



NEW RHYTHM OF RETAIL  
MARKETING  
THE BELLEVUE COLLECTION



# INTEGRATED MARKETING POWER

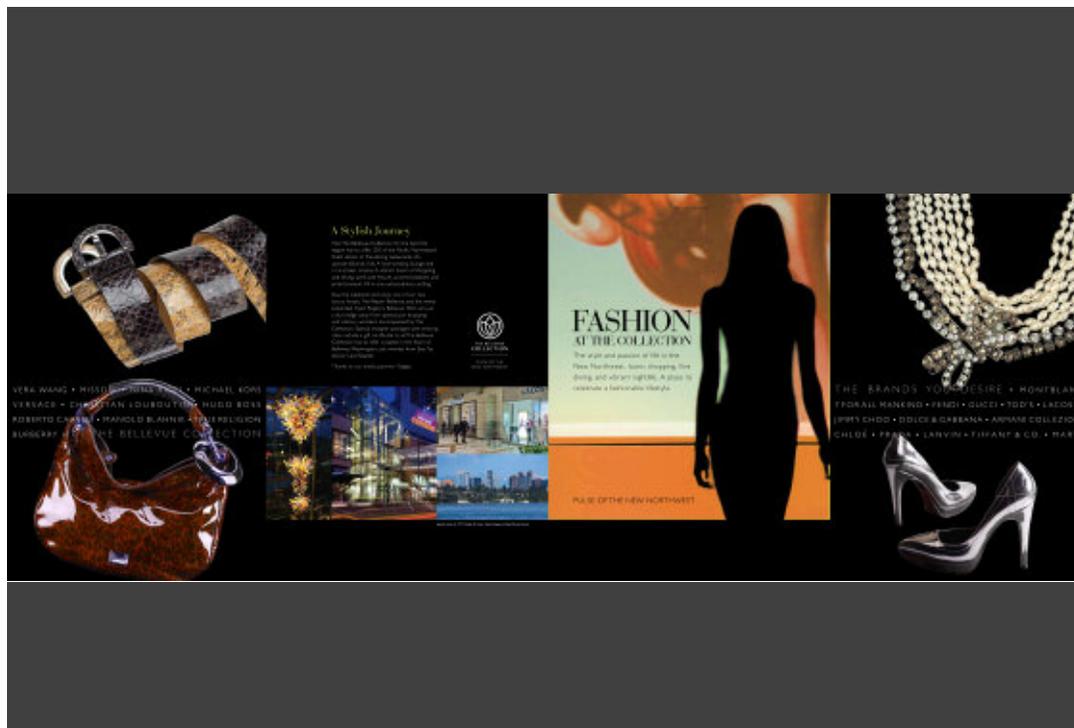
To assure ongoing growth and success as the premier destination for sophisticated shopping, dining and entertainment, The Bellevue Collection leverages an integrated marketing strategy that combines:

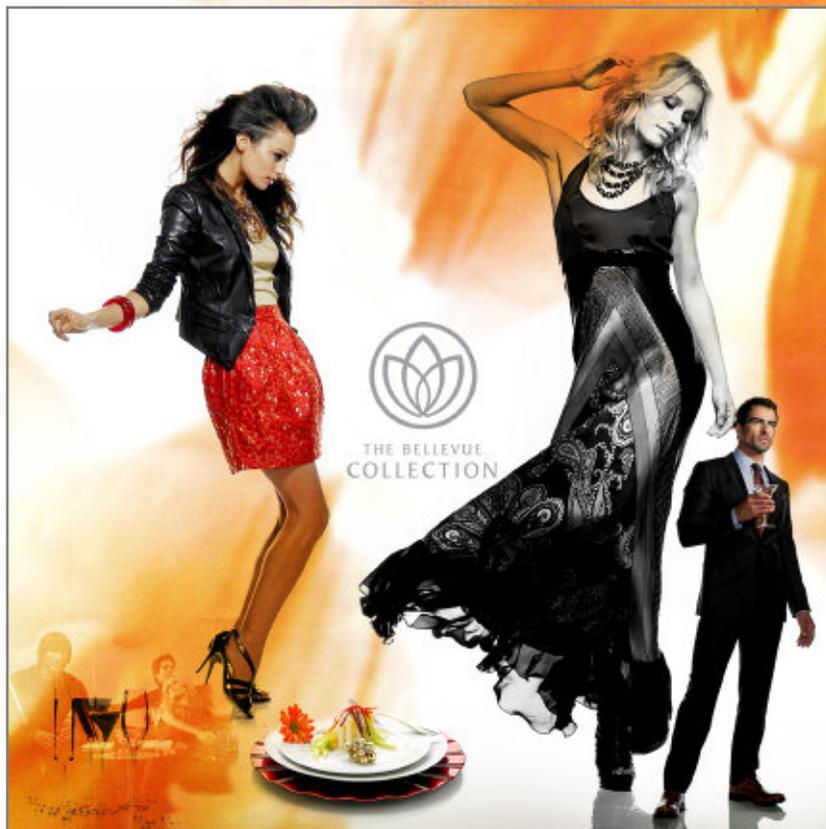
- A broad spectrum of media
- Iconic high profile events
- On-going public relations

