

PR & Business Development

Movvo

Provide business intelligence and live engagement services to the retail property sector. Their technology fuses multi-data sources to extract the most relevant intelligence, predict future outcomes and maximise a centre's assets.

Challenges

As a growing RetailPropTech company Movvo needed to create a shared understanding of its market position and develop a clear message. It also needed to understand how to focus its market strategy, and address the potential of the shopping centre industry to increase revenue.

What we did

- Facilitated development of marketing strategy, value proposition, clear messaging
- Provided competitor and market analysis to clearly define market position and agree market strategy
- Established a clear communication and business development plan
- Carried out active PR, event and business development support.

Results

- Provided a clear communication and business development path
- Secured six positioning pieces including speaking platforms and thought-leadership pieces
- Facilitated 11 media introductions and 12 press stories
- Facilitated 32 face-to-face BD meetings
- Created over 25 business leads
- Organised successful hospitality and networking events at Revo and MAPIC
- Partnered with ICSC and Pradera to host Retail PropTech Ideas Exchange at MAPIC, with over 50 industry attendees.



"Working with the Lodestar team has been excellent. They have the understanding and relationships across our industry to make a difference, both as a strategic advisor for how to engage with the market, and as a 'get it done' business development service" **John Godfrey, VP Commercial**

