

## RIVER OAKS SHOPPING CENTER AT A GLANCE

River Oaks Shopping Center  
Houston, Texas

River Oaks Shopping Center, a 322,000 square foot center owned and managed by Weingarten Realty REIT, is one of Houston's most prestigious and historic specialty centers. Offering a wide variety of national retailers, upscale restaurants and unique local retailers, it serves some of Houston's most affluent neighborhoods.

Client partner since 2015.

## CASE STUDY

### RIVER OAKS SHOPPING CENTER SPRING CAMPAIGN

#### SITUATION

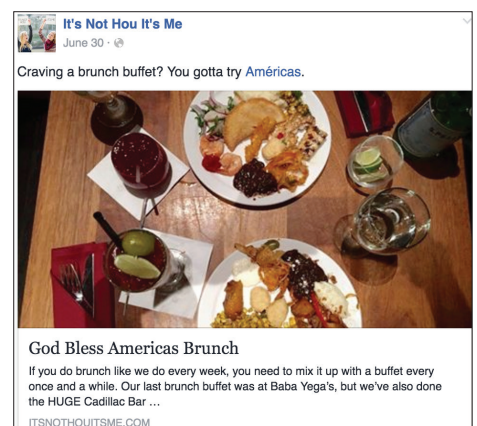
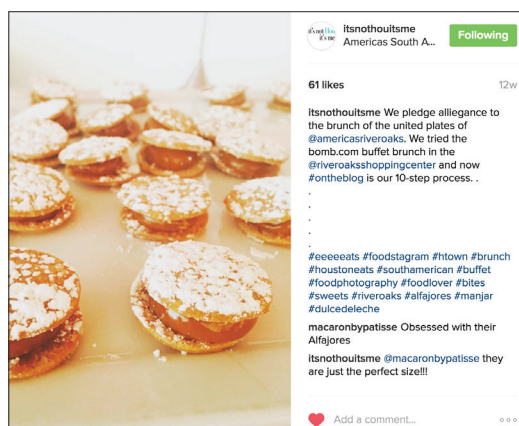
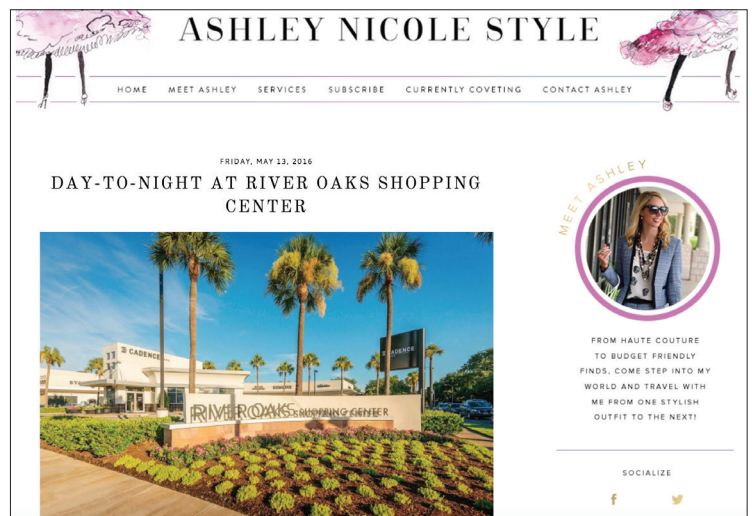
infinitee was tasked with launching an integrated spring campaign for River Oaks Shopping Center in the heart of Houston, Texas. The number one goal was to increase brand awareness among the local market to targeted shoppers and customers through integrated, digital marketing efforts across multiple platforms and mediums.

