

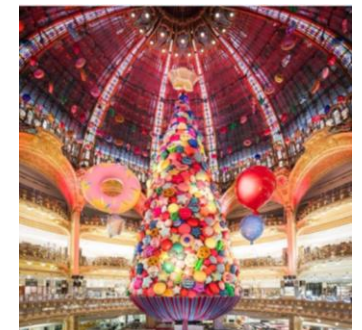
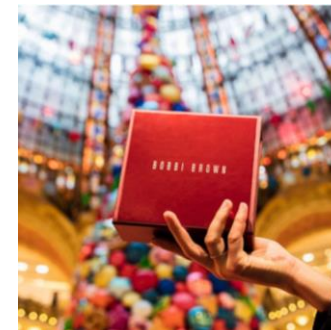
LeMall

LeMall Christmas 2017 Recap

Christmas 2017 across the World

Galleries Lafayette

- They started posting about their Christmas decoration from the beginning of November.
- They had a VR game on site where customers could experience what it's like to be inside the tree.
- All their posts reflected their Christmas direction
- They had an online game where customers could join on their website to get a chance to win the item of the day, that's is usually posted on their social media platforms.



LeMall

Macy's

- Macy's collaborated with a Make a Wish America, where they had their shoppers write letters to Santa and put them in a mailbox and everyday they would choose one letter and grant the wishes
- They also started a gift guide for items under \$25, \$50, and \$100, found on their website
- Their Christmas campaign was called Macy's Santa Land, and people had to reserve 5 days ahead in order to get a chance to experience Santa's Land



Bloomingdales

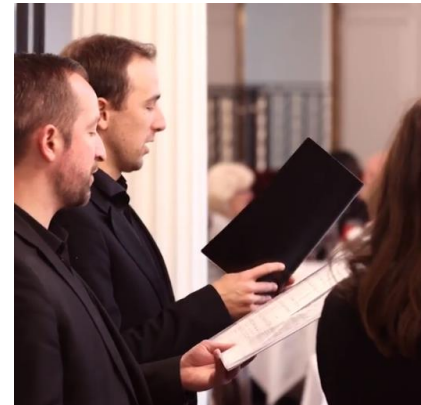
- They created a gift guide, through posts on their Instagram stories
- They collaborated with Child Mind Institute: With every full priced purchase of our limited-edition Little Brown Bear, available in stores, we'll donate \$4 to the [@ChildMindInstitute](https://www.childmindinstitute.org/) in support of children and families struggling with mental health and learning disorders
- They uploaded posts about their Christmas Decoration however also, only on their Instagram stories



LeMall

Harrods

- Their Decoration this year was in collaboration with Dolce and Gabbana
- They lit up their store front starting the beginning of November
- They had in-store entertainment but barely posted about it, they only showed it through a video
- They had Christmas Ornaments customization on their 4th floor
- They advertised about their luxury gift wrapping



LeMall

Harvey Nichols

- Very little Christmas decoration, only a tree was present.
- On their Social Media platforms, all the items they've posted about they placed them under the tree, and had fun captions:
 - "When you find the perfect gift under the Christmas tree"
 - "That face you make when you find a Harvey Nichols bag under the tree"
- They also had a loyalty card campaign: THE SALE PREVIEW IS HERE! 🍷
#HNRewards Members can enjoy 30% off Fashion + Shoes. Not a member? Hit the #linkinbio for more info!



Mall of the Emirates

- The jolly décor has lightened up the halls of #MallOfTheEmirates once again! Drop by for a whimsical experience this festive season 🎄 and make sure to tag @malloftheemirates for a chance to WIN a Gift Card worth AED 1,000 🥰 May the most magical picture WIN!
- Make your way to our Enchantment Isle to get complimentary gift wrapping with every AED 650 spree
- They had barely posted about their entertainment and their decoration



LeMall

Dubai Mall

- Win a 12 hour shopping spree at The Dubai Mall worth AED 500,000. Pick up an Emaar Gift Card before December 26
- Design your own nutcracker soldier on our digital graffiti wall
- Their decoration was mainly about nutcrackers
- They had a holiday themed photobooth



Christmas 2017 across malls in Lebanon

LeMall

ABC Verdun (Similar to all ABCs)



LeMall

ABC Verdun (Similar to all ABCs)



LeMall

ABC Verdun (Similar to all ABCs)



LeMall

ABC Verdun (Similar to all ABCs)



LeMall

City Centre



LeMall

City Centre



LeMall

City Mall



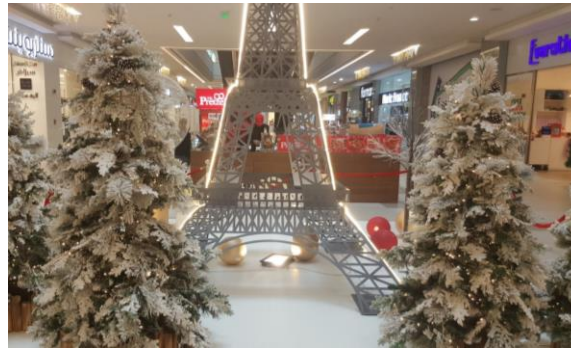
LeMall

Spot Choeifet



LeMall

Spot Choeifet



LeMall

Beirut Souks



Competitors' Events and Social Media posts

ABC Christmas Schedule

Mall	Christmas Activities	Dates	Timings		Mall	Christmas Activities	Dates	Timings		Mall	Christmas Activities	Dates	Timings	
ABC Ashrafieh	Train Station Kids Activities	15-Dec	4:00 and 7:00		ABC Ashrafieh	Train Station Kids Activities	16-Dec	4:00 and 7:00		ABC Ashrafieh	Train Station Kids Activities	17-Dec	4:00 and 7:00	
	It's a Christmas Dream Parade		4:30 and 6:00			Christmas festivities parade		4:30 and 6:30			A waltz parade		4:30 and 6:00	
	Band Performance		5:00 and 7:00			Christmas Carolers		5:00 and 6:00			Flower Spectacular		5:00	
	Duo Trapeze		5:30 and 7:00			Duo Trapeze		5:30 and 7:00			Duo Trapeze		5:30 and 7:00	
	Christmas Jukebox		5:00 and 6:45			Take a picture with ABC parade characters		5:15			Take a picture with ABC parade characters		5:15	
	Take a picture with ABC parade characters		5:15			Band Performance		5:30 and 7:00			La Charole jaune et blanc du college Louis Wegmann		3:30	
	Band Performance		6:30								Band Performance		5:30 and 6:30	
ABC Dbayeh	Train Station Kids Activities	15-Dec	4:00 and 7:00		ABC Dbayeh	Train Station Kids Activities	16-Dec	4:00 and 7:00		ABC Dbayeh	Train Station Kids Activities	17-Dec	4:00 and 7:00	
	Christmas festivities parade		4:30 and 6:00			A waltz parade		4:30 and 6:00			It's a Christmas Dream Parade		4:30 and 6:00	
	Floating fairies		5:00			Christmas Jukebox		5:00 and 6:00			Christmas Carolers		4:00 and 5:00	
	Take a picture with ABC parade characters		5:15			Take a picture with ABC parade characters		5:15			Take a picture with ABC parade characters		5:15	
	Flower Spectacular		6:45			Duo Trapeze		5:30 and 7:00			Duo Trapeze		5:30 and 7:00	
	Duo Trapeze		5:30 and 7:00											
ABC Verdun	Train Station Kids Activities	15-Dec	4:00 and 7:00		ABC Verdun	Train Station Kids Activities	16-Dec	4:00 and 7:00		ABC Verdun	Train Station Kids Activities	17-Dec	4:00 and 7:00	
	A waltz parade		4:30 and 5:30			It's a Christmas Dream Parade		4:00 and 6:00			Christmas Festivities Parade		4:30 and 6:00	
	Band Performance		5:00			Band Performance		8:30 and 7:30			Band Performance		8:30 and 7:30	
	Take a picture with ABC parade characters		5:15			Take a picture with ABC parade characters		5:15			Take a picture with ABC parade characters		5:15	
	Aerial silk show		5:00 and 6:00			Aerial silk show		7:00 and 8:00			Christmas Jukebox		4:00	
	Band Performance		7:30 and 8:30			Band Performance		7:30 and 8:30			Christmas Orchestra		5:00 and 6:45	
	Christmas Carolers		6:45 and 7:45			Christmas Orchestra		5:00 and 6:30			Aerial Silk Show		5:30 and 7:00	
						Flower Spectacular		7:30						

ABC Christmas Schedule

Mall	Christmas Activities	Dates	Timings		Mall	Christmas Activities	Dates	Timings		Mall	Christmas Activities	Dates	Timings
ABC Ashrafieh	Train Station Kids Activities	18-Dec	4:00 and 7:00		ABC Ashrafieh	Train Station Kids Activities	19-Dec	4:00 and 7:00		ABC Ashrafieh	Train Station Kids Activities	20-Dec	4:00 and 7:00
	It's a Christmas Dream Parade		4:30 and 6:00			Christmas festivities parade		4:30 and 6:30			A waltz parade		4:30 and 6:00
	Band Performance		5:00 and 6:00			Christmas Carolers		5:00 and 6:00			Flower Spectacular		5:00
	Duo Trapeze		5:30 and 7:00			Duo Trapeze		5:30 and 7:00			Duo Trapeze		5:30 and 7:00
	Christmas Jukebox		5:00 and 6:45			Take a picture with ABC parade characters		5:15			Take a picture with ABC parade characters		5:15
	Take a picture with ABC parade characters		5:15			Band Performance		5:30 and 7:00			Floating fairies		3:30
ABC Dbayeh	Train Station Kids Activities	18-Dec	4:00 and 7:00		ABC Dbayeh	Train Station Kids Activities	19-Dec	4:00 and 7:00		ABC Dbayeh	Band Performance		5:30 and 6:30
	Christmas festivities parade		4:30 and 6:00			A waltz parade		4:30 and 6:00			Train Station Kids Activities		4:00 and 7:00
	Floating fairies		5:00			Christmas Jukebox		5:00 and 6:00			It's a Christmas Dream Parade		4:30 and 6:00
	Take a picture with ABC parade characters		5:15			Take a picture with ABC parade characters		5:15			Christmas Carolers		4:00 and 5:00
	Duo Trapeze		5:30 and 7:00			Duo Trapeze		5:30 and 7:00			Take a picture with ABC parade characters		5:15
ABC Verdun	Train Station Kids Activities	18-Dec	4:00 and 7:00		ABC Verdun	Train Station Kids Activities	19-Dec	4:00 and 7:00		ABC Verdun	Duo Trapeze		5:30 and 7:00
	A waltz parade		4:30 and 5:30			It's a Christmas Dream Parade		4:00 and 6:00			Christmas Orchestra		4:00 and 7:00
	Take a picture with ABC parade characters		5:15			Take a picture with ABC parade characters		5:15			Train Station Kids Activities		4:30 and 6:00
	Aerial silk show		5:00 and 6:00			Aerial silk show		7:00 and 8:00			Christmas Festivities Parade		8:30 and 7:30
	Band Performance		7:30 and 8:30			Band Performance		7:30 and 8:30			Band Performance		5:15
	Christmas Carolers		6:45 and 7:45			Christmas Orchestra		5:00 and 6:30			Take a picture with ABC parade characters		4:00
						Flower Spectacular		7:30			Christmas Jukebox		5:00 and 6:45
											Aerial Silk Show		5:30 and 7:00