## THE NEW RHYTHM OF RETAIL

The “Revolves Around The Collection” marketing campaign features “The New Rhythm of Retail” as a brand promise line that:

- Embodies the renewed excitement and aspirational experience of shopping at The Collection
- Strongly positions The Collection as the market leader for fashion, home, dining and entertainment.

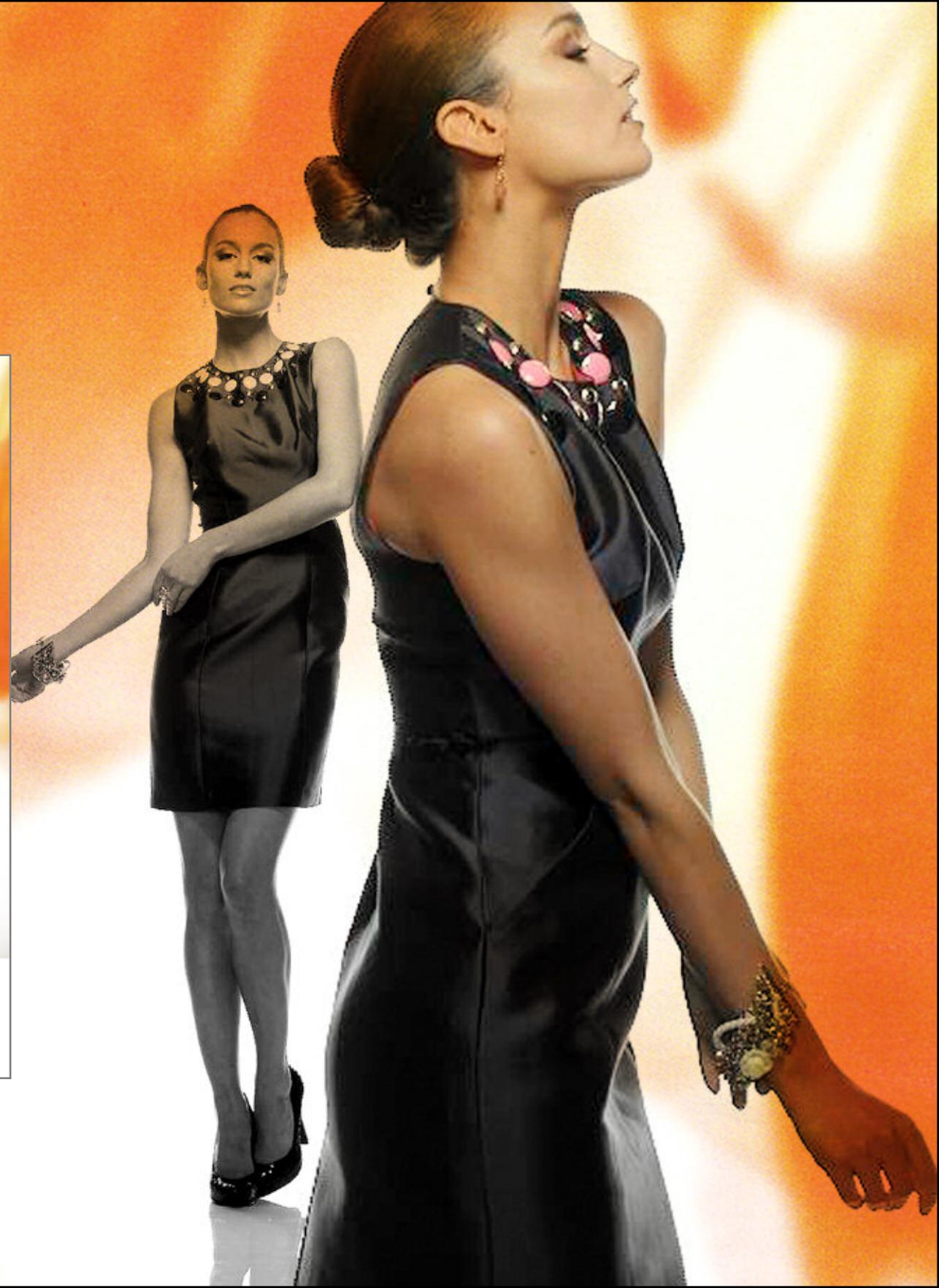




Nighttime adventures revolve around 'The Collection'

