

# LeMall

## MARKETING PRESENTATION

# LeMall

## IN MALL CHANNELS

# LeMall

## OPTION 1

### PIKASSO CHANNELS

#### Brief:

Pikasso and Acres Development Holding have signed an agreement whereby Pikasso is the exclusive advertising concessionaire inside LeMall. Tenants can select between a multitude of displays to billpost their campaigns inside LeMall Dbayeh, Sin El Fil & Saida: Escalators, elevators, car park spectaculars, scroller networks and many more.

#### To do:

For availabilities and rates please get in touch with:

Fabienne Georges  
[fabienne.george@pikasso.com](mailto:fabienne.george@pikasso.com)



# LeMall

## OPTION 2

## PRINTED DIRECTORIES

### Brief:

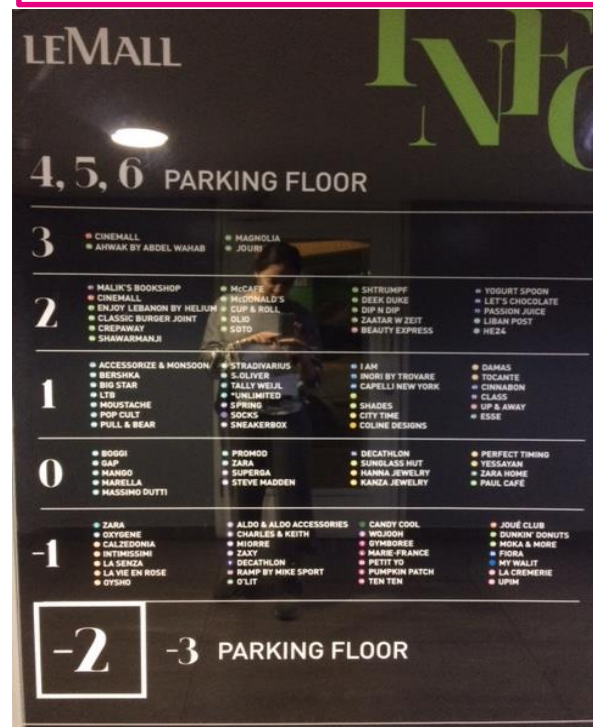
We will add your brand name to the printed directories along with the floor number and category for customers to easily locate your store.

### To do:

Please send your request to [nay.boustani@acresholding.com](mailto:nay.boustani@acresholding.com)

mentioning:

- Brand name
- Branch
- Floor
- Category



# LeMall

## OPTION 3

## DIGITAL DIRECTORIES

### Brief:

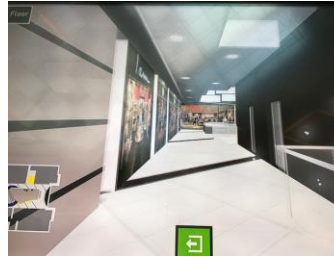
We will add your brand name to the digital directories along with the floor level and phone number for customers to easy travel to your store.

### To do:

Please send your request to [karen.chelala@acresholding.com](mailto:karen.chelala@acresholding.com)

### Files needed:

- Logo in black PNG format on a transparent background and in size 320(w) x 239(h) pixels
- Logo in colored PNG format on a transparent background – size 600 x 600 pixels
- Description of the brand: between 20-60 words
- Email, telephone number and website of the brand



# LeMall

## OPTION 4

### BEABLOO DIGITAL SCREEN – LEMALL DBAYEH ONLY

#### Brief:

Screen between the elevators in parking floors only announcing tenants at LeMall's campaigns and offers.

#### To do:

Please send your request to [karen.chelala@acresholding.com](mailto:karen.chelala@acresholding.com)

#### Files needed:

Visual should be:

- Size 990 (w) x 650 (h) pixels
- High resolution
- Include text describing the campaign/offer
- Include your logo

They are free of charge and could be displayed for up to 1 month





# **SOCIAL MEDIA CHANNELS, WEBSITE & MOBILE APPLICATION**



## Website

### Brief:

We have our website [www.lemall.com.lb](http://www.lemall.com.lb) and mobile application where each tenant has his own page and which helps users find the information needed about a store.