ABC Christmas Schedule

Mall	Christmas Activities	Dates	Timings		Mall	Christmas Activities	Dates	Timings		Mall	Christmas Activities	Dates	Timings
ABC Ashrafieh	Train Station Kids Activities	21-Dec	4:00 and 7:00		ABC Ashrafieh	Train Station Kids Activities	22-Dec	4:00 and 7:00		ABC Ashrafieh	Train Station Kids Activities	23-Dec	4:00 and 7:00
	It's a Christmas Dream Parade		4:30 and 6:00			Christmas festivities parade		4:30 and 6:30			A waltz parade		4:30 and 6:00
	Band Performance		5:00 and 6:00			Christmas Orchestra		5:00 and 6:00			Christmas Orchestra		5:45 and 6:45
	Duo Trapeze		5:30 and 7:00			Duo Trapeze		7:15 and 8:00			Duo Trapeze		7:15 and 8:15
	Christmas Jukebox		5:00 and 6:45			Flower Spectacular		7:30			Christmas Jukebox		4:00 and 5:00
	Take a picture with ABC parade characters		5:15			Floating Fairies		5:45			Take a picture with ABC parade characters		5:15
ABC Dbayeh	Train Station Kids Activities		4:00 and 7:00		ABC Dbayeh	Take a picture with ABC parade characters		5:15		ABC Dbayeh	Train Station Kids Activities		4:00 and 7:00
	Christmas festivities parade		4:30 and 6:00			Band Performance		5:30 and 7:00			It's a Christmas Dream Parade		4:30 and 6:00
	Floating fairies		4:30			Train Station Kids Activities		4:00 and 7:00			Antonine International School Ajaltoun Choir		4:00
	Take a picture with ABC parade characters		5:15			A waltz parade		4:30 and 6:00			Take a picture with ABC parade characters		5:15
	Flower Spectacular		7:00			Christmas Carolers		5:00 and 6:00			Duo Trapeze		5:30 and 7:00
	Christmas Orchestra		5:00			Take a picture with ABC parade characters		5:15			Floating Fairies		4:00 and 7:00
ABC Verdun	Duo Trapeze		5:30 and 7:00			Duo Trapeze		5:30 and 7:00			Flower Spectacular		6:15
	Train Station Kids Activities		4:00 and 7:00		ABC Verdun	Train Station Kids Activities		4:00 and 7:00		ABC Verdun	Train Station Kids Activities		4:30 and 6:00
	A waltz parade		4:30 and 5:30			It's a Christmas Dream Parade		4:00 and 6:00			Christmas Festivities Parade		8:30 and 7:30
	Take a picture with ABC parade characters		5:15			Take a picture with ABC parade characters		5:15			Band Performance		5:15
	Aerial silk show		5:00 and 6:00			Aerial silk show		7:00 and 8:00			Take a picture with ABC parade characters		4:00
	Band Performance		7:30 and 8:30			Band Performance		7:30 and 8:30			Christmas Jukebox		5:00 and 6:45
	Christmas Carolers		6:45 and 7:45			Christmas Jukebox		5:00 and 6:30			Aerial Silk Show		5:30 and 7:00

ABC Christmas Schedule

Mall	Christmas Activities	Dates	Timings
ABC Ashrafieh	Train Station Kids Activities	24-Dec	4:00 and 7:00
	It's a Christmas Dream Parade		4:30 and 6:00
	Duo Trapeze		7:15 and 8:15
ABC Dbayeh	Train Station Kids Activities		4:00 and 7:00
	Christmas Festivities Parade		4:30 and 6:00
	Duo Trapeze		5:30 and 7:00
ABC Verdun	Train Station Kids Activities		4:30 and 6:00
	A Waltz Parade		8:30 and 7:30
	Aerial Silk Show		5:30 and 7:00

Mall	Christmas Activities	Dates	Timings
ABC Ashrafieh	Christmas Carolers	27-Dec	6:00
	Floating Fairies		5:00
	Flower Spectacular		6:00
ABC Dbayeh	Train Station Kids Activities		4:00 and 7:00
	Christmas Carolers		6:00 and 7:00
ABC Verdun	Train Station Kids Activities		4:00 and 7:00
	Christmas Jukebox		5:00 and 6:00

Christmas Activities	Dates	Timings
Train Station Kids Activities	26-Dec	4:00 and 7:00
Christmas Carolers		6:00 and 7:00
Train Station Kids Activities		4:00 and 7:00
Christmas Jukebox		6:00 and 7:00
Train Station Kids Activities		4:00 and 7:00
Floating Fairies		5:00
Flower Spectacular		6:00

Mall	Christmas Activities	Dates	Timings
ABC Ashrafieh	Train Station Kids Activities	28-Dec	4:00 and 7:00
	Rhythm and Style Education School Network		4:00
	Floating Fairies		5:00
	Flower Spectacular		6:00
ABC Dbayeh	Train Station Kids Activities		4:00 and 7:00
	Christmas Jukebox		6:00 and 7:00
ABC Verdun	Train Station Kids Activities		4:00 and 7:00
	Christmas Carolers		5:00 and 6:00

CityMall Christmas Schedule

Mall	Christmas Activities	Dates	Timings
City Mall	Circus	13-Dec	4:30, 5:30, 6:30 and 7:30
	Circus	14-Dec to 16-Dec	4:30, 5:30, 6:30 and 7:30
	Santa and the Elves		6:00
	Polar Bears		
	Circus	17-Dec to 19-Dec	4:30, 5:30, 6:30 and 7:30
	Santa and the Elves		6:00
	Circus	20-Dec to 24-Dec	4:30, 5:30, 6:30 and 7:30
	Santa and the Elves		6:00
	Polar Bears		
	Circus	29-Dec to 30-Dec	4:30, 5:30, 6:30 and 7:30
	Polar Bears		6:00
	Circus	1-Jan to 5-Jan	4:30, 5:30, 6:30 and 7:30
	Santa and the Elves	5-Jan	6:00

CityCentre Christmas Schedule

Mall	Christmas Activities	Dates	Timings
CityCentre	Christmas Melodies	7-Dec to 14-Dec	6:00 and 10:00
	The Nutcracker on Ice	15-Dec to 25-Dec	2:00 and 2:20
	Meet and Greet		2:20 and 2:35
	Spectacular show on ice		2:35 and 3:20
	Mr. and Mrs. Claus on ice		3:20 and 3:30
	Spectacular show on ice		4:00 and 5:10
	Walkabout Acts		5:10 and 5:30
	The Nutcracker on Ice		6:00 and 6:20
	Meet and Greet		6:20 and 6:35
	Spectacular show on ice		6:35 and 6:45
	Mr. and Mrs. Claus on ice		6:45 and 6:50
	Meet and Greet		6:50 and 7:00
	Santa Village - Photo Booth		4:00 and 8:00
	North Pole Show	26-Dec to 30-Dec	2:00 and 4:00

Beirut Souks and The Spot Christmas Schedule

Mall	Christmas Activities	Dates	Timings
Beirut Souks	Infinity Spaces	11-Dec to 6-Jan	N/A
	Khan al Joukh	12-Dec to 17-Dec	
	12 Days till Christmas	14-Dec to 26-Dec	
	Souk el Akel	16-Dec to 6-Jan	
	Circus Parade	16-Dec	
	Mazen Kiwan	19-Dec to 20-Dec	
	Magical Activities	22-Dec to 7-Jan	
Mall	Christmas Activities	Dates	Timings
The Spot	Face Painting	16-Dec to 17-Dec and 21-Dec to 27-Dec	N/A
	Theatre and Shows		
	Arts and Crafts		
	Santa Booth		
	Louna	22-Dec to 23-Dec	
	Tony Baroud	2-Dec, 9-Dec, 16-Dec, 23-Dec, 30-Dec	

Competitors Christmas Events – ABC, CityMall, The Spot, CityCentre & Beirut Souks

ABC:

- They should have continued their events at least until the 30th of the December.
- They had a lot of shows from the 15th of December till the 28th of December.
- Their timings were peak timings from 4:00 → 8:30
- They had events on the 24th of December.



CityMall:

- They had a big schedule for the events. From the 13th of December till the 5th of January.
- They had very little variety of shows
- Their timings were peak timings from 4:30 → 7:30
- They had events on the 24th of December



The Spot:

- Their events were from the 16th of December till the 30th of December.
- They had a little variety.
- They had Tony Baroud live from The Spot
- They didn't specify timings on social media



Competitors Christmas Events – ABC, CityMall, The Spot, CityCentre & Beirut Souks

CityCentre:

- They had a big schedule for the events. From the 7th of December till the 30th of December.
- They had very little variety of shows; all of the shows were “On Ice” with a meet and greet session afterwards (6 Shows in total)
- Their timings were similar to LeMall’s timings from 2:00 → 8:00
- They had events on the 24th and the 25th of December



Beirut Souks:

- They had a big schedule for the events. From the 11th of December till the 7th January.
- They had no events that were mainly about Christmas
- They had more “Markets” than shows.
- They didn’t specify timings on social media
- They had events on the 24th and the 25th of December



Competitors on Social Media– ABC, CityMall, CityCentre, Beirut Souks & The Spot

ABC:

- Created a Gift Guide accessible through a link and not on Instagram.
- Posted about their decoration got a bit of engagement however not high enough.
- Hosted a competition where customers had to shop at ABC Verdun to get a chance to win a trip to Paris and London.



113 likes
abclebanon We're here to make your Christmas shopping easier! Check out our gift guide on the link in our bio and pick your favorite items!
#ABCChristmasDreams



766 likes
abclebanon Catch the amazing magical Christmas shows at ABC! Here's a glimpse of some of the activities
#ABCChristmasDreams



81 likes
citymall_lebanon 'Tis the season of giving, of #joy and of course, #gifts! We're here to help...CityMall's Christmas Gift Guide is coming soon!

CityMall:

- CityMall created a gift guide, through posts on Instagram.
- Started a game called Naughty or Nice: with every 150\$ purchase at CityMall the customer gets to play a game and get the chance to win a prize
- Very Low engagement on their posts, and they barely posted about their decoration.



178 likes
citymall_lebanon Feeling the Christmas spirit!!
#CityMall #Lebanon #Christmas



225 likes
citymall_lebanon Witness the marvel of Christmas! Join us daily for special performances, activities and more!
#CityMall #Lebanon #Christmas

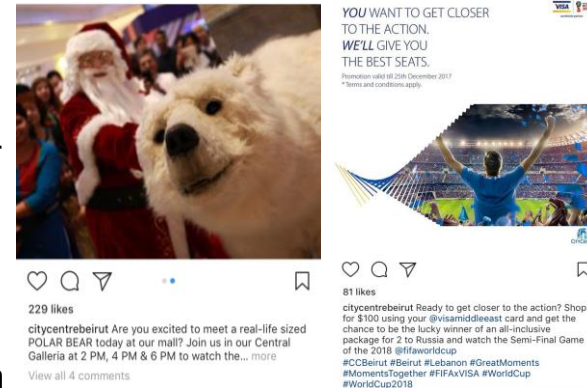


LeMall

Competitors on Social Media– ABC, CityMall, CityCentre, Beirut Souks & The Spot

CityCentre:

- They had the lighting of the tree.
- They got very few Christmas activities: Santa and the polar bears, dancers...
- They had a competition around FIFA in collaboration with Visa Card: Shop \$100 using your Visa Card and get a chance to win an all inclusive trip to Russia for 2 and watch the semi-finals.



Beirut Souks:

- They had the concept of an a'maze'ing Christmas where at each corner at the maze customers find an event to watch. Either music playing, or a circus or, christmas shops.
- Gift Card promotion, with every 200,000L.L gift card purchase the customer gets an additional 40,000L.L
- They hosted an event with Souk el Akel which got the highest engagement.



Competitors on Social Media– ABC, CityMall, CityCentre, Beirut Souks & The Spot

The Spot:

- They collaborated with Tony Baroud from LBC who had his regular show in The Spot Shoueifat, where contestants would win valuable prizes Live on LBC.
- They advertised about their events and got very low engagement → one of the posts had only 34 likes.
- They also had a Christmas Market for their shoppers on the 22nd and 23rd of December.



