

follow 

Case Study

Riverlink Shopping Centre

Branding and Website Project

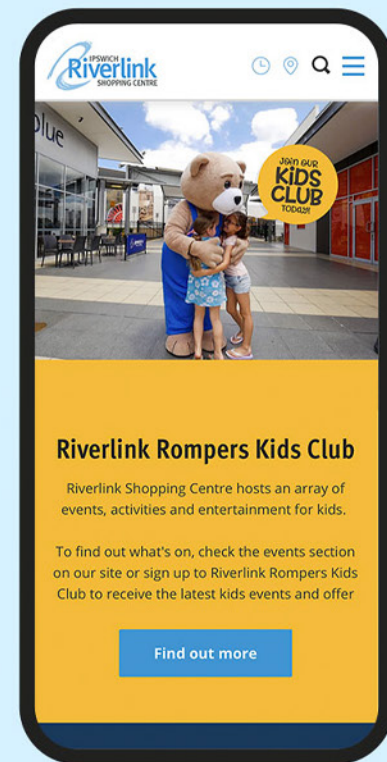
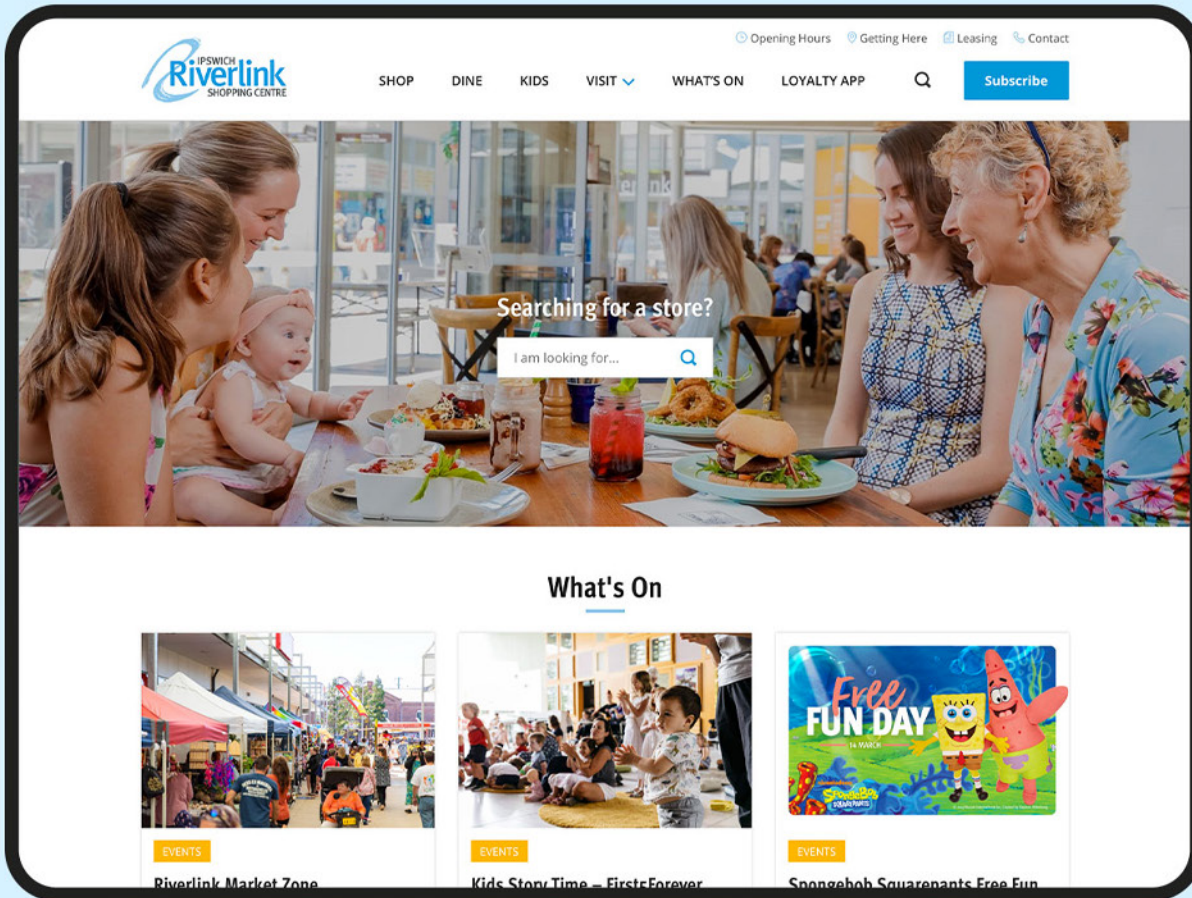


Riverlink Shopping Centre

The Leda Group engaged Follow to reinvent the online presence for the iconic Riverlink Shopping Centre. Sister centres, Morayfield and Victoria Point, were also seeking a new design and better functionality, so we extended the project to deliver not one, but three, extremely functional new shopping portals.

