

## Branded Umbrellas with a Modern Flair Say “Thank You” to Tenants and Introduce Rebranded Logo for Louisiana’s North Shore Square Mall

- **Challenge:** To find a promotional product capable of double duty, both as an appreciation gift and a highly visible rebrand canvas.

After 25 years, North Shore Square Mall in Louisiana decided to update its brand. North Shore, the fifth largest mall in the New Orleans area and the eleventh largest in the state, hosts anchors Dillard’s, Sears, J. C. Penny’s and the Burlington Coat Factory, as well as 70 other stores, give or take a few. The rebrand effort, first focusing on a fresh, new logo on new billboards, monuments and landscaping, was designed to rejuvenate the mall, boost traffic and help retain key tenants.

As another “keep the tenants happy” tactic, the North Shore team also hosts a themed, annual tenant meeting for store owners and management to thank them for their tenancy, to give tenants an opportunity to network and mingle with other tenants and to share information about new policies and the latest mall happenings. This year’s event would be held at a large, local restaurant; this year’s theme would be the new logo.

To add to the “thank you” gesture and to give back to tenants who support the mall owners all year long, the team also likes to give branded appreciation gifts during the annual meetings. In years’ past, the team has given spa products, massagers and luggage. This year, they chose a product as appropriate for its utility and brand-reach potential as for its ability to showcase a large version of the new logo—an umbrella.

- **Solution:** The 48-inch fashion style umbrella with a large arc and contemporary lines.

Working with ePromos Account Executive Caren Aardema, the team quickly honed in on their choice: the 48-inch Fashion Style Umbrella, which would harmonize well with the modern, hip feel of the mall’s refreshed brand. This nylon promotional umbrella with a large, keep-dry arc features an aluminum shaft and an aluminum hook handle. While the team selected brown to best offset their new white logo, this umbrella is also available in black, gray, lime, pink, mocha and navy. It is also fully customizable, with a variety of handle and shaft materials to choose from.

- **Result:** First promotional product to carry the new logo brings promotional success.

Tenants and the team alike were pleased with their gifts, which were deemed surprisingly lightweight and easy to open. The team feels that the umbrellas, the first promotional products to carry their new logo, were a solid investment and, with such large, easy-to-see logo placement, will continue to successfully promote the mall’s new image as the rebranding campaign continues.



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