



Are you looking to stage footfall-generating events and promotions in a retail outlet?

You've come to the right people - at CloudTEN that's just our sort of thing...

Here are a few example promotions that we could arrange:

Hawaiian Summer

Turn your Shopping Centre into a Hawaiian hotspot for the weekend, offering a surfing simulator, grass skirts, hula girls and dancing lessons, a beach for the kids and feel-good tropical food and music. Run an 'in Centre' competition to win shopping vouchers by spotting the 'sharks' in store windows!



Big Boy's Toys Event

It'll be testosterone fest as you transform your Shopping Centre into a man's paradise with fast cars, hot babes and gadgets galore. Rev your engines with a giant Scalextric track and F1 Simulators, plus free barbers cuts, consoles to play on and a continuous stream of sporting greats! Perfect for men of every age, to get them in-centre and enjoying the shops!

Around the World with (your centre)

A four-week campaign featuring activities from four different continents...from Didgeridoos, the Haka, and BBQ's, to Bart Simpson, Capoeira and Elvis all the way to Mediterranean markets and Flamenco to Dragon dancing, henna painting and thai cooking. Claim your passport, visit 3 out of 4 weekends to be entered into the family holiday competition!



(your town) Idol

Host a singing competition in conjunction with your local radio station, with the heats taking place 'in Centre'. Finalists will sing at a live staged final, with a celebrity invited to ensure a large crowd. Prizes to include shopping vouchers & a professional CD recording!



Drive-In Movie

For Shopping Centres with a large outdoor space/car park, hosting a Drive-In Movie is a huge draw for the public. Link up with a local radio station to show a highly anticipated new movie, advising people they can obtain tickets early by spending £20 'in Centre' or by texting the radio station!



Teddy Bears Picnic & Abseil

Especially for your younger visitors, invite them for a Teddy Bears' Picnic & Story-Telling to meet their favourite bears in person – Rupert Bear, Winnie the Pooh or Paddington Bear – whilst their own 'Bear-devils' can zoom down the special Teddy Abseil!

Easter Festival

Run a series of Easter-themed craft workshops for kids – decorating Easter baskets/Bunny facemasks in preparation for an Easter Egg Hunt. Invite along the 'real' Easter Bunny to pay a surprise visit and host an Easter Bonnet competition to be photographed and judged by the local newspaper!



Fireworks & Laser Festival

If your Centre has a good outdoor space, why not host a fireworks extravaganza, inviting the public along for some free cinder toffee and hot chocolate – but if you'd rather avoid the cold outdoors, an indoor digital sound and light show can be even more as effective!

These are just a small selection of the events/promotions we can offer. We can work to any budget and with a bit of creativity in mind, are confident of producing successful and interesting events and PR support. Please contact us for some inspiration and a quote, or why not challenge us with a budget and we'll come back to you with our very best ideas!

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