### To do:

Please send your request to [karen.chelala@acresholding.com](mailto:karen.chelala@acresholding.com)

### Files needed:

1. Logo in white PNG format (transparent) within a 320 x 239 pixels square
2. Logo in black PNG format (transparent) within a 320 x 239 pixels square
3. Logo in colored PNG format (transparent): within a 600 x 600 pixels square
4. Logo in color PNG or JPG format within a 314 x 219 pixels square

### 5. Description for the brand:

Text between 20 and 60 words allowed

Telephone, Email, Website, Locations in each mall (ex: L2 D12)

### 6. 3 pictures in PNG or JPG format:

Size of picture 1 should be 324 x 221 pixels

Size of picture 2 should be 324 x 184 pixels

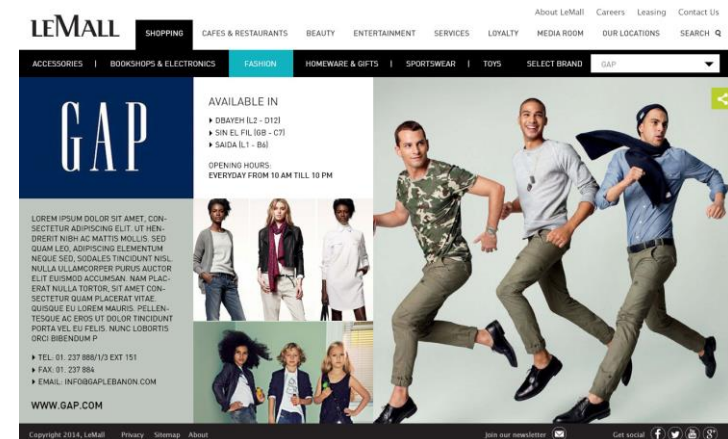
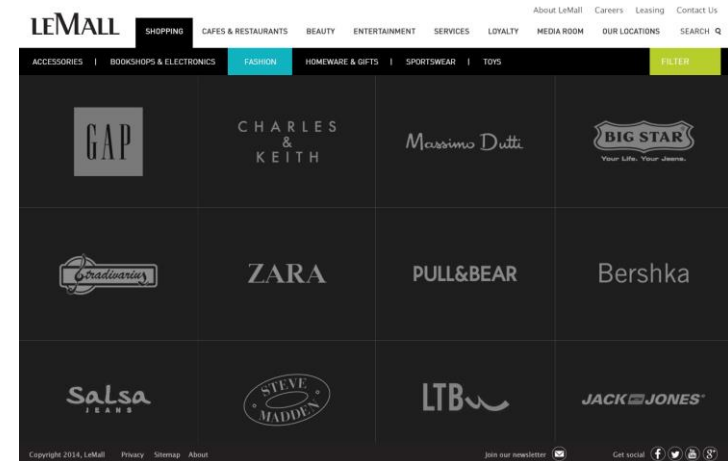
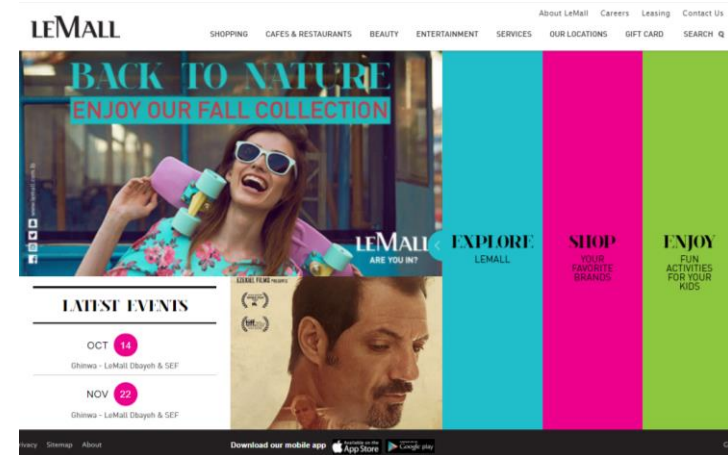
Size of picture 3 should be 648 x 624 pixels

*PS: sizes are in pixels, 72 dpi resolution*

### 7. 5 pictures in PNG or JPG format:

Pictures should be in high resolution without any logo or text

Size of pictures should be 808 x 808 pixels





# LeMall

## Social Media & Mobile Application

### Brief:

LeMall is responsible for the different shoots and tenants product's posts on our pages. We run frequent photoshoot to gather as many posts/tenants per month.

