

# Strategy & Research

## Blachère Illumination: PR and Marketing Strategy

The original and largest illumination provider. From lighting the Eiffel Tower in celebration of the new millennium to the illumination of Dubai for its first Festival of Light, Blachère's expertise is valued throughout the world.

### Challenges

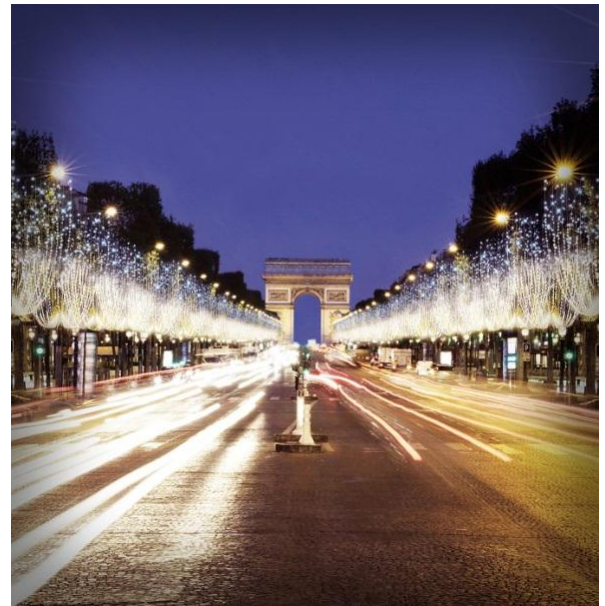
As Blachère's knowledge is focused on city-centre illumination and wholesale. They wanted to grow their presence in the shopping centre industry and develop a structured marketing and BD plan.

### What we did

- Developed a marketing strategy
- Client and peer market research
- Mapping and analysis of seven key countries
- Implemented a structured pan-European BD plan
- Team business planning
- Reviewed and improved website structure and copy
- Key deliverables: market positioning, brand message and a communications strategy and plan.

### Results

- New website launched with new literature in English, and shopping centre friendly content
- Structured BD campaigns through industry knowledge and market intelligence
- Structured campaign support
- Active PR and BD support generated ten BD leads and coverage in Across, Shopping Centre Magazine and Sites Commerciaux.



### OPINION

## LIGHT-BASED EVENTS: NEW SOURCES OF INCOME

BY JOHN HUGUES, CEO OF BLACHÈRE ILLUMINATION



Did it light, a shopping center's architecture can become the talk of the town. It is a well-known fact that light always attracts crowds. What's more, when used theatrically, its power of seduction increases significantly. These are the findings of the experts from the Luci Association after studying the economic and cultural benefits of light-based festivals. At a time when shopping centers are using their wits to compete with online sales, the use of new technology, such as interactive platforms, the internet, and smartphones can attract crowds.

Shopping centers are following the example of town centers, where each light-based event attracts an average of three to four times more visitors than the number of inhabitants (even if major disparities exist), regardless of the chosen geographic region employed. The return on investment is naturally related to the higher visitor numbers, but also to the size of the shopping area and the range of businesses. In cities organizing light-based events, the spending levels range from €29 in Glasgow to €116 in Gothenburg according to the study carried out by Luci. The latter estimates the overall economic benefits of its Christmas lights at approximately €165 million, split as follows: 18% for restaurants, 17% for shops, 18% for nightlife, and 42% for the purchasing of gifts by tourists.



JOHN HUGUES  
CEO of Blachère  
Illumination

With this in mind, it can be highly beneficial for shopping centers to transform their traditional occasions into light-based events, including the projection of light onto facades, digital lighting features, and light shows, whether it is the creation of temporary works, such as a single log, a more elaborate piece of art, or the publication of tweets about an interactive Christmas tree, success is instantaneous, particularly among children and young