

What is our distinct market proposition?

Place Value PropositionTM

Defining the overarching vision for a place to align all areas of future decision-making to a business outcome

Place Value Proposition (PVP)

Future Market Positioning for Property Owners and Developers

Service overview

Articulating what your place wants to competitively 'own' in the market, what attraction it provides your audiences and how this will be expressed to your target market. The PVP defines your place's identity, point of difference and the unique benefits that will be delivered to your place to end users, both through tangible onsite features and intangible attributes.

Who

This framework is a tool for asset owners, developers and operators that informs design, retail and leasing mix, activation, customer experience and marketing activities across the entire site.

Value

Increasing return on investment by providing clarity and alignment of all disciplines in delivering an end outcome that is compelling and meaningful for the end user.

Key Pillars

Brisbane captured.



Seamless journey.



Doorstep diversity.



Applying the Pillars

Recommendations: Ground plane and foyer

Pillar	Brisbane captured
Considerations	<ul style="list-style-type: none"> • Open up ground floor to increase visual connections and natural light • Materials that complement wooden wall features • Internal greenery (planters, green walls, etc.) • Art and/or lighting installations • Additional landscaping, seating and shade in plaza



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