LeMall

LeMall Christmas 2012-2016

LeMall

LeMall 2012 Christmas Tree



LeMall

LeMall 2012 Christmas Tree

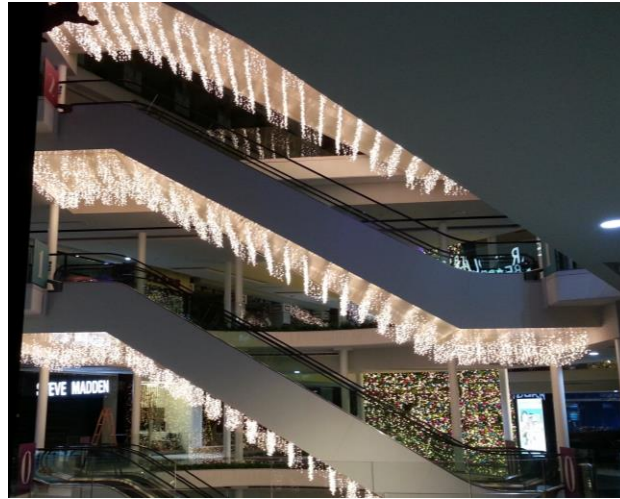


LeMall 2013 Christmas Tree



LeMall

LeMall 2013 Christmas Tree



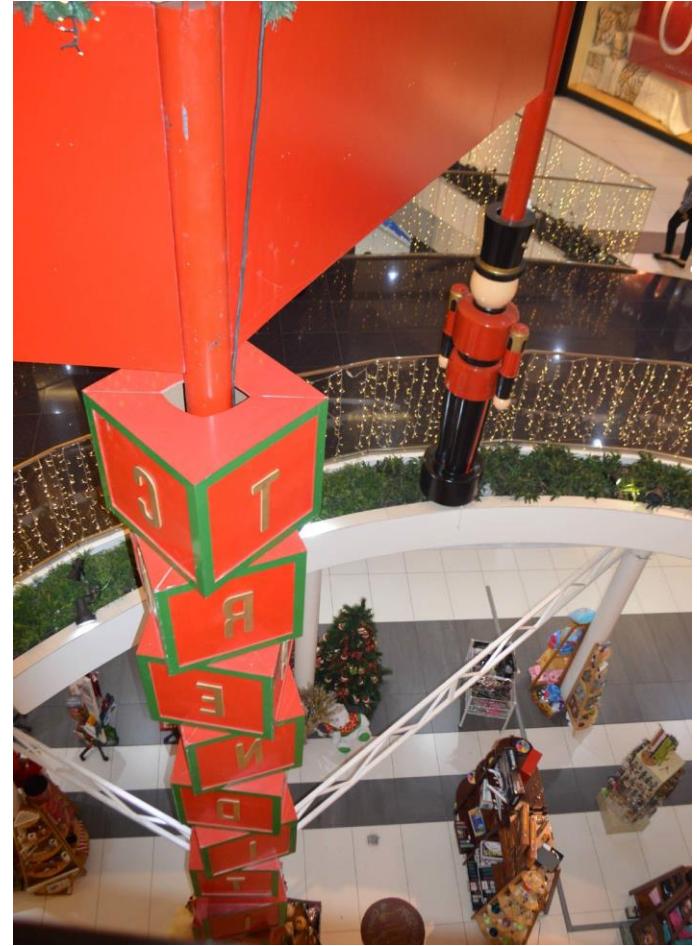
LeMall

LeMall 2014 Christmas Tree



LeMall

LeMall 2014 Christmas Tree



LeMall

LeMall 2015 Christmas Tree



LeMall

LeMall 2015 Christmas Tree



LeMall

LeMall 2016 Christmas Tree



LeMall

LeMall Christmas 2017



LeMall Christmas 2017

Theme

The Christmas Express

A Christmas train station, stolen straight out of a movie to materialize a great mood and dynamic spirit, inviting people to travel with us on our own Christmas Express.

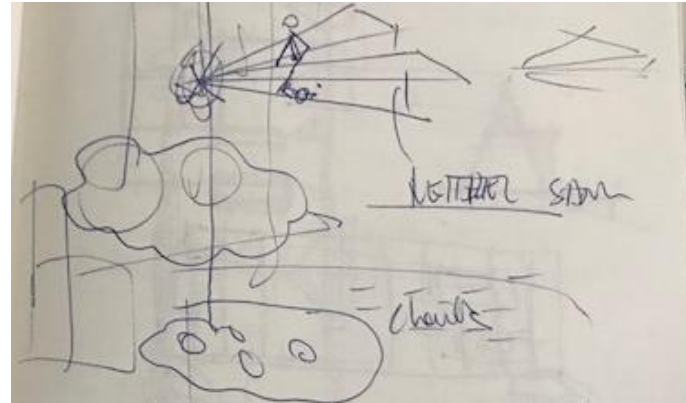


LeMall Christmas 2017

Decoration

LeMall

Decoration sketches



LeMall

Pictures of LeMall Christmas concept



LeMall

Pictures of LeMall Christmas concept



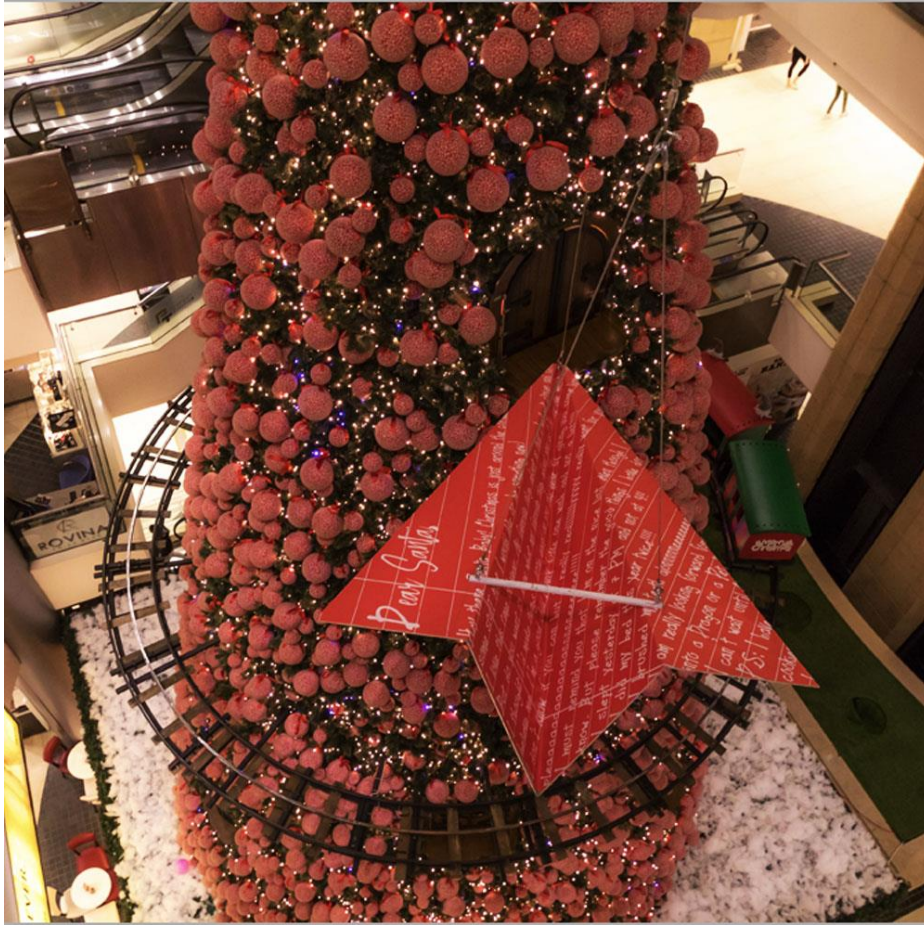
LeMall

Pictures of LeMall Christmas concept



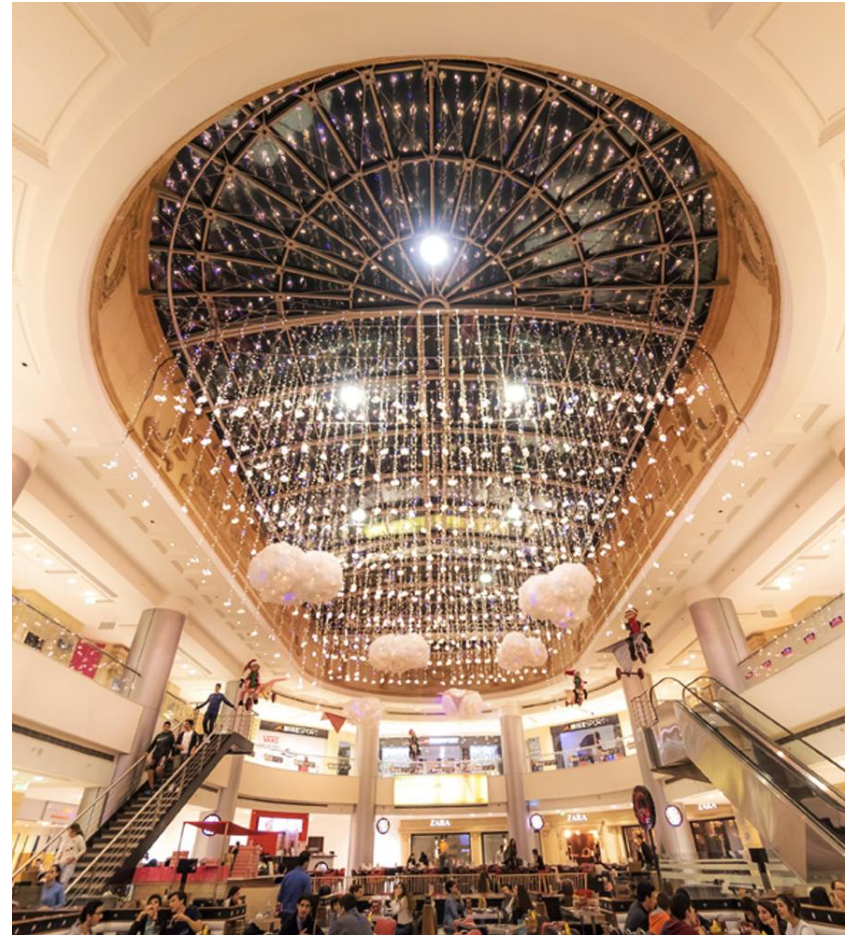
LeMall

Pictures of LeMall Christmas concept



LeMall

Pictures of LeMall Christmas concept



LeMall

Pictures of LeMall Christmas concept





LeMall Christmas 2017

On Site Events

Sin El Fil Schedule

THE CHRISTMAS EXPRESS

Destination

SIN EL FIL

STOP 1 FRIDAY 15 DEC

GHINWA
4:00PM
1ST FLOOR



THE REAL SANTA
4:00PM
GF



STOP 2 SATURDAY 16 DEC

CHRISTMAS
DANCE SHOW
3:00PM
1ST FLOOR



THE REAL SANTA
6:00PM
GF



STOP 3 SUNDAY 17 DEC

QUICK CHANGE
DANCERS
2:00PM
3:00PM
1ST FLOOR



THE REAL SANTA
6:00PM
GF

STOP 4 MONDAY 18 DEC

QUICK CHANGE
DANCERS
2:00PM
3:00PM
1ST FLOOR



STOP 5 TUESDAY 19 DEC

QUICK CHANGE
DANCERS
2:00PM
3:00PM
1ST FLOOR



THE REAL SANTA
4:00PM
GF



STOP 6 WEDNESDAY 20 DEC

QUICK CHANGE
DANCERS
2:00PM
3:00PM
1ST FLOOR



GHINWA
4:00PM
1ST FLOOR

THE REAL SANTA
6:00PM
GF

STOP 7 THURSDAY 21 DEC

QUICK CHANGE
DANCERS
3:00PM
4:00PM
1ST FLOOR



THE REAL SANTA
6:00PM
GF



STOP 8 FRIDAY 22 DEC

THE REAL SANTA
6:00PM
GF



CHRISTMAS
DANCE SHOW
6:00PM
1ST FLOOR



STOP 9 SATURDAY 23 DEC

GHINWA
12:00PM
1ST FLOOR



SPEED PAINTER
4:00PM
GF

THE REAL SANTA
7:00PM
GF

STOP 10 TUESDAY 26 DEC

SPEED PAINTER
4:00PM
GF



CHRISTMAS
DANCE SHOW
6:00PM
1ST FLOOR



STOP 11 FRIDAY 29 DEC

CHRISTMAS
DANCE SHOW
6:00PM
1ST FLOOR



STOP 12 SATURDAY 30 DEC

SPEED PAINTER
4:00PM
GF



CHRISTMAS
DANCE SHOW
6:00PM
1ST FLOOR



LE MALL
ARE YOU IN?

