



Positioning:

FASHION CENTRE

Value propositions:

Modern fashion (and lifestyle) centre



Positioning:

URBAN CHANGE-MAKER

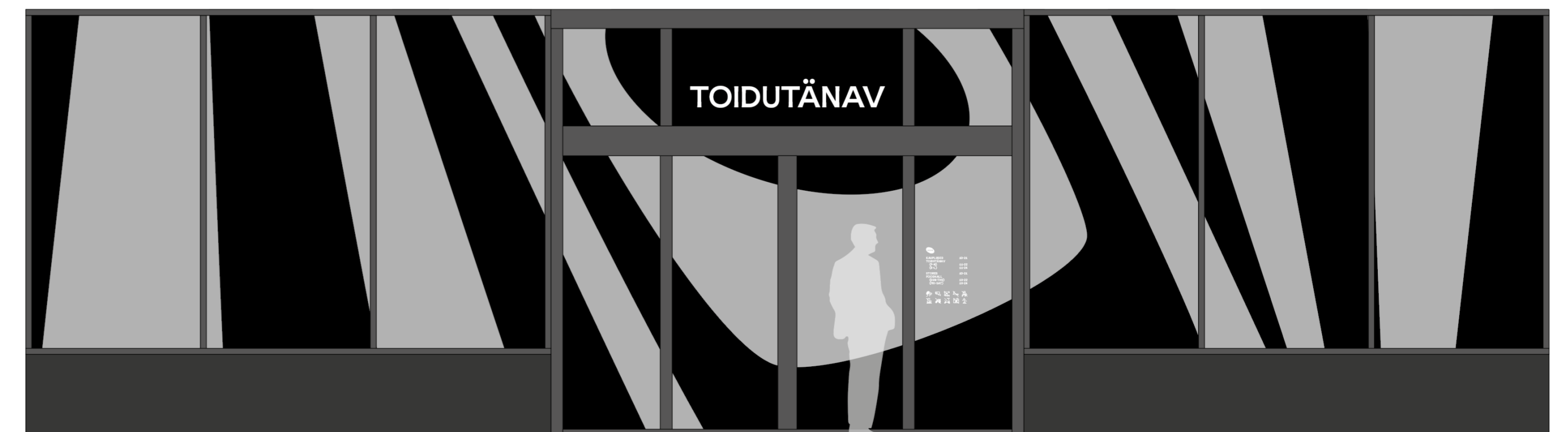
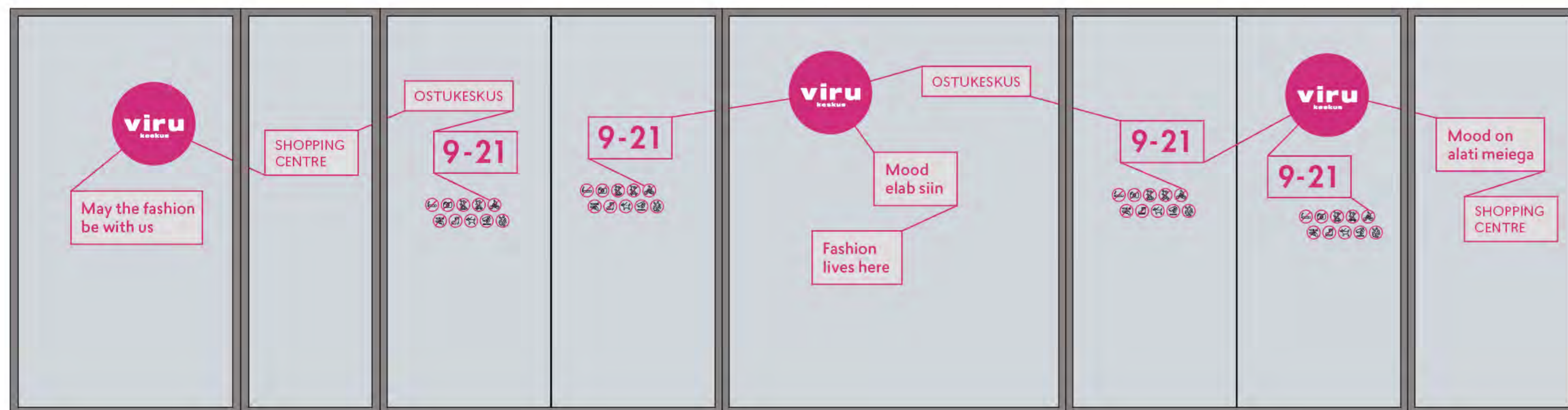
Value propositions:

Game-changing → All new approach and ambition in the Estonian shopping centre scene.

Fast-moving → We evolve constantly, we believe in flexibility – and we're innovative. We provide with the best digital platform for the tenants, and we react fast to even the most unpredictable developments in the world.

Changes you → enables “more” on a personal level, through bringing quality to convenience & making our signature unique premium approachable – through a complete retail-mix beyond fashion.

Strives for local and global change → We are here with a bigger purpose, we strive for a better future in short and long term – not only because it's right, but because it's smart.



For any client one of the most valuable dimensions of a holistic brand identity and a well formulated brand guidelines is the holistic direction it provides with. It is a toolbox, as much it is a compass. Something that makes clients' life easier and more effective – as well as the communication itself. Yet still provides with enough of flexibility and variety.

Whatever we do, does it:

Checklist

→ MAKE “CONVENIENT” HARDER TO RESIST?

→ MAKE PREMIUM MORE APPROACHABLE?

→ ENABLE “MORE”?

