

DELIVERING TANGIBLE CHANGE



Resolute
Asset
Management

Resolute Asset Management and Why Media embarked on a revitalisation strategy to help deliver tangible change for La Marina Shopping Centre in Finestrat (Alicante) Spain, the region's largest Shopping Centre and Retail Park. Over a six month period working in partnership **Resolute Asset Management and Why Media have delivered over 350 environmental and technical improvements** and grown the Shopping Centres communications database by over 200%.

“Our ambition is to reposition the scheme as a primary retail, leisure and F&B destination, Resolute Asset Management work with best in class service providers including Why Media to ensure speedy delivery and detailed execution of change as part of this aspiration

- Gerry Martin, Asset Manager Resolute Asset Management

”

“You have achieved more in the last six months than the last 6 years’

- David, Store Manager Häagen-Dazs

”

“The changes and improvements to Centro Comercial La Marina have been incredible’

- Elena Christos, visitor of the center.

”



WELCOME TO LA MARINA

Arriving at La Marina was a disappointing and cluttered affair, the environmentals did not service the tenants or the Shopping Centre. Resolute Asset Management and Why Media spent Q1 and Q2 2020 removing clutter, improving the health and safety and taking onboard visitor and retailer feedback through extensive market research. The new **entrance signage is inviting and aspirational**, whilst engaging with the local environment.



BEFORE

ENVIRONMENTAL MARKETING



ENVIRONMENTAL MARKETING

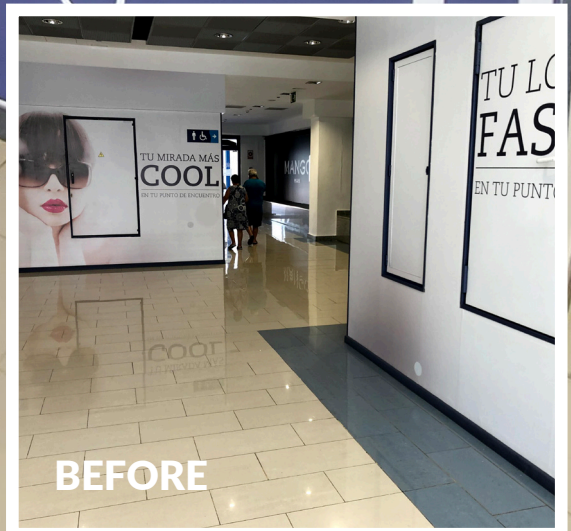


ENVIRONMENTAL MARKETING



BEFORE

ENVIRONMENTAL MARKETING



BEFORE

A COMPLETE REBRAND

La Marina's identity was dated and uninviting, we worked with over 25 stakeholders to deliver a **fresh and new vibrant identity** that is applicable and enchanting.



La Marina
Centro Comercial





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VIVE LA MARINA

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BEFORE

REMOVING COMMUNICATION BARRIERS

Why Media as the full service Marketing and Communications partner wanted to engage and create better visibility for all parties involved in the Shopping Centre, by moving our office from the back of the building down a long corridor away from everything, to the main mall this enabled Why Media to be on the ground where we can engage with current tenants, shoppers, local businesses and stakeholders. We have greater integration of our online and offline marketing and PR activity and supported our partners including Finestrat Tourism Board, Chapman Taylor Architects and the Local Mayors office.



ON HAND, ON SITE

Why Media's preference is a locally focused and passionate onsite team, joining up the Shopping Centre and an in depth understanding of what is going on locally. We have a rigorous training programme at Why Media and use the latest project management software and safety protocols.



NEW PARTNERSHIPS



AFECTARÁ A TODO EL EDIFICIO: EMPEZARÁN POR LA TERRAZA

El Centro Comercial La Marina de Finestrat se someterá a una remodelación integral

Alba Mercader

FINESTRAT, CENTRO COMERCIAL LA MARINA



© Recreación del diseño, sujeto a modificaciones.

14/07/2020 - FINESTRAT. El Centro Comercial La Marina de Finestrat se someterá a una remodelación integral, tanto en la fachada como en parte del interior del complejo. Así lo ha anunciado Why Media, que lo gestiona junto a BNP Paribas desde principios de año. Así, en tan solo unos meses han iniciado el proyecto para reformar todo el edificio, cuyo diseño será de Resolute Asset Management y Chapman Taylor Architects.

Fuentes del complejo comercial indicaron a este diario que en su primera fase se acondicionará la terraza, zona en la que ya han empezado a retirar parte de los elementos habituales de este espacio.

ubicará en Benidorm, aún en trámites para empezar la obra.