Dbayah Schedule

THE CHRISTMAS EXPRESS

Destination

DBAYEH

LOCATION: LEVEL -1

STOP 1
THURSDAY 14 DEC

THE REAL SANTA
4:00PM

STOP 2
FRIDAY 15 DEC

GHINWA
6:00PM

STOP 6
TUESDAY 19 DEC

QUICK CHANGE
DANCERS
5:00PM
7:00PM

STOP 10
SATURDAY 23 DEC

GHINWA
2:30PM
THE REAL SANTA
3:30PM
SPEED PAINTER
6:00PM

STOP 3
SATURDAY 16 DEC

THE REAL SANTA
2:00PM
CHRISTMAS
DANCE SHOW
5:00PM
EDWIN LATTOUF
& THE CHOIR
6:00PM

STOP 7
WEDNESDAY 20 DEC

THE REAL SANTA
2:00PM
QUICK CHANGE
DANCERS
5:00PM
7:00PM
GHINWA
6:00PM

STOP 11
TUESDAY 26 DEC

CHRISTMAS
DANCE SHOW
4:00PM
SPEED PAINTER
6:00PM

STOP 4
SUNDAY 17 DEC

THE REAL SANTA
2:00PM
QUICK CHANGE
DANCERS
5:00PM
7:00PM
EDWIN LATTOUF
& THE CHOIR
6:00PM

STOP 8
THURSDAY 21 DEC

THE REAL SANTA
2:00PM
QUICK CHANGE
DANCERS
6:00PM
8:00PM

STOP 12
FRIDAY 29 DEC

CHRISTMAS
DANCE SHOW
4:00PM

STOP 5
MONDAY 18 DEC

THE REAL SANTA
4:00PM
QUICK CHANGE
DANCERS
5:00PM
7:00PM

STOP 9
FRIDAY 22 DEC

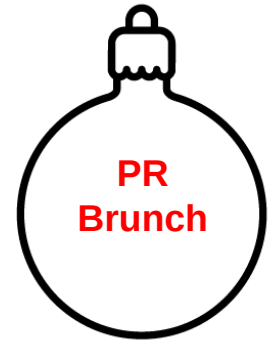
THE REAL SANTA
2:00PM
CHRISTMAS
DANCE SHOW
4:00PM
EDWIN LATTOUF
& THE CHOIR
6:00PM

ARRIVAL 13
SATURDAY 30 DEC

CHRISTMAS
DANCE SHOW
4:00PM
SPEED PAINTER
6:00PM

LE MALL
ARE YOU IN?





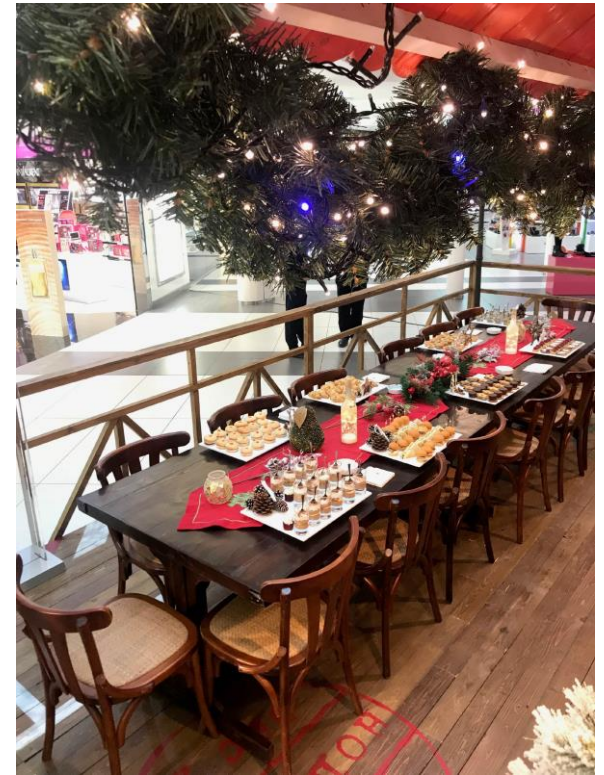


PR Brunch at Santa's Corner LeMall Dbayeh

In Collaboration with The Full Circles, we've invited top Media companies for a Christmas Brunch at LeMall Dbayeh in order to get to know them and get them to know us.

Catering was provided by Saveur Plus.

The media we've invited were the following: Femme Magazines, Special Events Magazine, Mondanite, Laha Magazine, Sayida Magazine, Hospitality Magazine, Snob Magazine, Fashion Republik Magazine, and Beiruting.





All the way from Russia to LeMall !!!

Children and adults can interact and take beautiful pictures with the Real Santa around his corner while enjoying an enchanted atmosphere!

→ Result:

Santa was sometimes present at the mall for 2 hours and sometimes even 4 hours, and for both these timings people kept standing in line to take a picture with him.

In SEF he did not provide as much traffic as he did in Dbayeh for several reasons such as: lower traffic in Sin El Fil, less attractive booth, timings not adapted to school vacations etc.



Christmas is made for sharing !

During Real Santa's presence at **LeMall Dbayeh**, customers can print their pictures and deposit their names in Santa's letterbox: For every picture taken, **LeMall will give \$1 to the NGO Chance** to help children fight against cancer.



→ **Result:** A donation of 3,000 USD was donated to Chance



Only 2 dancers but so many costumes!

These talented dancers will amaze the crowd with their ability to quickly change outfits while performing an incredible dance.



→ **Result:** In SEF no one was present to watch the show they were very few people, as for Dbayeh people lined up in front o Santa's Corner and even from the balconies of the above floors. However, in both cases, the show was too short and this disappointed the customers.



Tis the season to be jolly !

Only a Christmas kids choir can make you feel the real Christmas spirit with their angelic voices, their red and white costumes and their perfectly synchronized rhythms.



→ **Result:** It was a huge success everyone watching loved it. It was only present in Dbayeh, which made many people come only to watch this show. We heard a lot of positive feedback from the people standing inline.



Put your dancing shoes on !

Inspired by the famous New York Rockettes, professional dancers are getting together to perform a Christmas dance show like no other !



→ **Result:** It was the least successful show: the costumes were dull and not fit with our Christmas concept. Many people waited in line for the show and it turned out to be 8 mins which provided very bad reviews. In SEF they had to walk around the mall in order for people to come up and watch the show, as for Dbayeh people waited for the show with high expectations.



Guess what she's going to draw!

This talented painter will stun the children with her amazing fast ability to draw Santa Claus on a huge canvas in less than 10 mins.



→ **Result:** The painter was very interactive and children watching the show were trying to guess what she was painting. However, the show was once again too short. It got the attention of people in the mall rather than bringing traffic.



Ghinwa is back at LeMall !

It's the season of joy! Come join Ghinwa's magical shows at LeMall to celebrate Christmas with your kids.



→ **Result:** As usual, Ghinwa provided the most traffic between all of the shows present at our Malls. In Dbayeh people were all over the floor leaning from the balconies to get a glimpse of her show, as for SEF the whole first floor was packed with children and their parents waiting for the show to start.



LeMall Christmas 2017

Communication Channels

LeMall

In Mall Branding – Lead Visuals

Lead Visuals (escalators, entrance, lobbies etc)



Elevator doors branded as train doors



Social Media New Posts – Christmas Decoration

We've posted a lot of pictures and videos about our decoration which got an amazing number of likes, comments and views.

Our most liked pictures for this year were for our Christmas decoration.



1,468 views · Liked by karenchelala and nayboust

lemall_lb The Christmas Express is here and it's all about to sweep you off your feet onto a wonderful destination! [#LeMallChristmasExpress](#)

[View all 12 comments](#)

8 DECEMBER



Liked by karenchelala, nayboust and 1,657 others

lemall_lb The Christmas Express is spreading happiness all around! 🎄🎅🎁 Get ready for a month full of activities, fun and events. For more information, visit our website and download our mobile application "LeMall Lebanon"

[View all 5 comments](#)

3 DECEMBER



Liked by karenchelala and 823 others

lemall_lb The Christmas Express has arrived at LeMall! Get ready to hop on our daily rides! [#LeMallChristmasExpress](#) Don't forget to visit our website and mobile application to know more about our Christmas activities and events!

[View all 2 comments](#)

14 DECEMBER



Liked by karenchelala, nayboust and 3,331 others

lemall_lb It's mesmerizing, it's enchanting, it's Christmas! The [#LeMallChristmasExpress](#) is taking you to a new destination!

[View all 22 comments](#)

11 DECEMBER



Liked by karenchelala and 1,179 others

lemall_lb The Christmas Express has brought magic to town! Shows, artists and charming activities are waiting for you at [#LeMall](#). Don't forget to share our decoration to win 1,000\$ [#LeMallGiftCard](#) [#LeMallChristmasExpress](#)

[View all 9 comments](#)

Posting the visuals on social media did not get us any engagement, they were the least liked posted on our social media page.

Liked by [karenchelala](#), [nayboust](#) and 294 others







Liked by [joannachebly](#), [nayboust](#) and 149 others

lemall_ib Here's our schedule for this festive season!
[#LeMail](#) [#LeMailChristmasExpress](#)

View all 3 comments

We've also posted a video of Edwin Lattouf and the quick change dancers using the same visual as the ones attached but as a moving train.

So in total we've posted 12 pictures about the event happening at the mall on instagram and facebook, which explains why we got low engagement, because people do not like to be bombarded with branded pictures. They like to relate themselves to a picture instead.

Liked by **karenchelala** and **114 others**

lemall_lb An incredible international dancing performance with only 2 dancers but many costumes!
<https://www.facebook.com/events/1759679574063477/>
Dhavaeh at -1: December 17, 18, 19 & 20 at 5pm and 7pm.

Liked by [alibourji](#) and 126 others

lemall_ib Edwin Lattout and The Choir will be heading to LeMall Dbayeh! Enjoy hearing your favorite Christmas carols being beautifully sung by a talented kids choir: <https://www.facebook.com/LeMall.lb/videos/>

447 views · Liked by nayboust

lemall_jb Surround yourself with joy and cheer by hopping on the [#LeMallChristmasExpress](#). Are you in?

View all 3 comments

Liked by **karenchelala**, **alibourji** and **122 others**
lemall_ib 6 professional dancers dressed as reindeers
 are getting together to perform a Rockettes Christmas
 Show!
<https://www.facebook.com/events/201445905499141>

LeMall

Social Media Christmas Events

We've posted a lot of pictures on social media regarding Real Santa and the PR Brunch and got a lot of engagement from it.

Posted instastories regarding the Quick Change dancers shows which made people wait in line to find out what going to happen next.



Quick change dancers
happening now at LeMall
Dbayeh



Liked by karenchelala and 354 others
lemall_lb Thank you @ghinwajansadek for always spreading joy and happiness at #LeMall and thank you to all of you who made it memorable today! 🎄❤️🎅🏻
#LeMallChristmasExpress
View 1 comment



Liked by karenchelala and 354 others
lemall_lb Thank you @ghinwajansadek for always spreading joy and happiness at #LeMall and thank you to all of you who made it memorable today! 🎄❤️🎅🏻
#LeMallChristmasExpress
View 1 comment

The pictures we've posted on social media regarding the Christmas Show and Edwin Lattouf has got a lot of engagement and a lot of people present on the day of the event.

We've posted a lot of pictures on social media regarding Ghinwa's shows in LeMall Dbayeh and LeMall SEF which provided a lot of traffic in the malls.



Liked by karenchelala, nayboust and 337 others
lemall_lb About today's enchanting Press Christmas brunch at #LeMall Dbayeh! 🎄❤️🎅🏻 Thank you for everyone who made it special #LeMallChristmasExpress @beiruting @femmemag_lb @specialeventsmag @mondanite @lahamag @youmnasayegh @thefullcircles_ @sayidatynet @hospitalitymagazine @randapharaon @sarinehamparian @snobonline @fashionrepublik



Liked by karenchelala, nayboust and 247 others
lemall_lb Summary of today's shows at LeMall Dbayeh and Sin el Fil: Christmas dance show, Edwin Lattouf (@edwinlattouf) and the Real Santa! 🎄❤️... more
1 DAY AGO



Liked by karenchelala, nayboust and 602 others
lemall_lb The Real Santa is at #LeMall Dbayeh today from 4-7pm and tomorrow in #Sinelfil from 4-7pm. Visit our website www.lemall.com.lb and download our mobile application "LeMall Lebanon" to know more about all our events!



Liked by karenchelala, nayboust and 253 others
lemall_lb The best Christmas songs were beautifully sang by Edwin Lattouf (@edwinlattouf) and the kids choir at #LeMall. Join us for another incredible... more
View all 4 comments
23 HOURS AGO

Social Media New Strategy for Posts – Photoshoot

This Christmas we decided to make the posts all related to the Christmas decoration present at LeMall.

