



neresj

The Wilder Companies begin new branding campaign at 500,000 s/f Garden City Center

February 24, 2010 - Retail

The Wilder Companies is planning a new image campaign for Garden City Center (GCC). The introduction is part of a long-term master plan being rolled out to reinvigorate one of the state's premier lifestyle shopping center. The new look and feel is being introduced as plans are finalized for a series of physical upgrades, improvements and expansions. The move is precipitated by a recently completed on-site research study confirming that the center's shoppers are affluent and highly educated. They come from throughout the state and the border towns of Mass. and Conn. The study also showed that this audience is the center's fastest growing customer base. Reaching out to them by enhancing the actual shopping experience as well as the communication of that experience is a primary objective for The Wilder Cos.

Garden City Center encompasses 500,000 s/f of retail and office space. It was one of the first centers of its kind in the country and generations have fond memories of GCC shopping excursions. The center is currently home to 55 shops, services, and eateries including Banana Republic, Talbots, Chico's, Coldwater Creek, Starbucks, Williams-Sonoma, Borders, and Whole Foods Market. New retailers recently joining the center include Chipotle Mexican Grill, Wag Nation and Carters.

Plans call for upgrading the building facades, improving site signage and traffic flow, and increasing the synergy between the center's three shopping areas. Plans are also underway to enhance the current merchandise mix with new specialty anchors and small shops unique to the trade area as well as to add to the center's restaurant selections.

"The new brand positioning is designed to better communicate the great shopping experience that Garden City Center offers," said a Wilder principal, Thomas Wilder. "The center's history is rich and its future is bright."

The new positioning highlights GCC's pleasant outdoor shopping experience unduplicated anywhere in New England, the center's easy access and parking, and it's unique mix of national, regional and local shops.

This results in customers being invited to come "where shopping is a breeze." Setting the tone for the fresh new look, the key message is supported with a brand new logo.

Based in Boston, The Wilder Companies specializes in leasing, management and development of retail properties throughout New England and Florida. It has over 35 years experience in merchandising specialty centers, urban-street retail, mixed-use properties and regional malls. The company's current portfolio consists of 45 properties.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540