



Experts in Retail Marketing.

An Introduction.

Why Media is an **award-winning creative and marketing agency** that specialises in delivering a full range of online and offline design, marketing, experiential, public relations and technical services to Shopping Centres, Retail Parks and Leisure Schemes across the UK and Europe.

Established in 2010, Why Media has a highly regarded reputation with some of Europe's leading Asset Managers, Managing Agents and Centre owners and today supports a wide collection of schemes from offices in Hertfordshire, London, Italy and Spain.

All services are delivered by our in-house team.



Innovation + Detail + Communication + Transparency + Results

Our Exceptional Services.



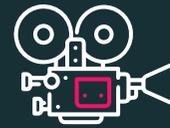
Brand
Identity



Website Design
& Development



Digital
Marketing



Video
Production



Graphic Design
& Print



Software Design
& Development



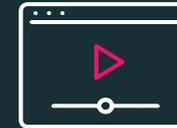
SEO



Public
Relations



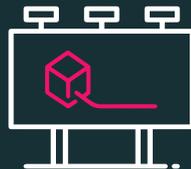
Photography



Online
Advertising



Events



Offline
Marketing



Animations



PPC



Email
Marketing

W The Why Media Process.

Communication and project transparency are the key to a successful project and working relationship.



Dedicated Project Management Team



Access To Our Project Management System



Shared Drive Access



Scheduled Calls & Meetings



Initiative Meetings



Status Updates



Direct Lines For All Team Members & Whatsapp Group



An Eye On Objectives And Deliverables



The Heart
Walton-on-Thames

Located in the affluent Surrey town of Walton-on-Thames, The Heart Shopping Centre was built in 2006 to offer the community a collection of 45 retailers, family-focused restaurants, gym and 800 space on-site car park.

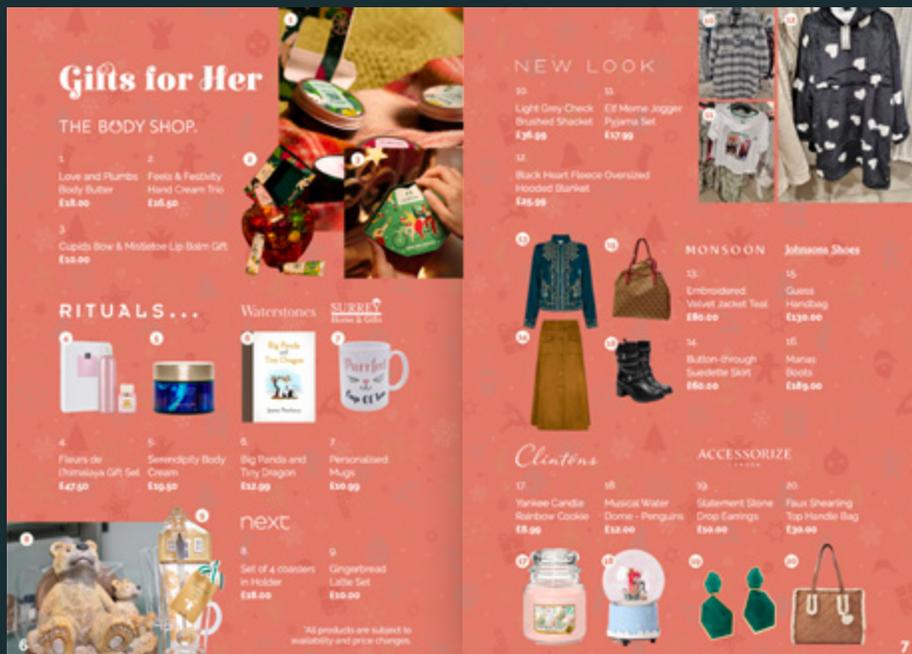
heartshopping.co.uk

Before.



After.





theheartshoppi...

Follow



Heart Shopping

Shopping & retail

We're a modern Shopping Centre in the heart of Walton-on-Thames serving the community with 45 retailers, restaurants and 24-hour gym

heartshopping.co.uk

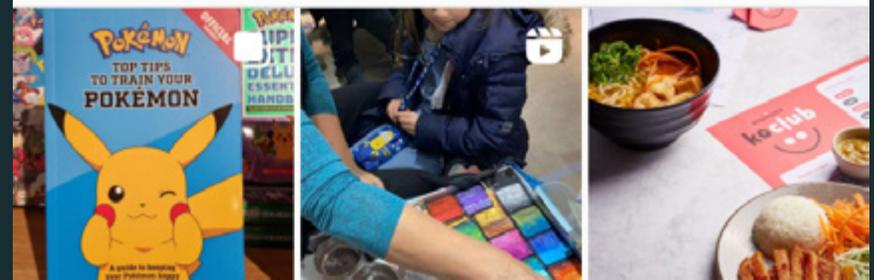


Events Giveaways Food Offers Shopping Fitness

4,378 posts

3,024 followers

3,977 following







If you cannot view this email click here



An Early Gift for Walton

Earlier this month The Heart **welcomed another new retailer** to the Centre. **Sports Direct is now open** and offering a great range of sports brands for all the family - **the perfect last minute gifts**. You'll find Sports Direct **in the covered mall next to New Look!**

[FIND OUT MORE](#)

CALLING ALL
LAST-MINUTE SHOPPERS





Brand Identity.