### To do:

Please send your request to [karen.chelala@acresholding.com](mailto:karen.chelala@acresholding.com)

### Files needed:

**1. Product promotion:** The visual (png or jpeg file) in size 808 (w) x 808 (h) pixels on a neat background without any text or logo on it  
On average, a specific tenant could have 1 post every 3 months on our 3 pages

### **2. Offers:**

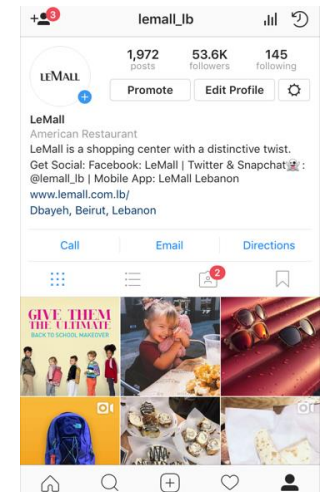
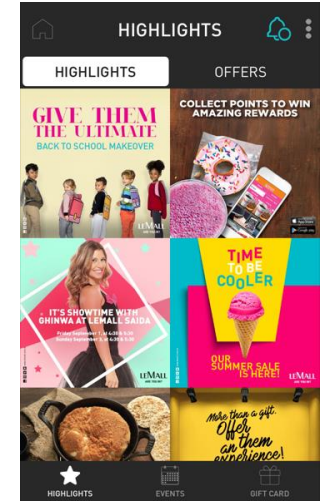
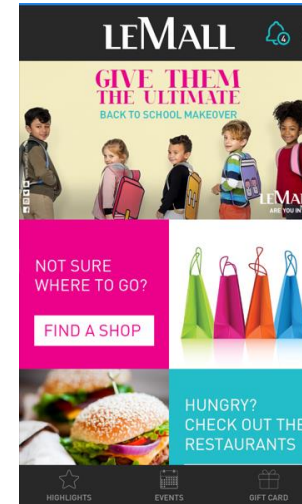
- They are promoted on our Twitter page and mobile application
- Sizes needed: 540 (w) x 540 (h) pixels and 720 (w) x 1120 (h) pixels

### **3. Campaigns:**

- They are promoted on our Twitter page and mobile application
- Sizes needed: 540 (w) x 540 (h) pixels and 720 (w) x 693 (h) pixels

### Other points:

- Caption, availability and length of the post should be mentioned
- On average, a specific tenant could have 1 post every 3 months on our 3 pages



# LeMall

## SMS

## SMS

### Brief:

SMS could be sent to our database and to targeted areas around the different branches of LeMall Dbayeh, Sin el Fil or Saida.

### To do:

Please send your request to [karen.chelala@acresholding.com](mailto:karen.chelala@acresholding.com)

### Files needed:

Email should be sent as per the following breakdown:

**Content:** “/brand name/ , /description/ is opening at LeMall /branch/ date/ at Level/floor/. Visit our new store!”

### **Quantity:**

**Data:** Sin el Fil, Dbayeh or Saida

### **Date:**

**Invoices data about your company:** Company name, address, phone number and VAT number

### Other points:

**10,000 SMS** could be sent for **170 USD**.

Please note the following:

- Message should be up to 160 characters (English text)
- Content and message should be clear and sent by text to the marketing team
- Email should be sent 1 week in prior to the date of SMS to [karen.chelala@acresholding.com](mailto:karen.chelala@acresholding.com)
- Content can announce openings or big events
- You could specify if you need to send larger quantities (for example: 20,000 SMS for 340 USD)
- You should mention what area would you like to target: Dbayeh, Sin el Fil or Saida



# LeMall

## EVENTS & KIDS ACTIVITIES



## BRIEFS

### Brief:

LeMall runs events & activities all year long to entertain customers, increase traffic and drive sales.

You will receive a brief about these activities a few days prior to their happening.

### To do:

If you are not receiving briefs, please send an email to [malak.atwy@acresholding.com](mailto:malak.atwy@acresholding.com) and ask to be added to the marketing contact list of LeMall.

# LeMall

**Thank You**