



Shopping in Bellevue

Kemper Development Company launches new branding initiative in Washington State

Kemper Development Company (KDC) is messing with a good thing at the most critical time of the retail calendar and hoping to reap big benefits from it. The developer and manager of Bellevue Square, Bellevue Place and the brand new Lincoln Place pulled its resources this fall to market the three properties under one brand: The Bellevue Collection. While other companies are busy driving traffic to their centers by focusing on customer services, entertainment and sales promotions, KDC is endeavoring to build a new brand from the ground up. It's a bold move, to say the least, especially when the staggering retail offering in most bustling urban centers has already turned consumers into butterfly shoppers. But according to Jennifer Leavitt, KDC's marketing VP, the timing is actually perfect. Instead of leaving three major and

commonly-owned destinations to hash it out in the marketplace and pursue the same customers, KDC is turning them into collaborative team members.

"We know from past history that marketing our holiday seasonal shopping trips to Bellevue Square in Eastern Washington is successful. Adding Lincoln Square and Bellevue place gives us a much more attractive destination for one-stop holiday shopping, dining, entertainment and weekend get-aways," Leavitt explains. "Reinforcing the three properties under the umbrella name The Bellevue Collection allows us to highlight the wonderful collection of offerings now available in the heart of downtown Bellevue."

The Bellevue Collection boasts 250 retail stores, 18 sit-down restaurants, 16-screen upscale movie theaters, 10,000 free retail

parking spaces and 700 hotel rooms in two luxury hotels. That's a lot of information to translate into campaign creative. To do it, KDC turned to agency Kendall Ross Brand Development & Design of Seattle.

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the [new] property and capturing the unique shopping experience it represents was at the forefront of our minds during the creative process," said Tim Ross, principal at Kendall Ross. "The overall design strategy works to integrate the multiple properties into one unified destination while still keeping each property's unique attributes."

The first element to reflect this approach is the Bellevue Collection logo, which is made up of a three-petal flower set inside a circle, representing the three KDC properties trading on the busiest corner in the heart of downtown Bellevue. The graphic style and color scheme that Kendall Ross picked serves the same purpose. The two have an energy about them and grab attention without being overwhelming, which is the last thing you'd want if you were trying to convince shoppers to visit during the always hectic holiday shopping season.

Launched in October with advertisements in regional magazines, the campaign's initial flight will include newspaper and radio, while the new common brand will appear throughout the KDC properties' marketing vehicles. Individual property Websites, direct-mail, on-site maps, parking maps, retailer directories, shopping bags and gift certificates will all bear the new Bellevue Collection stamp.

"Holiday is the perfect time to launch this campaign," Leavitt said. "We wanted to create an atmosphere where people can establish holiday traditions and want to come back again and again throughout the year."

Post January 1, KDC will continue to market its new "super-destination" during other key times, be it spring fashion shopping, Back to School, fall fashion or major special events, and make it a draw for consumers in not only Bellevue but a market that extends across six

states. "People in rural areas and smaller cities in the six state region want choices and a great shopping experience. To get that they often need to travel," Leavitt noted. "This campaign points out the features that make coming to The Bellevue Collection that best choice."



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Parallel to its main branding campaign, KDC is also running a sub-campaign dubbed *The Right Way to Go*, which, as Leavitt pointed out, is designed to educate drivers to take the NE 4th exit off the I-405 and then take right turns around Bellevue Square and the other Bellevue Collection properties.

"If people take this route, they will have easy right turns and be positioned in the right direction to the most parking entrances. Just go clockwise around the properties and traffic and parking is easy."

It won't be long before KDC finds out where the holiday traffic will end up. ■



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