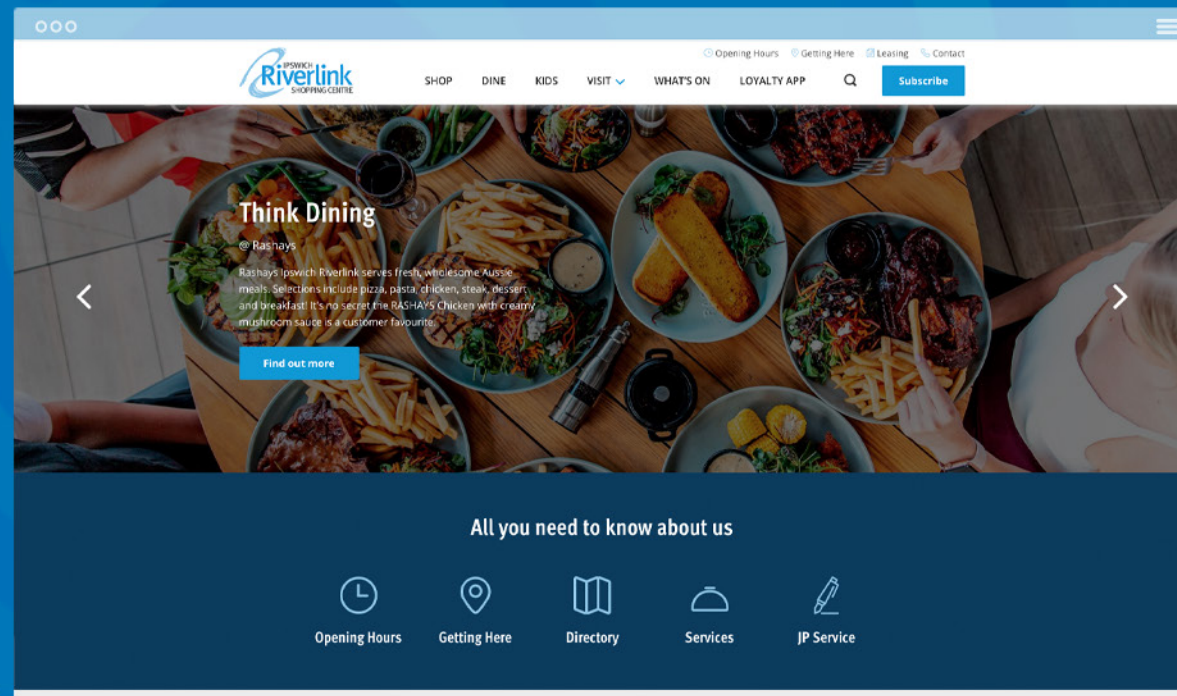
Our work encompassed rebranding, retaining existing logo marks to maintain a connection with the centres' history, while arriving at a modern new look that creates instant connection with the centre offerings.