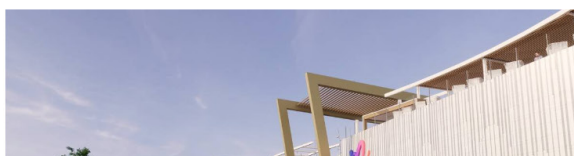
Por su parte, **Rowen Squibb**, CEO de Why Media, manifestó que "es un privilegio trabajar con el mundialmente conocido estudio de arquitectura Chapman Taylor y Resolute Asset Management en lo que es un gran proyecto de renovación. El centro comercial La Marina tiene 20 años y necesita una modernización".



Asimismo, señaló que Why Media acaba de completar la renovación de la marca, con cambio de logo, y ha emprendido algunos trabajos menores de modernización interna, incluyendo WiFi gratuito de alta potencia y directorios digitales interactivos. "Estos trabajos de renovación permitirán que el entretenimiento esté asegurado durante los próximos 20 años", comentó Squibb.

Mikel Barriola, director general de Chapman Taylor Architects en Madrid, dijo que "es un placer trabajar junto a Why Media y Resolute Asset Management para reposicionar este fantástico centro comercial y asegurar que esté bien situado para prosperar en las próximas décadas".

Al mismo tiempo, detalló que su visión "creará un nuevo tipo de experiencia comercial y de ocio para personas de todas las edades, abriendo la terraza del centro para crear un espacio de ocio relajante con hermosas vistas al Mediterráneo". Así, afirmó que "el rediseño incluirá una mezcla de comercio, ocio, restaurantes, cafeterías, bares y entretenimiento, ofreciendo un destino de día familiar para Alicante y más allá".



CHAPMAN TAYLOR

Lo más leído



- 1 La LFP cita al Dépor para los test de Covid por si la RFEF da luz verde a su partido con el Fuenlabrada
- 2 La iniciativa privada vuelve a promover VPO en Elche con 95 viviendas en el Corte Inglés
- 3 El Consell divide la Ciudad de la Justicia de Alicante en dos fases: licitará sus obras en diciembre
- 4 Así se preparó Benidorm para la nueva realidad: más espacio público y sello de seguridad
- 5 El Elche tampoco entrenará este lunes pero sí se someterá a nuevas pruebas de detección de Covid

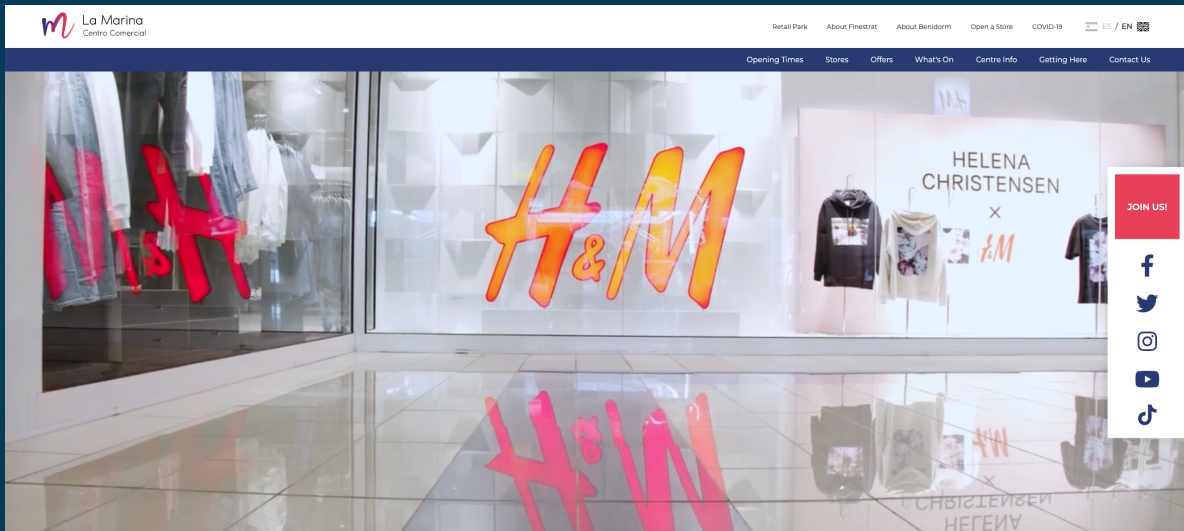
Caminar, sentir, acariciar, escuchar.

GESTIONA TUS CITAS
Y ACCEDER A TODA
TU INFORMACIÓN MÉDICA



WE HAVE EMBRACED DIGITAL

The website and entire digital strategy needed a bespoke digital rebuild from the ground up, the entire software suite needed to use the latest code and SEO techniques. The old website template was dropped and the Google SEO issues have been resolved, the Shopping Centre has over 9000 reviews and the feedback has been 100% positive!



WELCOME TO THE HOME OF GREAT SHOPPING, DINING & ENTERTAINMENT

We proudly boast over 100 great stores, restaurants and entertainment facilities. La Marina Shopping Centre is the region's largest and is easily reach by motorway, tram and local bus networks.