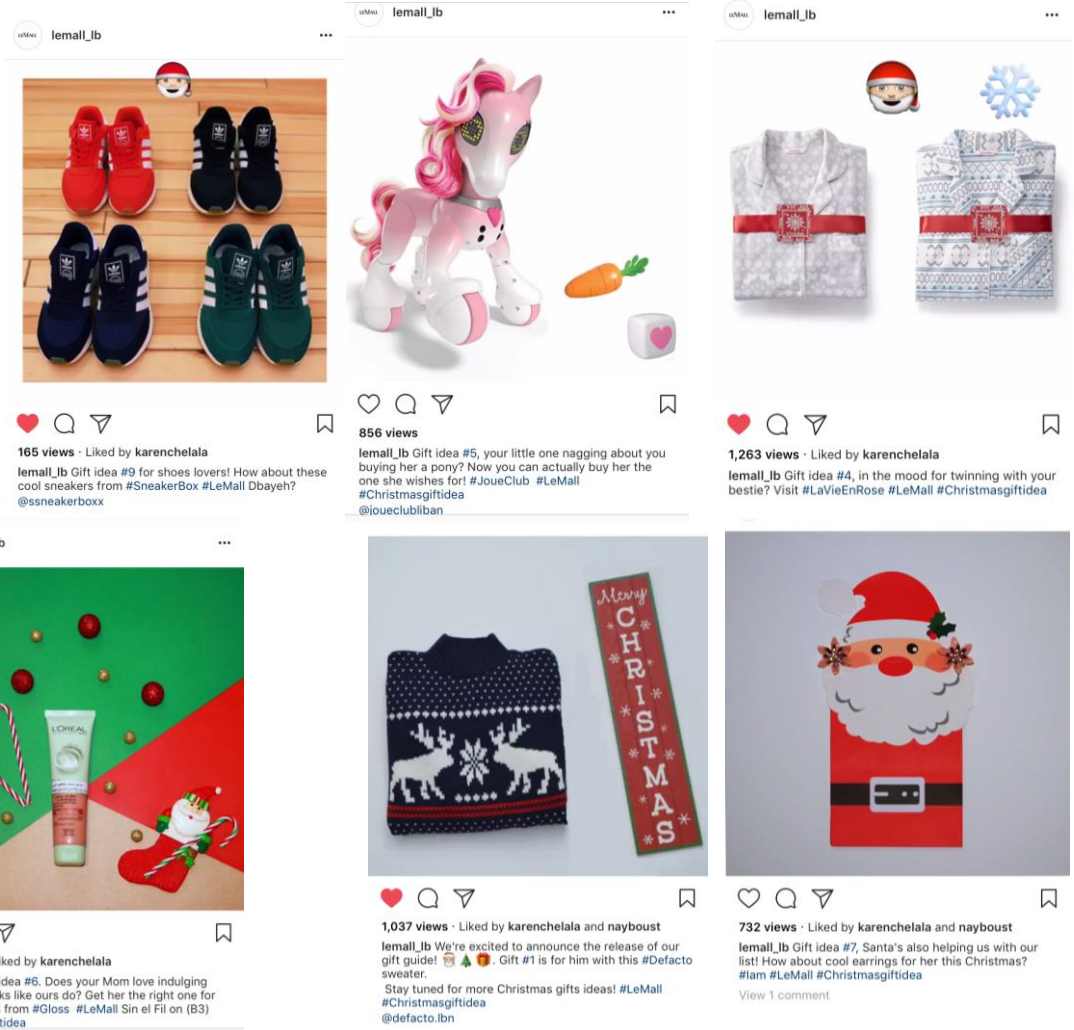
Most our posts had an element of our decoration in the background.



Social Media New Strategy for Posts – Holiday Gift Guide

This year we've refocused our social media strategy and created a gift guide to help our customer shop the gifts for him, for her, for you father, for your mother, for tech lovers...

All the gift guide posts were based on the GIF format, making them more attractive for the users following us.



Social Media Facebook Christmas Competition

For facebook, we started a foodie competition which got a lot of engagement, especially that the users were only required to tag their friends in the comment section of the post.

It was in a GIF format so we got 72.5 K views, 9.9K comments, 1.9K likes and 135 shares.

Social Media Instagram Christmas Competition

We had a competition on instagram this Christmas to win a 1000\$ shopping spree by simply sharing a picture of our Christmas decoration on instagram using the hashtag #LeMallChristmasExpress.

We got 331 posts using the #LeMallChristmasExpress
And 364 likes on the post itself with 55 comments.

The post did not get as much engagement as we thought it would because many people don't want to go through the requirements we presented to them.



Social Media Feedback – Christmas Decoration and Events posts

We got a lot of positive feedback on our Christmas decoration posts and a lot of engagement as well. Our top liked picture is our Christmas Facade decoration.

A lot of comments found on our social media pages were, that at LeMall you feel the real Christmas Spirit.

Events posts had very little engagement, and they affected our Instagram account negatively because of the many pictures we were posting daily.

Social Media Feedback – Holiday Gift Guide and Photoshoot

Got a lot of engagement regarding views and likes, however very little comments for both.

Social Media Feedback – Facebook and Instagram Christmas Competition

Our Facebook foodie competition was by far more successful from our Instagram competition. We believe that this is because the requirements on Facebook was much easier than Instagram's requirements.

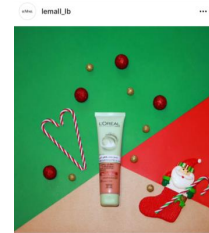
On Facebook people had to simply tag their friend on the post, however on Instagram they had to upload a picture sharing our decoration.



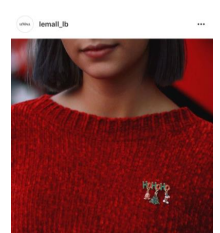
Liked by karenchelala, nayboust and 3,331 others
lemall_ib It's mesmerizing, it's enchanting, it's Christmas!
The #LeMallChristmasExpress is taking you to a new destination!
View all 22 comments



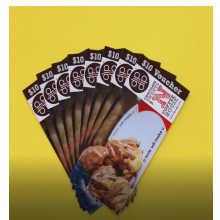
Liked by karenchelala and 114 others
lemall_ib An incredible international dancing performance with only 2 dancers but many costumes!
<https://www.facebook.com/events/1759679574063477/>
Photos of 31 December 17, 18, 19 & 20 at Form and Form...



806 views · Liked by karenchelala
lemall_ib Gift Idea #6. Does your Mom love indulging herself in make like ours do? Get her the right one for this Christmas from #Gloss #LeMall Sin at F&O on (B3) #ChristmasGiftIdeas



Liked by karenchelala and 462 others
lemall_ib Start filling your heart and your clothes with the Christmas spirit! Sweater available at #Stradivarius, broche from #am #LeMall



Tenants Feedback – Christmas Decoration and Events posts

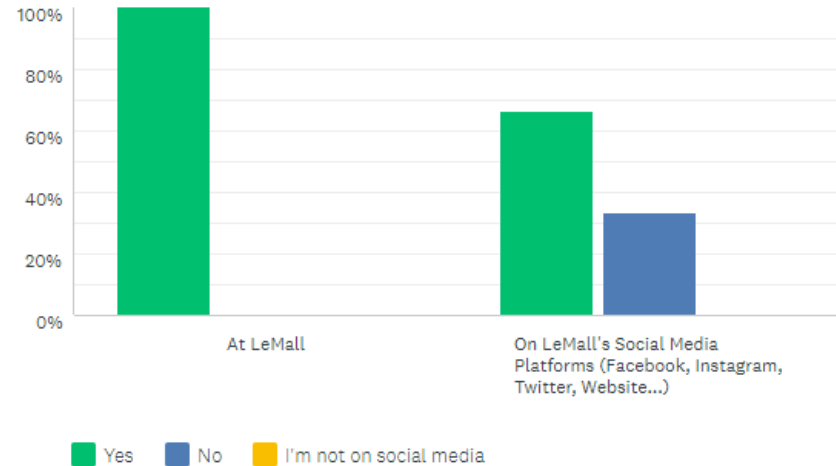
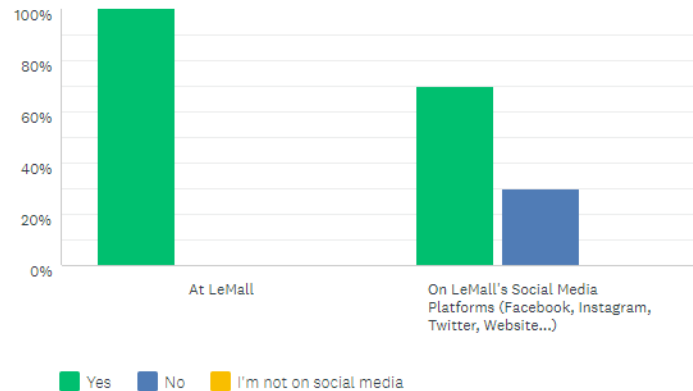
We sent a survey via email to all the tenants, asking them about our Christmas decoration and events. We've compiled the results of the questions we found to be important.

LeMall Dbayeh

LeMall Sin el Fil

Did you feel that LeMall's 2017 Christmas theme "The Christmas Express" was well communicated?

Answered: 10 Skipped: 0

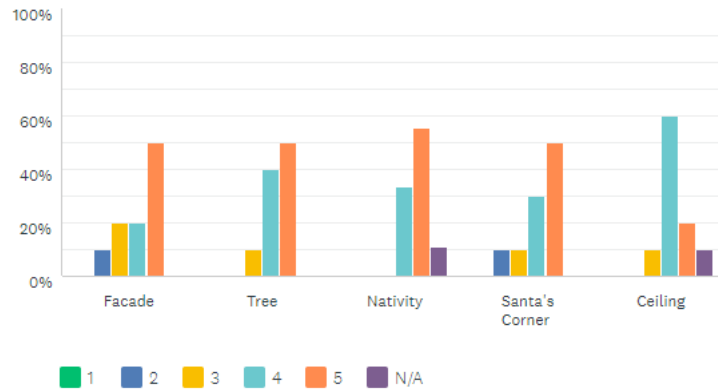


LeMall

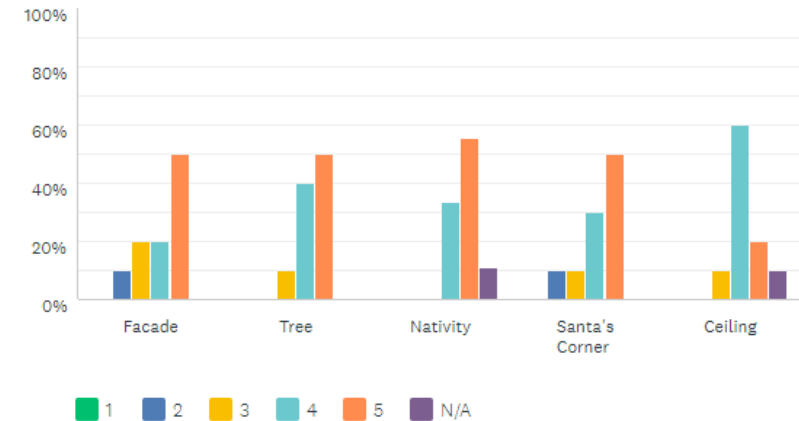
LeMall Dbayeh

Overall, how would you rate LeMall's 2017 Christmas Decoration? (1 Lowest Score -> 5 Highest Score)

Answered: 10 Skipped: 0

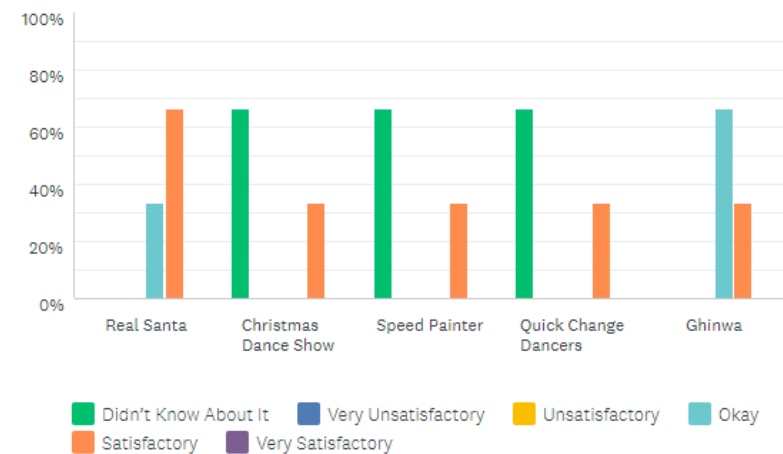
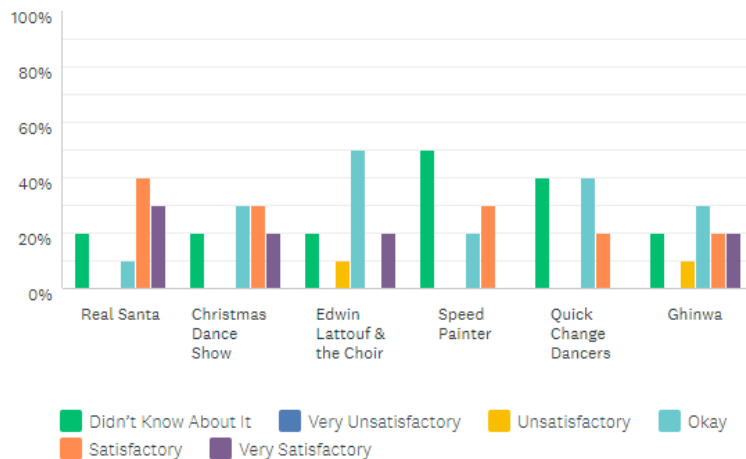