#### SOLUTION

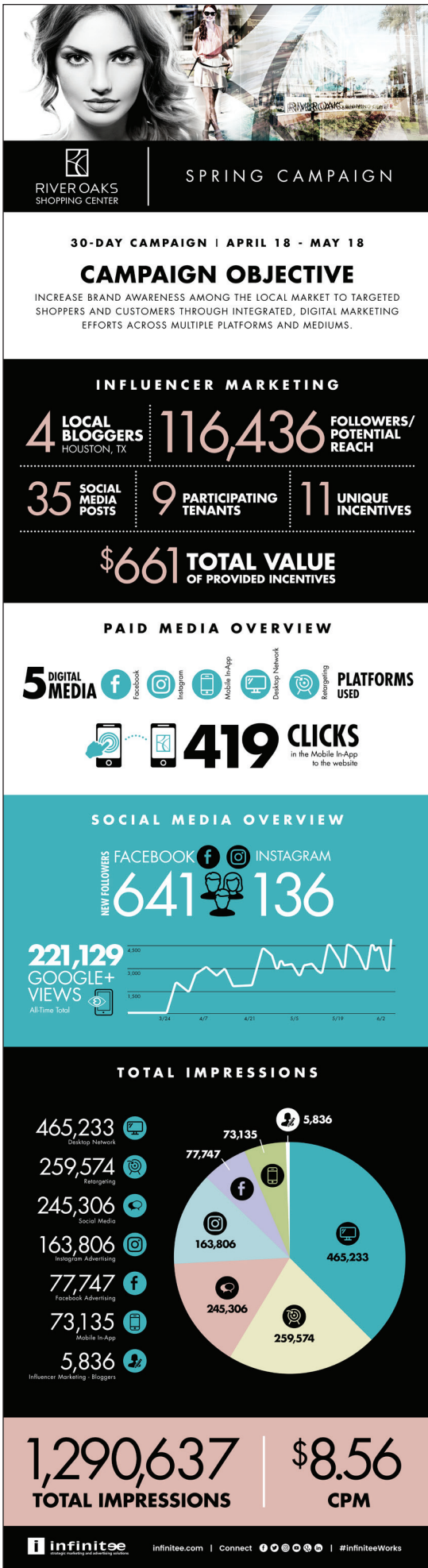
A 30-day campaign was implemented from April 18 - May 18, 2016 to achieve the task and reach the goal. infinitee secured eleven unique incentives totaling \$661 from nine individual tenants to incentivize local bloggers with a strong community influence, coupled with paid placement and social media management accordingly:

- Four bloggers with a potential audience reach of 116,436
- Paid placement across five digital mediums including Display Network, Retargeting, Mobile In-App, Facebook and Instagram Advertising
- Integrated social media content and outreach on Facebook, Twitter, Instagram and Pinterest

### INFLUENCER MARKETING SOCIAL MEDIA POSTS



Blog Post



## INFOGRAPHIC

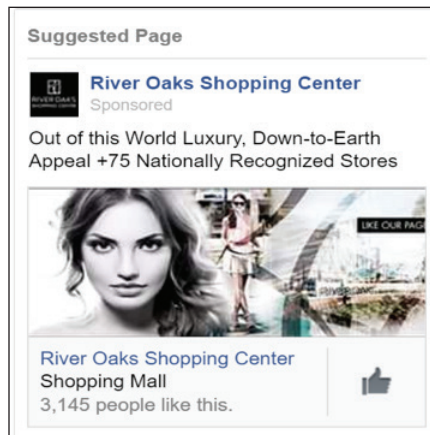
## CAPABILITIES



### RESULTS

River Oaks Shopping Center's integrated spring campaign was highly successful in garnering the most engagement received to date on social media, gaining new and highly targeted followers, driving onsite traffic and increasing brand awareness over the course of the 30-day campaign with a total investment of \$11,000. Here are the successful analytical highlights of the campaign.

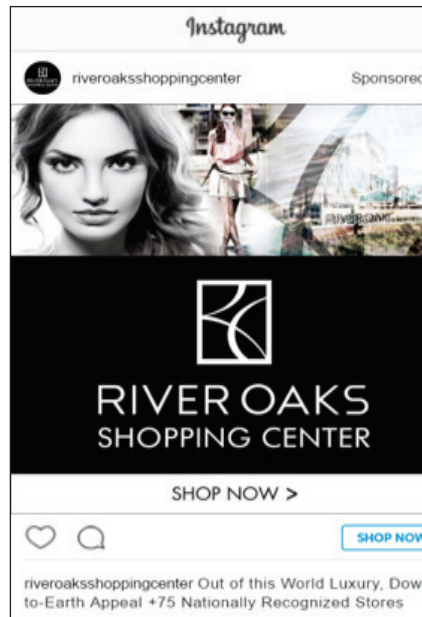
### DIGITAL MEDIA – CREATIVE



Facebook



Digital Display Network and Retargeting



Instagram