

Consumers Rush to Westfield Franklin Park



Objectives:

Establish Westfield Franklin Park as *the* shopping and entertainment destination in Toledo and Northwest Ohio.

Target Audiences:

Females ages 25-65, media, government officials

Process Employed:

Sweeney focused on four primary strategies to spotlight the mall's \$117 million redevelopment:

1. Used pre-grand opening publicity (news releases, photos and visuals), a media hardhat tour of the new wing and a VIP media preview the day before the grand opening to **build media and consumer excitement** starting 3 months prior to the opening.
2. **Pitched local media high-interest feature stories** focusing on the new-to-Toledo stores and restaurants to media outlets.
3. **Scheduled on-air media interviews** and **live television remotes** with Westfield spokespersons throughout the week leading up to the grand opening.
4. **Conducted on-site media relations** during grand opening weekend and coordinated interviews with Westfield spokespersons and shoppers.

Results:

- **Front-page story** in *The Blade*, Toledo's only daily newspaper
- Reached **10.2 million** consumers
- **Increased mall traffic by 64 percent** over the same weekend a year earlier
- More than **4,000 customers, media and government officials** attended the grand opening, including the Toledo Mayor and more than 20 city council members and county commissioners.