LeMall Sin el Fil



Overall, how would you rate the Christmas events that were present at LeMall

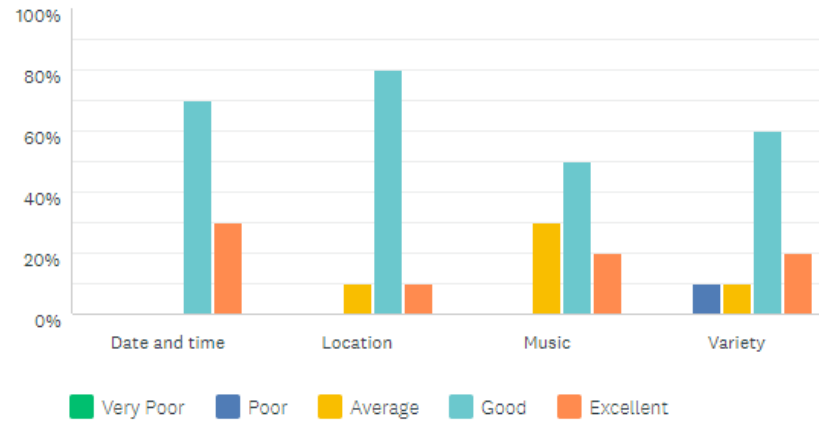
Answered: 10 Skipped: 0



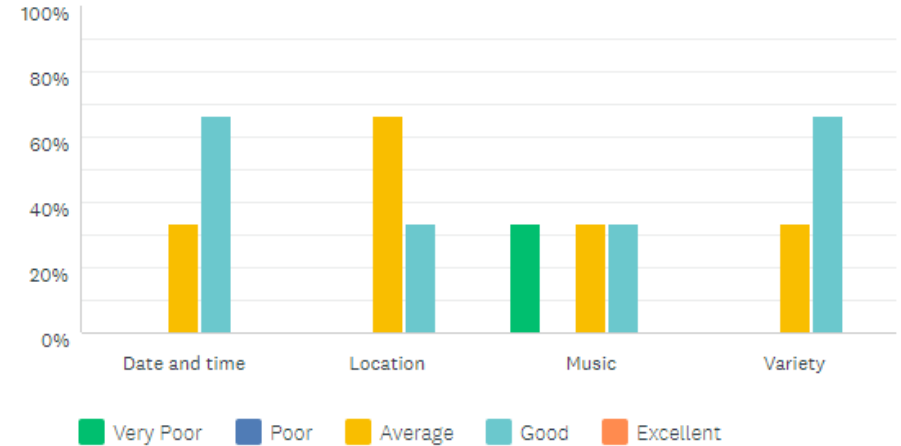
LeMall Dbayeh

Please rate the following aspects of our Christmas events:

Answered: 10 Skipped: 0



LeMall Sin el Fil



LeMall Sin el Fil

How do you think we could further improve our future events and decoration?

Decorations were generally very poor compared to other malls or even to LeMall Dbaye. It gave no reason for people to visit nor did it add to the footfall beyond what is expected due to the holiday season.

LeMall

Comments on Christmas Decorations on Social Media Platforms



lemall_lb
lemall_lb The Christmas Express has brought magic to town! Shows, artists and charming activities are waiting for you at #LeMall. Don't forget to share our decoration to win 1,000\$ #LeMallGiftCard #LeMallChristmasExpress
nidal.majdalani ❤️❤️❤️
becci2397 Best season @mjdunya 🎄
mjdunya @becci2397
mariannemerhi @elignasr
jessica31.10 🥰🥰
souzanabaradie Beautifullll💖
ma.n.u.e.l.l.a 🥰🥰
dami_070 @rodger_070
hippa10 Doneeee hope to win @lemall_lb



lyn_gebrayel @serena27gebrayel hayda rfi2na pshhhh🥰🥰
serena27gebrayel @lyn_gebrayel YAAAAA EHHHH🥰🥰🥰🥰🥰
gaellebader @jana_r01 @nohaccad @elchamirayan @fida_jaber let's go :(
jana_r01 @gaellebader yaret🥰
elchamirayan @gaellebader I wish 🥰
why can't we be in our hometown 🥰
carolinehagopian @nathalie.hagopian

1,486 views
DECEMBER 8, 2017



lemall_lb The Christmas Express is spreading happiness all around! 🎄🎅 Get ready for a month full of activities, fun and events. For more information, visit our website and download our mobile application "LeMall Lebanon"
rita.rayes @josephbedran 11 days baby ❤️
mike.doro 🎄🎄🎄🎄
mike.doro THE BEST🥰🥰🥰🥰🥰
becci2397 @mariannebchebl check this girls_to_become_famous_rich Wonderful!!

1,662 likes



toniahojeilly @rhojeilly once ure back we go together 🥰 ma hekk @phyliciaassi sarahhchaaban Soooooonnnn @farahchf @rush_ty orasway 🎄🎄🎄🎄🎄🎄🎄🎄🎄
inggggy I loved the decoration 🥰🥰
l.y.s94 Valla nrou7 @obeidrana43 nsawir 🥰
obeidrana43 @l.y.s94 w tkaffe l3ndeee 🥰 chta2telik add I denee 🎄
korbansaraaa @nicole_gemayel nicole_gemayel @korbansaraaa 🥰🥰
bailandogroup Amazing Christmas Decoration. The real feel of the Season! azz_i_roula Best decoration 🥰🥰

3,338 likes

Comments on Christmas Decorations on Social Media Platforms



manalrahbany @eliana.aoun tout
touuuutt 🤪🤪🤪🤪🤪
mike.doro SO READY 🤪🤪🤪🤪
mike.doro @talía_doro
fafi_andouri @sondos_1542000
sondos_1542000 Wowwww , I loved ♥
@fufiandouri
whitenatalli ♥♥♥
lyn_gebrayel @serena27gebrayel
hayda rfi2na pshhhh 🤪🤪



1,486 views

DECEMBER 8, 2017

Online Media Breakdown

Month	Type	Occasion	Start date	Duration	End date	Reach	Engagement/ Video views	Budget	Visual
December	Post Engagement - FB INSTA	Main visual	13-Dec	8 days	21-Dec	51,786	5,011	\$ 300.00	
	Post Engagement - FB INSTA	Decoration1	13-Dec	6 days	19-Dec	122,640	9,906	\$ 150.00	
	Post Engagement - FB INSTA	Fashion1	5-Dec	5 days	9-Dec	41,271	3,813	\$ 50.00	
	Post Engagement - FB INSTA	Decoration2	13-Dec	7 days	20-Dec	96,722	8,332	\$ 150.00	
	Post Engagement - FB INSTA	Ghinwa1	13-Dec	5 days	17-Dec	23,294	1,839	\$ 150.00	
	Post Engagement - FB INSTA	Fashion2	10-Dec	4 days	15-Dec	26,333	2,807	\$ 50.00	
	Post Engagement - FB INSTA	Decoration3	14-Dec	7 days	21-Dec	58,187	5,123	\$ 150.00	

Online Media Breakdown

Month	Type	Occasion	Start date	Duration	End date	Reach	Engagement/ Video views	Budget	Visual
December	FB INSTA	Gif Christmas gifts ideas	14-Dec	7 days	21-Dec	154,353	33,970	\$ 248.00	Gif Christmas gifts ideas 1
	FB INSTA					43,687	20,227	\$ 246.00	Gif Christmas gifts ideas 2
	FB INSTA					132,819	29,760	\$ 246.00	Gif Christmas gifts ideas 3
	FB INSTA					193,098	56,092	\$ 250.00	Gif Christmas gifts ideas 4
	FB INSTA					101,394	28,549	\$ 186.00	Gif Christmas gifts ideas 5
	FB INSTA	Gif Christmas gifts ideas	19-Dec	7 days	26-Dec	39,179	17,971	\$ 248.00	Gif Christmas gifts ideas 6
	FB INSTA					64,987	22,957	\$ 248.00	Gif Christmas gifts ideas 7
	FB INSTA					61,370	24,542	\$ 248.00	Gif Christmas gifts ideas 8
	FB INSTA					46,893	15,597	\$ 125.00	Gif Christmas gifts ideas 9
	FB INSTA					200,542	63,130	\$ 252.00	Gif Christmas gifts ideas 10

Online Media Breakdown

Month	Type	Occasion	Start date	Duration	End date	Reach	Engagement/ Video views	Budget	Visual
	FB INSTA					101,394	28,549	\$ 186.00	Gif Christmas gifts ideas 5
	FB INSTA	Christmas Video 2	13-Dec	7 days	20-Dec	335,760	98,607	\$ 500.00	
	Post Engagement - FB INSTA	Ghinwa2	18-Dec	8 days	26-Dec	24,776	1,175	\$ 300.00	
	Post Engagement - FB INSTA	Ghinwa3	18-Dec	5 days	23-Dec	38,724	2,240	\$ 150.00	
	FB INSTA	Real Santa	13-Dec	9 days	22-Dec	130,719	8,357	\$ 352.00	
	FB INSTA	Christmas Schedule	15-Dec	8 days	25-Dec	61,833	5,925	\$ 200.00	
	FB INSTA	Christmas Dance show	13-Dec	4 days	16-Dec	14,334	1,486	\$ 100.00	
	FB INSTA	Quick change dancers	14-Dec	7 days	21-Dec	27,295	3,159	\$ 250.00	
	FB INSTA	Edwin Lattouf	15-Dec	7 days	22-Dec	19,563	3,171	\$ 250.00	

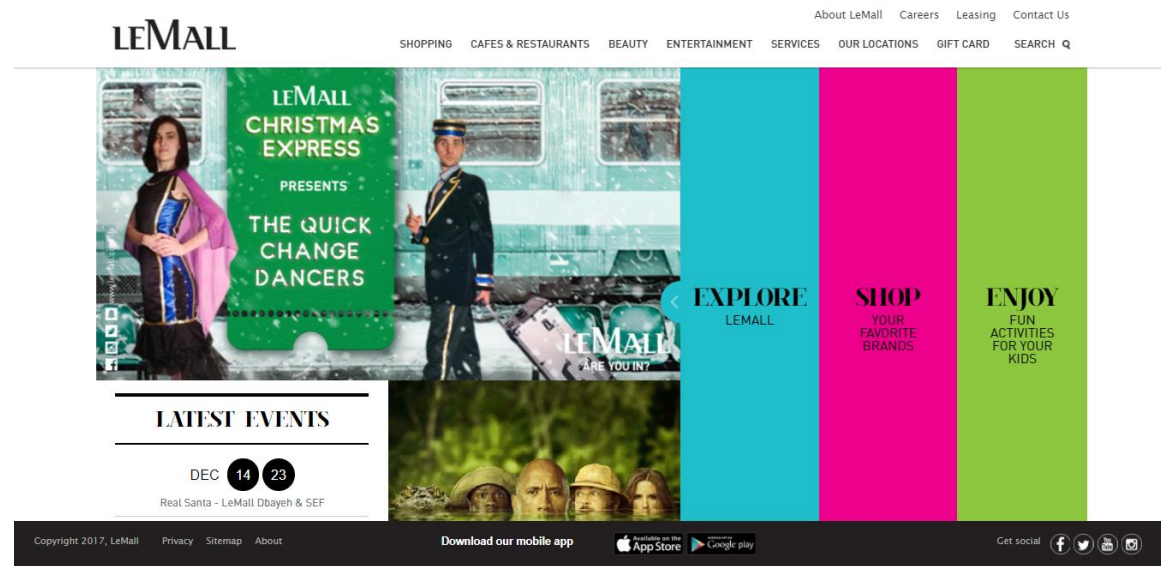
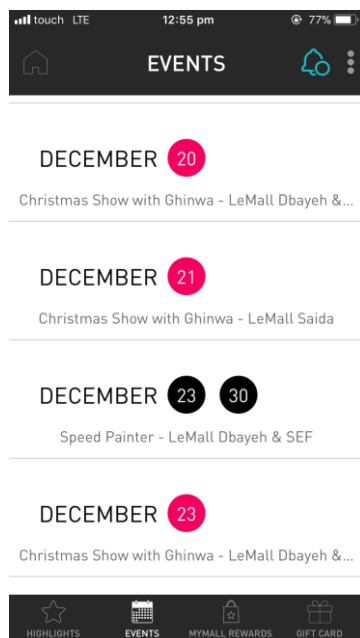
Online Media Breakdown

	FB INSTA	Edwin Lattouf animation	15-Dec	7 days	22-Dec	72,966	46,248	\$ 400.00	Video Edwin Lattouf
	FB INSTA	LeMall Gift Card	19-Dec	7 days	25-Dec	26863	3494	\$ 150.00	
	FB INSTA	Christmas Dance show2	20-Dec	9 days	29-Dec	46451	4468	\$ 350.00	
	FB INSTA	Speed Painter	20-Dec	9 days	29-Dec	58887	168	\$ 300.00	
	FB INSTA	Quick change dancers animation	18-Dec	4 days	21-Dec	89138	33082	\$ 300.00	Video Quick change dancer
	FB INSTA	Christmas Video 3	26-Dec	5 days	31-Dec	264409	73197	\$ 500.00	
	FB INSTA	Christmas Video 4	30-Dec	5 days	4-Jan	182,611	487,880	\$ 500.00	

Website and Application

The Website and Application were both aligned for our Christmas campaign.