WHY MEDIA, RESOLUTE ASSET MANAGEMENT (RAM) & CHAPMAN TAYLOR ARCHITECTS, WORKING TOGETHER IN SPAIN!

Major refurbishment of one of Spain's largest regional Shopping Centres

[Read More](#)



03



TRENDING

Druni

Pack incorporating shaving gel, post-shave moisturiser and aftershave.

6.95€ [View Store](#)

WAYFINDING

The old paper based Shopping Centre Maps were confusing, visually poor and cumbersome. Why Media has rolled-out new hardware and built a bespoke Wayfinding system that captures data, supports the sales process and ensures a positive experience for shoppers. The new digital Wayfinding software is fully integrated with the website and the data management systems.



SERVICIOS / SERVICES

| | | | |
|---|-------------------------------------|---|---|
| Centro Adaptado a minusválidos Center with disabled access | Parking gratuito Free parking | Parking bicicletas Bike parking | Servicio de cardioprotección Defibrillator available |
| Cargador móvil Mobile Battery Rechargers | Zona wifi WiFi zone | Préstamo silla de ruedas Wheelchairs | Contenedor de cartón Paper container |
| Club Infantil Kids Club | Sala de lactancia Lactation room | Cambiador de Bebés Baby changing station | Contenedor de aceite Recycle oil container |
| Zona tablet Tablet zone | Tarjeta VIP VIP Card | Cajero Cash point | Contenedor de pilas Battery container |
| Servicio arranque coches Car started | Objetos perdidos Lost property | Pulsera de identificación ID bracelet | Zona de descanso Rest area |

TRANSPORTE / TRANSPORTATION

| | |
|---|---|
| Parada de autobuses: Líneas 2, 3 y 15 Bus stop: Routes 2, 3 and 15 | Taxi Finestrat: 96 681 00 10 Taxi Finestrat |
| Tranvía: Estación CC. La Marina-Finestrat Local train: CC. La Marina-Finestrat Station | Taxi Minusválidos: 96 681 00 10 Taxi for disabled people |

ATENCIÓN AL CLIENTE / CUSTOMER CARE

| | |
|--|--|
| Puntos de información Information point | Teléfono atención al cliente: Customer Service Number 96 688 97 32 |
|--|--|

GO DIGITAL

When we started on the project it was clear the current WIFI and Internet provisions were not fit for purpose. A modern Shopping Centre and Retail Park requires state of the art and high speed WIFI throughout. Our team of technical experts worked to ensure the latest server and cabling was installed at La Marina Shopping Centre by approved partners and is certified and future proof for at least 10 years. The entire system is fully integrated with the new software and all data management is centralised and Data Protection Act compliant.



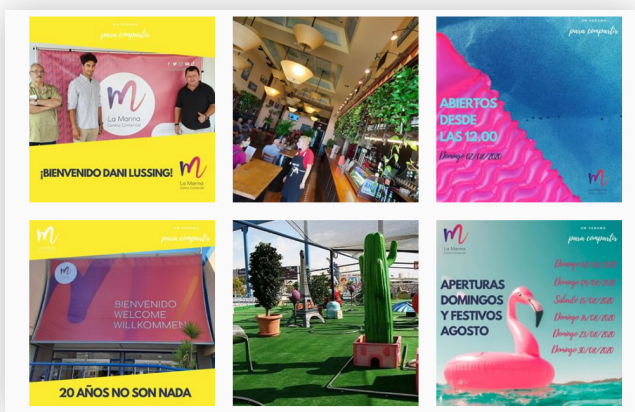
Your internet speed is

20 Mbps



GO SOCIAL

The Social Media strategy for La Marina was not consistent and did not communicate or support the sales and marketing plan effectively as the organic engagement was low. Why Media generated a new strategy that would support and communicate the Shopping Centres offer and engagement numbers have increased beyond our expectations and the campaigns continue to work in collaboration with the retailers needs as we look to drive footfall, sales and dwell time through our platforms such as Facebook, Instagram, YouTube, TikTok and Google.



Benidorm ¡VIVE LA MARINA! Centro Comercial La Marina en #finestrat #benidorm #alicante

18,338 views · 27 Feb 2020

12 likes · 0 comments · Share · Save · More

cclamarina
56 subscribers

SUBSCRIBE

¿Qué hacer en Alicante? ¿Qué ver en Benidorm?
Ven al Centro Comercial La Marina: moda, ocio y restauración en España!

INTEGRATING THE RETAIL PARK

The fresh brand for the Retail Park allowed us to integrate this additional part of the retail offering at La Marina, the website, signage and digital marketing campaign is now fully coordinated.





www.whymedia.com



**Resolute
Asset
Management**

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