



Rundle Street East repeats Excellence in Marketing Award success

Updated 5 November 2013

Rundle Street East has collected a property industry Excellence in Marketing Award, for the second consecutive year, for the precinct's VIP Fashion Series.

At a 'Burlesque-inspired' gala ball at the Hilton International Hotel last week, the Property Council of Australia awarded Rundle Street East the award for marketing excellence in the Mainstreet precinct category.

In mid-2012, East End property owner and Mainstreet business innovator, the Maras Group, conducted a carefully orchestrated series of marketing and advertising initiatives centred on Rundle Street East's boutique designer fashion hub. The 100% privately-funded series of marketing initiatives aimed to promote the group's growing stable of high-end fashion houses and consolidate the precinct as the "go-to" destination in Adelaide for the best in Australian fashion and also promote the wider East End precinct.

All of the marketing and advertising initiatives were developed by Group MD, Steve Maras, assisted by Caitlin Johns, who was employed on a full-time basis in late 2012 specifically for the role of Marketing, Promotion and Events for the Rundle Street East precinct.

Steve says the campaign, which was a "resounding success", also demonstrated an "exceptionally strong show of good faith by a landlord investing in its tenants and their ongoing prosperity and success".

The Rundle Street East VIP Fashion Series included an extensive sequence of print media fashion-based advertisements - using East End talent as models - and in-store VIP fashion events with participating designer boutiques.

Several advertisements were prepared in consultation with Algo Mas Marketing (another local East End business) and displayed in various high profile publications. The catchphrase throughout the advertising promotion was "Adelaide's First Choice Mainstreet for Australia's Leading Fashion Designers".

Three main in-store VIP fashion events were held, all hosted and funded by Maras Group, with SABA, Morrison and Lisa Ho. All of these events built on the advertising theme, introduced new audiences to the fashion stores, and sought to consolidate Rundle Street East as Adelaide's prime designer fashion focal point.

Caitlin Johns accepted the Excellence in Marketing Award on behalf of Maras Group and Rundle Street East.

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