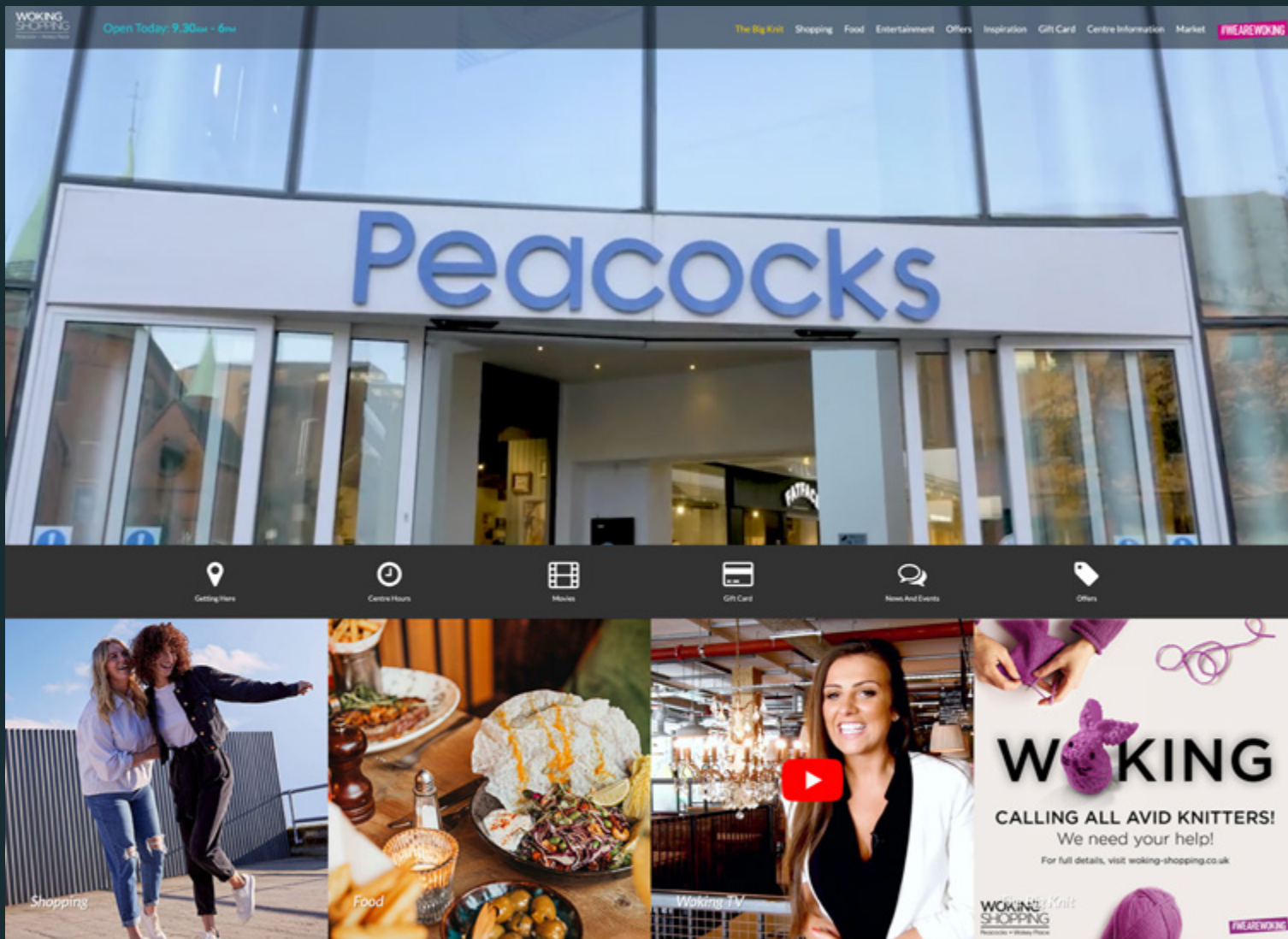
# WOKING SHOPPING

Peacocks • Wolsey Place



Working alongside multiple agencies to deliver a joined up, innovative strategy focused on driving footfall and online engagement. Part of our role was to create a bespoke digital wayfinding solution to direct footfall throughout the whole centre.

[woking-shopping.co.uk](http://woking-shopping.co.uk)



Calling All Avid Knitters  
The Big Knit  
#WokingShopping  
[View More](#)

# WOKING TV

## FASHION

0:02 / 0:28

#WokingTV: Modest Madam Fashion Showcase AW19

53,177 views • 28 Oct 2019

2 0 SHARE SAVE ...



Woking Shopping  
347 subscribers

Pick up the latest AW19 fashion from independent retailer Modest Madam, all items available in store whilst stocks last.

SUBSCRIBE

If you cannot view this email click here

WOKING  
SHOPPING  
Partnerships • Welcome Home



SHARE A WORLD OF LOVE THIS VALENTINE'S

Thursday 6th - Saturday 15th February in Wolsey Place and The Peacocks

Pledge your love for the world on our eco wishing trees this Valentine's.  
Plus join us on 14th February to receive a FREE treat\* from Hotel Chocolat

All events are free and may be subject to change or cancellation without notice  
\* While stocks last

FIND OUT MORE

WOKING TV





**Website Design & Development.**

**Video Production.**

**Photography.**

**Email Marketing.**

**Digital Marketing.**

**Online Advertising.**

**SEO.**

**Software Design  
& Development.**

# Results.

**1,100,000**

People engaged on social media on The Heart Shopping Centre channels.

**1,223%**

increase in Woking Shopping's Facebook likes between 2014 & 2019.

**400%**

increase in YouTube views for La Marina since January 2020.

KPI exceeded by

**415%**

On County Square's SS19 Video.

Open rate averaged exceeded

**25%**

on Hampstead Valley's e-send open rates.

Event attendees increased

**253%**

Since 2018 at The Heart Shopping Centre.

**More views than the official  
Pandora video**

Generated for Pandora Woking on Woking Shopping's YouTube channel.

# WM Why do our clients love us?



★ Trustpilot



Google

“ A digital marketing agency, focused and proven to drive footfall and engagement. Why media has an excellent understanding of social media and future trends. ”



# WM Our clients.



So now you should see **why.**



**Why**Media.com