Both, had the schedule with all the details of the shows.



LATEST EVENTS	
DEC	14 23
Real Santa - LeMall Dbayeh & SEF	
DEC	16 22
Edwin Lattouf - LeMall Dbayeh	
DEC	16 30
Christmas Dance Show - LeMall Dbayeh & SEF	
DEC	17 21
Quick Change Dancers - LeMall Dbayeh & SEF	

LeMall

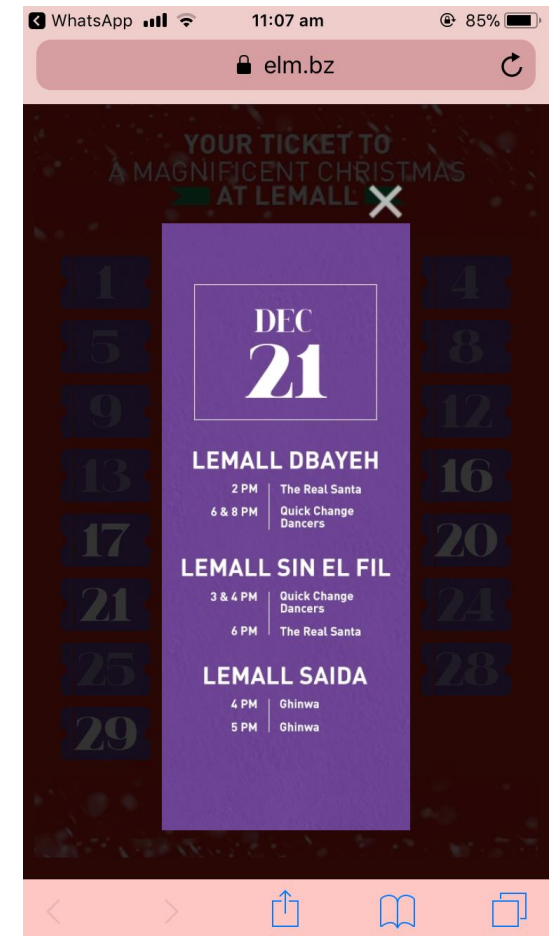
Christmas SMS

We sent our customers SMS with the details of our shows and events.

Designed in a way to keep our customers in the Christmas Express spirit.

The lit dates are the ones where we have an event present at our malls.

Once they press on one a pop out page opens providing all the details.





SMS for Ghinwa's Shows

SMS 1: Dbayeh & Sin el Fil – December 9 at 12pm – 40,000 SMS

Let's light up Christmas!

Attend Ghinwa's magical shows this December 15 & 20 at LeMall: Sin el Fil at 4pm and Dbayeh at 6pm.

SMS 2: Saida – December 17 at 10am + December 21 & 26 at 4pm and 5pm – 30,000 SMS

Hop on for some fun!

Ghinwa will be performing and enchanting LeMall Saida this season:

SMS 3: Dbayeh & Sin el Fil – December 18 at 9pm – 30,000 SMS

Let the fun begin!

Join us on December 23 at LeMall Sin el Fil at 12pm and Dbayeh at 2:30pm for an exciting Ghinwa show!



SMS for our Christmas Shows

SMS 1: Dbayeh, Sin el Fil, Beirut & Keserwan – December 13 at 5pm – 60,000 SMS

Enjoy this special time of the year with LeMall's enchanting Christmas shows taking place throughout December.

SMS 2: Dbayeh, Sin el Fil, Beirut & Keserwan – December 15 at 3pm – 60,000 SMS

Make this Christmas season unforgettable by attending LeMall's enchanting December shows!

SMS 3: Dbayeh, Sin el Fil, Beirut & Keserwan – December 18 at 10am – 60,000 SMS

Get into the true spirit of Christmas at LeMall with our exciting shows that will be taking place in December!

SMS 4: Dbayeh, Sin el Fil, Beirut & Keserwan – December 21 at 5pm – 60,000 SMS

Go on a Christmas adventure with your family at LeMall by visiting our upcoming festive shows!

SMS 5: Dbayeh, Sin el Fil, Beirut & Keserwan – December 26 at 5pm – 60,000 SMS

Surround yourself with more joy and cheer in LeMall's fascinating shows this December!



Radio for our Christmas Campaign

Promo text of Anthony and Sally (Date Started: Monday, November 27, 2017)

S: Anthony... Can you believe that Christmas is just weeks away?

A: Oh I know, and I haven't even started buying gifts yet.

S: Well Lebanon, if you're anything like Anthony and haven't done your Christmas shopping yet, tune in to the morning show for your chance to win BIG with Le Mall.

A: Every weekday we're giving you the chance to win a \$500 shopping spree at Le Mall by playing a round of the Christmas Express.

S: If you can answer all the questions correctly before the Christmas Express train arrives at the final destination, you could be on your way to a Christmas shopping spree.

A: Just in time my favorite and most expensive time of year.
It's the Christmas Express with LeMall and Virgin Radio Lebanon

S: Le Mall, are you in?

Radio for our Christmas Campaign

Game: Slippery Slope

The Game was with Anthony and Sally.

Listeners had to answer questions correctly in 45 seconds, if the participant answered one of the questions wrong Anthony and Sally directly moved to another listener with the questions left.

The winner enters a draw (total of 5 people) in order to win a \$500 gift card on Friday.

ON AIR GAME IDEA 20



SLIPPERY SLOPE

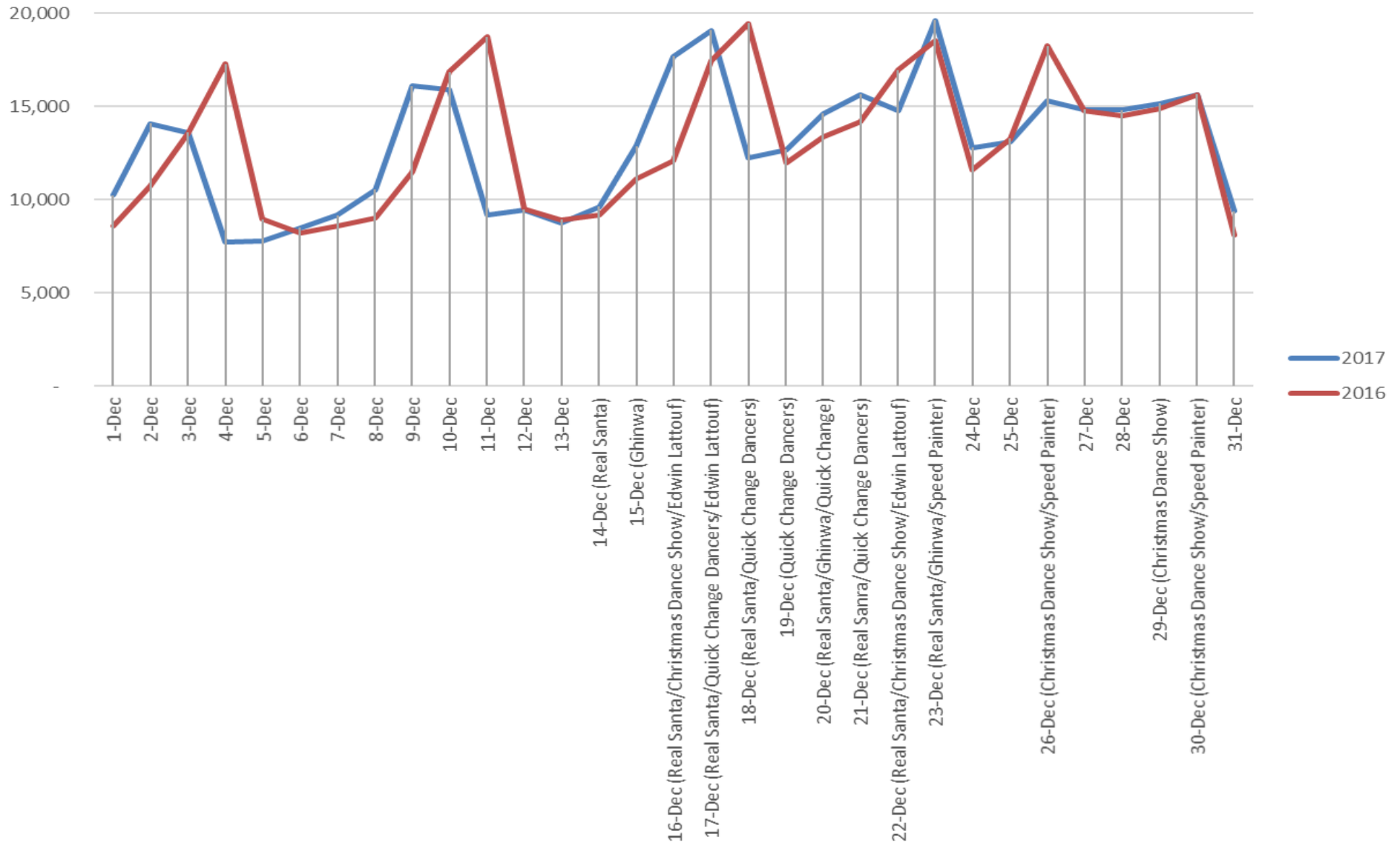
Link 1: Solicit Link: The radio jockeys will promote the client via the talking points provided to them. They will then ask the listeners to register for the radio game through Virgin Radio's WhatsApp number (70 895 895).

Link 2: Execute Link: The radio jockeys will welcome a listener to the sponsored segment, and 'Slippery Slope' begins. The participant will go down a slippery slope of questions they need to answer in 45 seconds. For each question they answer correctly, they gain a point, for each question they answer incorrectly they lose a point. The initiative is to gain as many points as possible to get on the leader board and the winner with the highest score will be announced at the end of the campaign. The prize for this game has to be of high value.