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Examples of brand implementation in MarCom by Viru Keskus' advertising agency partners:



AGE:

AGE:



In-House:

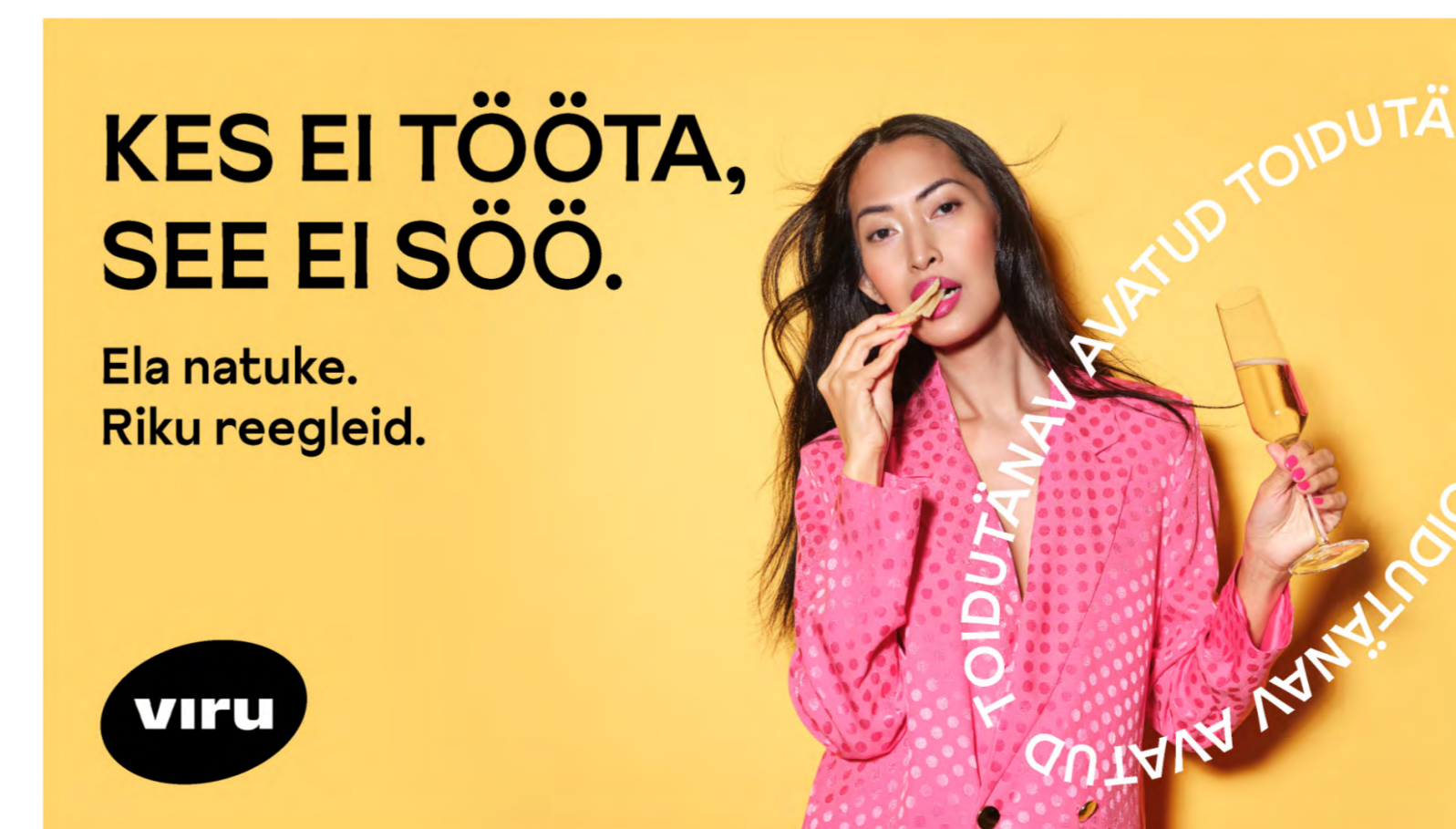


SIMPLE OR ELABORATE

With such an inventory of approaches, how to get started? How to kickstart one's project?

- 1 Smaller formats are the simplest. Do not overdesign nor overthink. Some things are meant to be simple.
- 2 Say it with words. The type treatment can be expressive and can be restrained, just don't overcomplicate things. Getting the message is most important.
- 3 Campaigning means eye catching solutions. The blend tend to look unexpected when in-locked with images, and you already have something memorable and on brand. The resulting designs look engaging and very "Viru".
- 4 Patterns created by the blend tend to look unexpected when in-locked with images, and you already have something memorable and on brand. The resulting designs look engaging and very "Viru".
- 5 The blend is the most effective tool to create external communication with comgr. No need for a creative concept – just thoughtful work with existing imagery.
- 6 Viru has a long history of memorable campaigns and this is something we want to keep happening. Strong art-direction is enough to make people remember what we want to articulate.

Optimist:



SUMMARY OF THE BIGGEST STRATEGIC CHANGES:

- New positioning: from a Fashion Center to an **Urban Change-Maker**, providing unique quality beyond fashion
- Crystallised target audience: instead of focusing to traditional demographics we move towards **value-based / behavioural definitions**
- Shift in objectives: **now heavily concentrating on conversion rate increase**, and keeping (or increasing) the current visitor number
- Alongside the refurbishment project, **refreshed brand** (and marketing) to match the new positioning, and considerable effort to be put on **digital development**
- New, **adjusted directions for retail, services and F&B**, and the last-mentioned becoming one of the priority areas

“For any extraordinary journey you need extraordinary partners. Partners, who really understand your dreams, challenges and opportunities alike. For us this branding agency has been exactly such kind of partner, helping us to formulate our new strategy, and creating a new brand to implement it.”