Drunch Your Senses in Delicious Variety Hot Looks Hot Treats Hot Times.  
 Bellevue's Unparalleled Combination for Alluring Cuisine, Exciting Entertainment, Vibrant Nightlife.  
 Bellevue Square Bellevue Place Lincoln Square [bellevuecollection.com](http://bellevuecollection.com)

THE NEW RHYTHM OF RETAIL



## PRINT CAMPAIGN

Print advertising reaches both the affluent local market as well as the greater Pacific Northwest. A five-series campaign focused on each category strength of The Bellevue Collection will feature print ads placed in far forward positions in:

- City and arts magazines
- Regional destination publications

## TELEVISION ADVERTISING

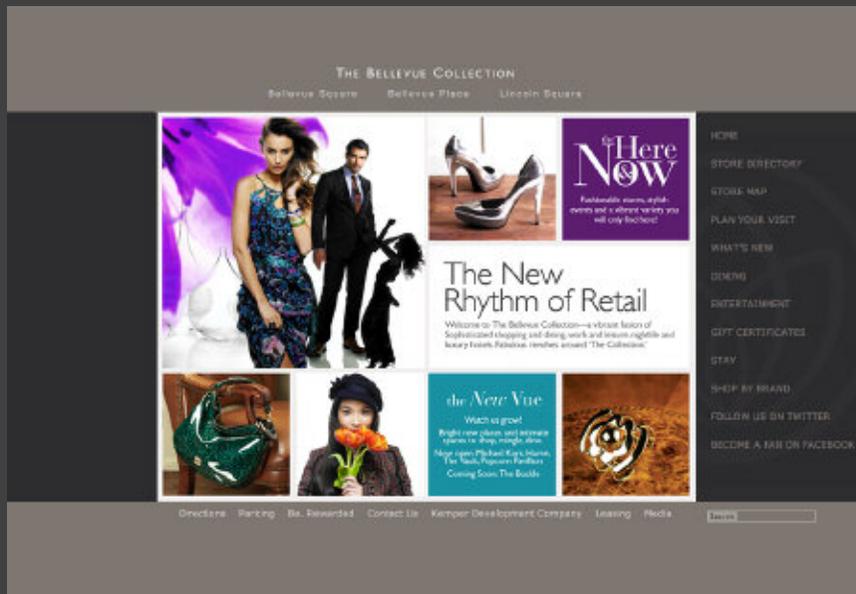
Targeted at fashionable men and women, the TV ad for The Collection runs in both local and national network dayparts. The commercial run times include spots during popular shows, including:

- Ellen
- Oprah
- The final showing of Project Runway

The TV ad will also be featured on local news and lifestyle/fashion savvy networks such as:

- Lifetime
- Bravo
- The Food Network





## WEB SITE

The Bellevue Collection has developed an integrated web site that features:

- News
- In-store and center happenings
- A brand search
- Detailed store information
- Links to social networking

## BELLE'S VUE FASHION BLOG

Belle, The Bellevue Collection's own fashionista blogger, shares everything fabulous about The Collection with:

- A "monthly must-haves" blog
- Email blast sharing stories about her personal favorites
- New finds that fit a stylish life

## SOCIAL MEDIA

The Collection is active on Facebook and Twitter on a daily basis:

- Running viral promotions for fashion events
- Tweeting in-center and in-store merchants events







## THE ART OF EVENTS

The Bellevue Collection hosts a number of iconic community events throughout the year connecting with our customer in a relevant and meaningful ways, with giving back to the community always in the forefront.

Fashion Week at The Collection:

- Leverages an exclusive high-profile partnership with Vogue magazine for media exposure and co-branding opportunities
- Celebrates the fashionable lifestyle with a spectacular series of runway shows, trend events, and VIP shopping parties.

Other high-profile events include:

- Snowflake Lane, a celebration of lights, music and live performances that runs nightly throughout the holiday season, attracting over 300,000 visitors
- The Bellevue Arts Museum Fair, one of the largest juried art fairs on the West Coast, which draws 350,000 visitors over a three-day weekend.



FRONT  
ROW  
FASHION  
PRESENTED BY VOGUE

FRONT  
ROW  
FASHION  
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FOR MORE INFORMATION ABOUT  
MARKETING OPPORTUNITIES, PLEASE CONTACT:

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