**Website Design &
Development.**

Video Production.

**Graphic Design
& Print.**

Email Marketing.

Digital Marketing.

SEO.

Public Relations.

Photography.

Online Advertising.

Events.

Offline Marketing.



PORTICI
F O R L I

Located in the heart of the popular University town of Forlì, Italy, I Portici is a distressed commercial building with an incredibly high vacancy rate. Why Media was appointed to help support the profile-raising of the scheme, creating an impactful brand identity, website and local advertising campaign.

porticiforli.it



Brand Identity.

**Website Design &
Development.**

Public Relations.

Photography.

**Graphic Design
& Print.**

Digital Marketing.

Online Advertising.



La Marina
Centro Comercial



Centro Comercial La Marina is set in the heart of Finestrat just outside Benidorm, Spain. Comprising 100 stores, cinema and other family entertainment outlets, the Centre caters for all.

cclamarina.com

Before.



After.



La Marina
Centro Comercial





cclamarina Follow

1,704 posts 6,442 followers 330 following

Centro Comercial La Marina
Shopping centre

Tu Centro Comercial con + de 100 tiendas.

Finestrat

Moda/Fashion

Restauración/Restaurants

Ocio/Leisure

#ViveLaMarina #Benidorm #Finestrat
linktr.ee/cclamarina

Servicios Otros Moda Belleza Hogar Tecnología Ocio



Centro Comercial La Marina

Shopping centre . ★ 4.1

Open now . 26K like this



Centro Comercial La Marina



Avenida del País Valencià 2, Finestrat, Spain



HALLOWEEN EN LA MARINA

CONCURSO DE COLOREAR DE HALLOWEEN

¡Participa y gana entradas a Dino Park, Terra Natura y mucho más!

#VIVELAMARINA



Concurso de Fotografía
Gana 100€

#ViveLaMarina



La Marina Centro Comercial

#ViveLaMarina
f t i y
cclamarina.com



PRÓXIMOS
20 AÑOS



La Marina
Centro Comercial

Partnered with
CHAPMAN TAYLOR

cclamarina.com
f t i y d



Brand Identity.

**Website Design &
Development.**

Video Production.

**Graphic Design
& Print.**

**Software Design
& Development.**

Digital Marketing.

SEO.

Public Relations.

Photography.

Online Advertising.

Events.

Offline Marketing.

Animations.

Email Marketing.

WOKING SHOPPING

Peacocks • Wolsey Place



Working alongside multiple agencies to deliver a joined up, innovative strategy focused on driving footfall and online engagement. Part of our role was to create a bespoke digital wayfinding solution to direct footfall throughout the whole centre.

woking-shopping.co.uk



- Getting Here
- Centre Hours
- Movies
- Gift Card
- News And Events
- Offers



Shopping



Food



Woking TV

WOKING
CALLING ALL AVID KNITTERS!
We need your help!
For full details, visit woking-shopping.co.uk

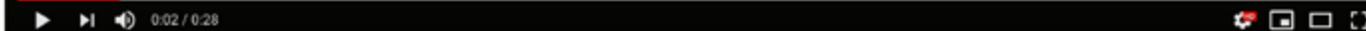
WOKING SHOPPING
#WEAREWOKING

WOKING
CALLING ALL AVID KNITTERS!
We need your help!

Calling All Avid Knitters
The Big Knit
[#WokingShopping](#)
[View More](#)

WOKING TV

FASHION



#WokingTV: Modest Madam Fashion Showcase AW19

53,177 views · 28 Oct 2019

2 likes · 0 comments · SHARE · SAVE · ...



Woking Shopping
347 subscribers

SUBSCRIBE

Pick up the latest AW19 fashion from independent retailer Modest Madam, all items available in store whilst stocks last.

If you cannot view this email click here

WOKING SHOPPING



SHARE A WORLD OF LOVE THIS VALENTINE'S

Thursday 6th - Saturday 15th February in Wolsey Place and The Peacocks

Pledge your love for the world on our eco wishing trees this Valentine's. Plus join us on 14th February to receive a FREE treat* from Hotel Chocolat

All events are free and may be subject to change or cancellation without notice
* While stocks last

FIND OUT MORE

WOKING TV



**Website Design &
Development.**

Video Production.

Photography.

Email Marketing.

Digital Marketing.

Online Advertising.

SEO.

**Software Design
& Development.**

W Results.

1,100,000

People engaged on social media on The Heart Shopping Centre channels.

1,223%

increase in Woking Shopping's Facebook likes between 2014 & 2019.

400%

increase in YouTube views for La Marina since January 2020.

KPI exceeded by

415%

On County Square's SS19 Video.

Open rate averaged exceeded

25%

on Hampstead Valley's e-send open rates.

Event attendees increased

253%

Since 2018 at The Heart Shopping Centre.

More views than the official Pandora video

Generated for Pandora Woking on Woking Shopping's YouTube channel.

WM Why do our clients love us?



★ Trustpilot



Google

“ A digital marketing agency, focused and proven to drive footfall and engagement. Why media has an excellent understanding of social media and future trends. ”



WM Our clients.



So now you should see **why.**



WhyMedia.com