LeMall

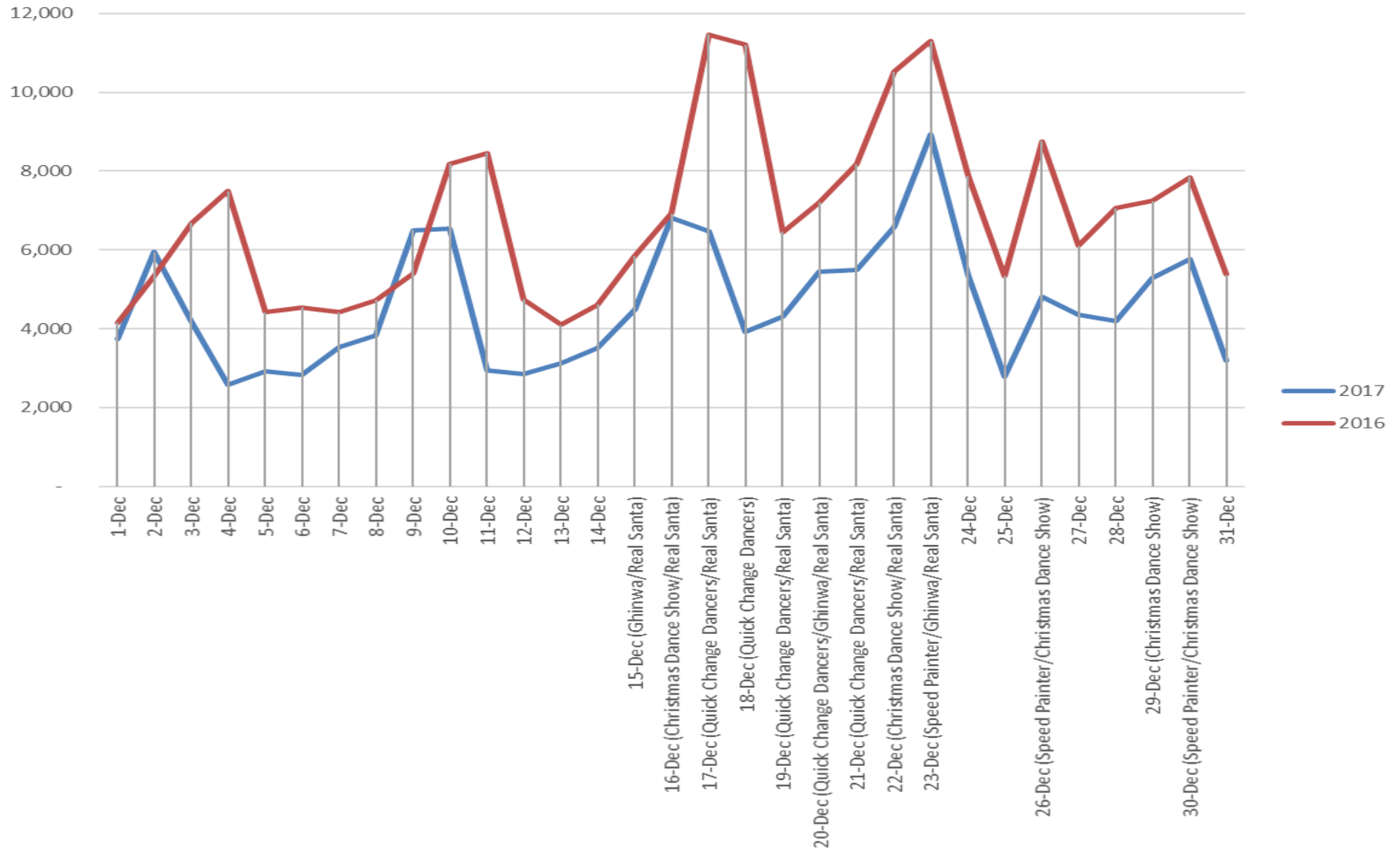
Analysis

Traffic LeMall Dbayeh – December 2016 vs. 2017



LeMall

Traffic LeMall Sin el Fil – December 2016 vs. 2017





Traffic Analysis

LeMall Dbayeh:

- The highest 2 days of traffic were the 16th and the 23rd of December, both days were Saturdays. On the 16th we had 3 events: Real Santa, The Christmas Dance Show, and Edwin Lattouf which generated a lot of traffic. As for the 23rd, all schools were over, we had many events on that day one of which was Ghinwa as well.
- The days where we had events in 2017 were generally higher than the days in 2016 where we had no events happening at the mall.
- The highest 2 days of traffic in 2016 were the 19th and the 17th of December.
- As a general comparison to last year, LeMall Dbayeh had a total of 405,558 visitors during the month of December in 2016, as for 2017 a total of 400,629.

LeMall Sin el Fil:

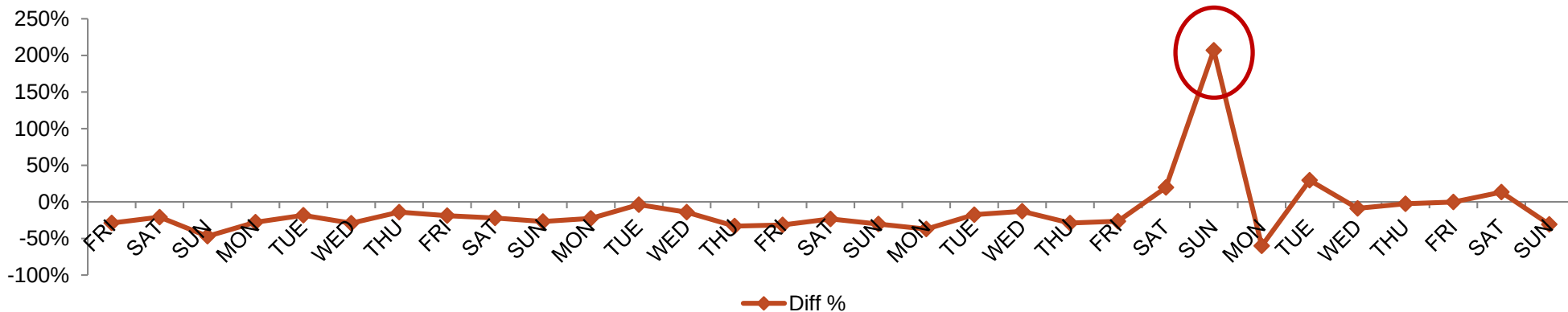
- The highest 2 days of traffic were the 16th and the 23rd of December, this is because both days were Saturdays, on the 16th we had 2 events, Real Santa and the Christmas dance show. As for the 23rd, all schools were over, and we had many events occurring during that day, one of which was Ghinwa.
- The days where we had events were generally higher than the days where we had no events happening at the mall.
- The highest 2 days of traffic in 2006 were the 17th and the 23rd of December.
- As a general comparison to last year, LeMall Sin el Fil had a total of 211,970 visitors during the month of December in 2016, as for 2017 a total of 143,228 with the on going events happening on-site.

LeMall Sin el Fil and LeMall Dbayeh:

- With the on going events happening on-site we were able to maintain a lot of traffic at LeMall Dbayeh and LeMall Sin el Fil taking into consideration the economic crisis we're passing through.

Evaluation of goals – Sales LeMall SEF

SEF Azadea Sales VAR % (Dec-17)



Analysis:

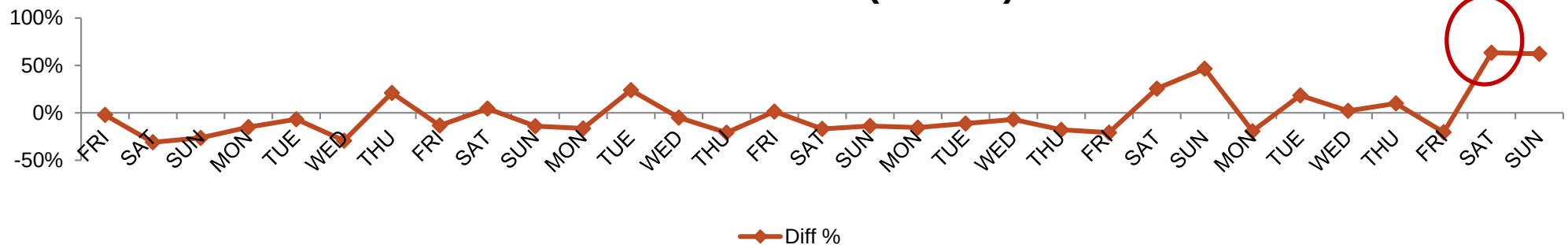
Saturday and Sunday December 23 and 24, was projected to be one of the highest sales of Azadea in LeMall SEF.

The sales in 2016 for Saturday 23rd of December were \$175,676 as for 2017, they've increased to reach the amount of \$210,156, which is 20%.

On Sunday 24th, 2016 the sales were \$39,466 as for 2017 they highly increased to reach \$121,165, which is 207%.

Evaluation of goals – Sales LeMall Saida

Saida Azadea Sales VAR % (Dec-17)



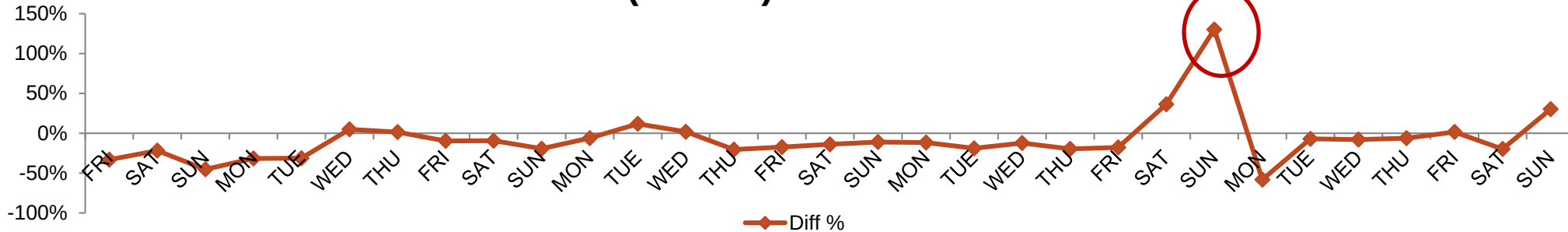
Analysis:

Overall the mall was doing well compared to the other malls, however it is never stable. The highest projected sales were on Saturday December 23 and Sunday December 24. and also, Saturday December 30 and Sunday 31 December.

The sales in Saturday 23 made a 26% increase compared to 2016. As for Sunday the 24th of December the sales made a 47% increase.

As for Saturday 30 and Sunday 31, the sales increased 63% and 62% respectively compared to 2016.

Dbayeh Azadea Sales VAR % (Dec-17)



Analysis:

Saturday and Sunday December 23 and 24, was projected to be one of the highest sales of Azadea in LeMall Dbayeh.

The sales in 2016 for Saturday 23rd of December were \$250,660 as for 2017, they've increased to reach the amount of \$341,790, which is 36%.

On Sunday 24th, 2016 the sales were \$85,121 as for 2017 they highly increased to reach \$195,886, which is 130%.

Overall Evaluation

Evaluation of goals - Shows

Shows Selection:

- Real Santa very successful and brought traffic to the mall. People gathered in advance waiting for him
- Edwin Lattouf in Dbayeh was good and also brought traffic (kids and their families). The concept (choirs/ concert/ band) should be repeated at LeMall Sin El Fil as well
- Short shows were not successful (speed painter, dance shows, quick changers) and only attracted a few people already at LeMall

Date, Location and Time:

- Location on the 1st floor in Sin El Fil was not good. We should consider more roaming acts in this branch
- Schedule of the shows should be adapted to schools (after 4pm before Christmas and focus on week between Christmas and New Year)
- Setup in Dbayeh was very nice and appealing
- Better to do Real Santa one whole day SEF and one whole day Dbayeh **(15 to 30 December)**

Branding:

- Make sure to brand the area behind Santa's pictures with LeMall logo for social media
- Schedules (flyers) should include both Dbayeh and Sin El Fil (Double Sided) in case a customer needs to be redirected to another mall to watch the shows.
- Add the lengths of the shows to the schedules

Suggestions:

- Consider taking Real Santa for a CSR activity.
- Have a videographer + photographer present at the events to capture people's reactions.
- Add selfie box in SEF

Evaluation of goals - Decoration

- Point of attraction was the main entrance for LeMall Dbayeh.
- Sin el Fil zero presence outdoor, because of the common areas between LeMall and Hilton.
- For next year if we have a budget we should create decoration for the parking entrance
- To have lighting on all the balustrades in LeMall SEF and Dbayeh
- Find an area in SEF to decorate.
- Repeat the “Under tree” experience
- Having no islands at LeMall Dbayeh was positive and not negative.
- Have LeMall Logo presence ahead of time at Santa’s corner.

Evaluation of goals – Social Media

- Post less pictures about the events happening in the mall
- Have one picture enlisting all the events of the mall
- Focus more on videos for Christmas
- Restart the Gift Guide for next year

Evaluation of goals - Budget

- Based on 2017s Christmas budget and what we did, a slight additional budget should be added to invest on the finishing and not for adding extra decoration. Because the mall was very well decorated, however we should have focused a bit more on the finishing.
- We could have invested a lower budget on the ornaments.