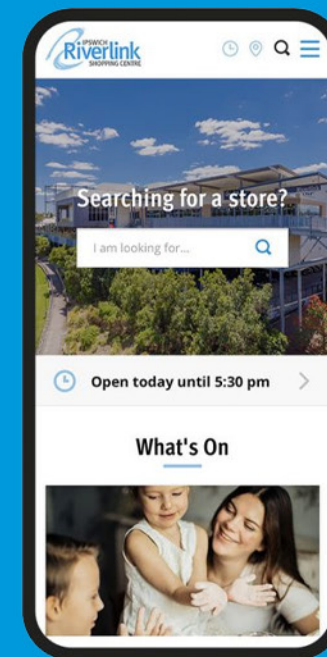
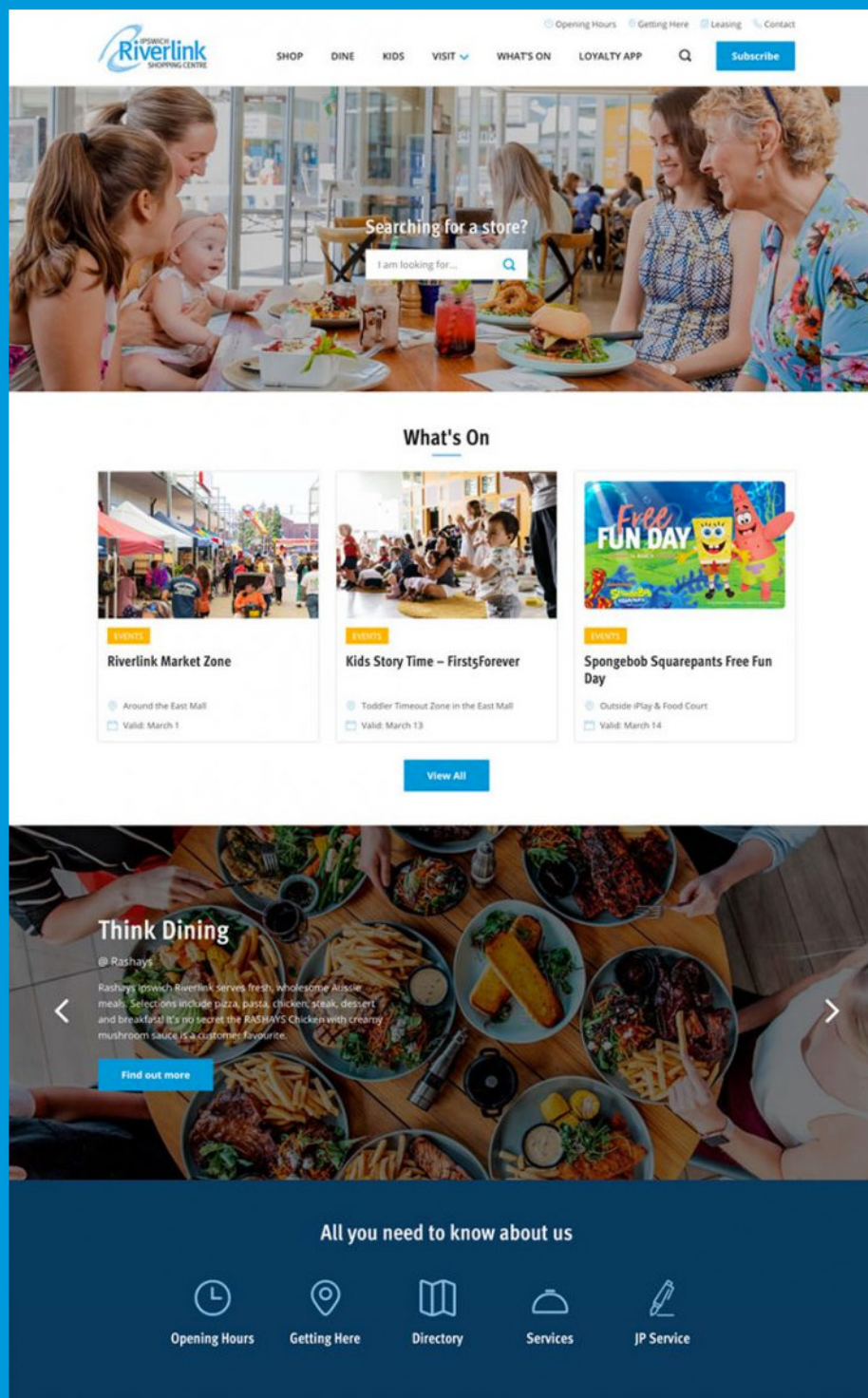


