

Mirvac utilises virtual technology to interact with shoppers this Easter

Written by Jessica Ho

Mirvac Retail has installed state-of-the-art, virtual technology across its portfolio of shopping centres this Easter to create an engaging, digital environment for family shoppers.



Digitally animated, augmented reality character **Hoppo the Easter Bunny** has been developed by Mirvac Retail to entertain and interact with shoppers this Easter. Using the free

Hoppo App

, available on both Apple and Android devices, shoppers at Broadway and 14 other Mirvac Retail centres can bring the character to life at several locations before having their picture taken with him.

Mirvac Retail is one of the first to drive footfall across its portfolio of shopping centres by investing in digital experiences. The integration of consumer-friendly technology, such as augmented reality, creates a digital culture in centre that appeals to both old and young. **Hoppo** has been specifically designed this Easter to encourage shoppers with children into the centres - by offering an entertaining break from shopping – and boost interaction on and offline.

Mirvac utilises virtual technology to interact with shoppers this Easter

Written by Jessica Ho

The **Hoppy App** provides the opportunity to increase social media awareness and online interactions by encouraging shoppers to share their photos with **Hoppy** on a designated Facebook gallery with the incentive of a free promotional chocolate egg.

Paul Pozzobon, National Marketing Manager, Mirvac Retail said, “Mirvac Retail prides itself on creating an engaging mall environment for shoppers and the installation of **Hoppy the Easter Bunny** offers an interactive digital experience unavailable anywhere else in the local area. More and more centres across Australia will start to embrace a digital culture and integrate experiences into their centres going forward as it increases the opportunity to drive shoppers in store and engage with them online. Mirvac’s parent shoppers will be surprised to discover that their children can’t wait to get to the shops this Easter!”

Hoppy the Easter Bunny will be at Broadway until Monday 6th April. The app can be downloaded for free on iTunes (Apple devices), Google Play Store (Android) and at www.hoppyeaster.com.au

Participating Shopping Centres include:

Mirvac utilises virtual technology to interact with shoppers this Easter

Written by Jessica Ho

NSW/ ACT

Birkenhead Point Outlet Centre

Broadway Shopping Centre

Cherrybrook Village

Greenwood Plaza

Harbourside

Rhodes Waterside

Stanhope Village

St Marys Village

Coleman Court Shopping Centre

QLD

Mirvac utilises virtual technology to interact with shoppers this Easter

Written by Jessica Ho

City Centre Plaza Rockhampton

Hinkler Central

Kawana Shoppingworld

Orion Springfield Central

VIC

Como Centre

Moonee Ponds Central

About Broadway

In 2015, Broadway Shopping Centre took the number one spot in Shopping Centre News (SCN) Big Guns Awards for MAT/m2 for the third consecutive year. SCN's annual awards is

Australia's authoritative performance review of shopping centres across the country.

Broadway Shopping Centre is located in the culturally rich hub of Broadway in the centre of Sydney. The Centre houses a wide range of retailers and services including The Collection Bar and is open seven days a week. The carpark is open 24hours, seven days every week, offering two hours free parking or alternatively, the Centre is easily accessible by public transport.

About Mirvac

Mirvac is a leading Australian property group, listed on the Australian Securities Exchange ("ASX"). Mirvac's investment portfolio, Mirvac Property Trust, has interests in office, retail and industrial assets, while its development business has exposure to both residential and commercial projects. With over 40 years of experience, Mirvac has an unmatched reputation for delivering quality products and services across all of the sectors in which it operates.