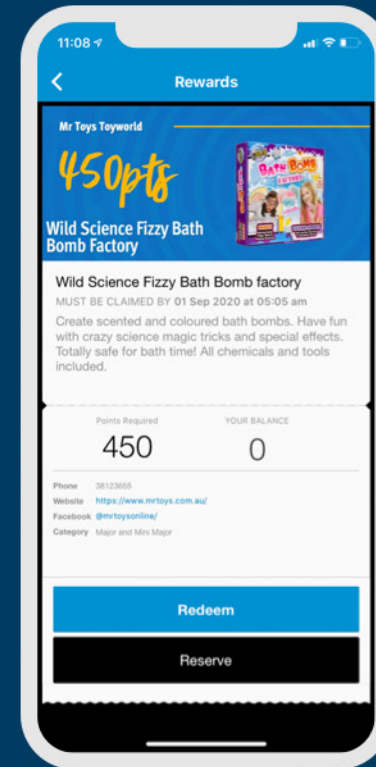
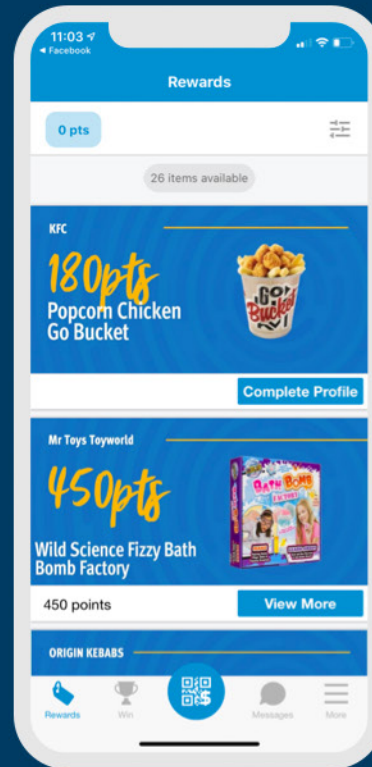
BEFORE



AFTER









FANGTASTIC *Halloween* FUN!

27TH - 28TH AND 31ST OCTOBER

JOIN US IF YOU DARE FOR LOADS OF HALLOWEEN FUN
INCLUDING SPOOKTACULAR ACTIVITIES, FACE PAINTERS
AND ROVING ENTERTAINMENT!

CANNIBAL POTS RIDE
10AM - 2PM | SATURDAY 27TH AND SUNDAY 28TH
2.30PM - 5.30PM | WEDNESDAY 31ST
Outside The Project Shop

BLOOD RED SLUSHIE STATION
10AM - 2PM | SATURDAY 27TH AND SUNDAY 28TH
2.30PM - 5.30PM | WEDNESDAY 31ST
East Mall outside Mr Naps Tapewell

ZOMBIE KNOCKER DOORS
10AM - 2PM | SATURDAY 27TH AND SUNDAY 28TH
2.30PM - 5.30PM | WEDNESDAY 31ST
Food Court and Outside Wallace Bishops

TREATS NO TRICKS
10AM - 2PM | SATURDAY 27TH AND SUNDAY 28TH
2.30PM - 5.30PM | WEDNESDAY 31ST
Snacks are free every half an hour from 2.30pm.
Book your FREE spot at www.riverlink.net.au

CASPER MEET N GREET
10AM, 11AM, 12PM & 1PM | SUNDAY 28TH
3PM, 4PM & 5PM | WEDNESDAY 31ST
Outside Target

**MAKE A HALLOWEEN
ICE CREAM CUP AT WENDY'S**
Make and eat your very own Wendy's Ice Cream Cup at
Wendy's (Lancaster Centre)
10AM - 2.30PM | SATURDAY 27TH AND SUNDAY 28TH
2.30PM - 5PM | WEDNESDAY 31ST
Book your FREE spot at www.riverlink.net.au

Riverlink
SHOPPING CENTRE

WWW.RIVERLINK.NET.AU

COOL | HIKAY | THREE | WORKSOPPING | ALBA | LUMINOUS CLOTHES | 100% SPECIALTY STORES





JOIN OUR Fantastic KIDS CLUB

FREE KIDS MOVIE TICKET AND MORE AT LIMELIGHT CINEMAS. FREE SIGN ON GIFT. FORTNIGHTLY EMAILS. SPECIAL EVENTS AND OFFERS. BIRTHDAY SURPRISE. CHRISTMAS PARTY WITH SANTA.

Complete and return this form to Centre Management. We will process your application and contact you when your Welcome Pack is ready for collection. Available for children aged between 0-12 years of age.

Child's Name _____

Address _____

Phone Number _____

Email (required) _____

Boy Girl ... How old are you? _____

Date of Birth _____

Parent/Guardian Name _____

Parent/Guardian Signature _____

☐ I give permission for my child to receive correspondence from Riverlink Shopping Centre and understand I can unsubscribe at any time. I understand my child's details will not be used for any other marketing purposes and remain the sole property of Riverlink and Limelight Cinemas.
*Terms and Conditions apply

Riverlink ROMPERS

Riverlink SHOPPING CENTRE ELGIN | HAWK | THURST | WOODSWORTH | ALB | LIMELIGHT CINEMAS | 100+ SPECIALTY STORES

WWW.RIVERLINK.NET.AU



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People first.
Results **follow.**

For additional information or queries relating to information contained in this document, please contact Follow.

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