

CHATSWOOD CHASE

SOCIAL MEDIA CONTENT STRATEGY

Client: Chatswood Chase

Our December social media strategy brings Christmas to life at the re-imagined Chatswood Chase. We will focus on spotlighting our newly opened retailers, festive experiences and premium yet welcoming shopping spaces. By reconnecting with the North Shore community and extending reach to the Northern Beaches, we'll position the Chase as the go-to destination for considered, elevated Christmas shopping.

ABOUT	Chatswood Chase has entered its next phase as a re-imagined fashion and lifestyle destination on Sydney's North Shore - now welcoming guests back to its transformed Ground and Level 2 precincts. Social media in November focuses on celebrating the centre's renewed energy, showcasing recent store openings and new-look spaces, and building momentum toward the holiday season. Tone aligns to the brand principles of Considered, Human, Aspirational, Straightforward, and Energetic - premium yet warm and connected to community.	
OBJECTIVES FOR SOCIAL MEDIA	<ul style="list-style-type: none"> • Spotlight newly opened retailers within a Christmas Context. • Create immediate Christmas recognition so that every piece of content signals "We will be Home for Christmas" within the first few seconds. • Drive visitation and sales through Christmas campaigns. • Reinforce Chatswood Chase as a premium yet approachable destination for everyday and Christmas shopping. • Grow reach and engagement into the Northern Beaches and broader North Shore communities. • Re-engage lapsed audiences by showcasing the centre's transformation and renewed holiday atmosphere. 	
TARGET AUDIENCE	PRIMARY AUDIENCE	SECONDARY AUDIENCE
	<ul style="list-style-type: none"> • Luxury shoppers seeking premium fashion, beauty, and lifestyle brands. • Local North Shore families looking for convenient, quality shopping and dining. • Professionals living or working in the Lower North Shore area, attracted to aspirational retail and dining. • Chinese-speaking and multicultural communities 	<ul style="list-style-type: none"> • Broader Sydney visitors and domestic tourists are drawn to Chatswood Chase as a premium shopping and cultural destination. • International visitors, particularly from Asia, who value access to global luxury brands. • Lifestyle-driven residents seeking a cosmopolitan shopping and dining experience, with modern amenities and vibrant cafe culture. • Commercial office tenants and business professionals in the Chatswood CBD, St Leonards and North Sydney precinct, integrating shopping and dining into their workday.
DESIRED BRAND PERSONALITY	Chatswood Chase presents itself as premium, aspirational, and cosmopolitan, while remaining warm, approachable, and community-minded. The brand blends a high-fashion, editorial edge with a welcoming tone that reflects its diverse North Shore audience whilst embodying effortless joy that creates sophisticated holiday magic without the fuss this December. It aspires to be seen as sophisticated and stylish, yet also inclusive, local, and connected - an invitation for the community to celebrate the season in our beautifully reimaged spaces.	
COMPETITORS	<p>Direct Competitors (North Shore & Northern Sydney)</p> <ul style="list-style-type: none"> • Westfield Chatswood - Main local competitor with a broader, mid-market retail mix, cinemas, and strong footfall. • Macquarie Centre (Macquarie Park) - Large format centre with strong fashion, dining, entertainment, and student traffic (Macquarie University). <p>Secondary Competitors (Broader Sydney Premium Centres)</p> <ul style="list-style-type: none"> • Westfield Sydney / Pitt Street Mall - Destination for luxury, high-street fashion, and CBD workers. • Queen Victoria Building (QVB) - Heritage shopping destination with boutique and premium retail focus. <p>Benchmark Competitors (Aspirational / Luxury)</p> <ul style="list-style-type: none"> • Westfield Bondi Junction - Premium eastern suburbs shopping destination with luxury fashion and lifestyle positioning. 	

	<p>Peripheral Competitors (Minor Audience Overlap)</p> <ul style="list-style-type: none"> Castle Towers (Castle Hill) - A large-scale centre originally positioned for affluent Hills District families, now evolving into a broader everyday destination as the Hills and Western Suburbs gentrify. Its ongoing redevelopment is expanding the offer into a general lifestyle mix with strong dining and leisure precincts. <p>Complimenting / Inspirational Counterpart:</p> <ul style="list-style-type: none"> Chadstone (Melbourne) - Australia's "Fashion Capital," benchmark for luxury, cultural events, and destination shopping. 			
	PILLAR 1	PILLAR 2	PILLAR 3	PILLAR 4
PILLAR	Continuing the new openings & retailer spotlights	Style the Season	Premium convenience	Hosting the perfect Christmas party
GOAL OF PILLAR	<p>To re-engage the North Shore and Northern Beaches communities by positioning our retailers as essential destinations for festive gifting, dining, experiences and personal satisfaction.</p> <p>Premium retail has finally come home to the North Shore with no need to cross the bridge for brands you love.</p>	<p>Being the leading destination for customers curated looks for every Christmas and summer occasion, thus leading the way in festive fashion and beauty. In addition to this, help customers with accessibility and editorial-quality styling ideas.</p> <p>Christmas parties</p>	<p>To highlight the effortless, elevated seasonal services and experiences that make Chatswood Chase the leading and most convenient premium destination for Christmas shopping. Additionally, to showcase Chatswood Chase's ability to blend high-end retail with streamlined, easy shopping. Remove the rush of Christmas shopping by promoting solutions that simplify the shopping journey.</p>	<p>Position Chatswood Chase as the leading destination for hosting the perfect Christmas party by showcasing its extensive offerings. From premium homewares at Wheel and Barrow to high-quality food (Butcher, Fish shop).</p> <p>Homewares - Wheel & Barrow Food - butcher, fish shop etc.</p>
TOPICS FOR THIS PILLAR				
IMAGERY NOTES	<p>"The first Christmas in our new home"</p> <p>Film decorations, Christmas experiences, shop fronts, retail items. Could even bring in a personal element like interviewing the staff of the stores and ask them what 'Christmas means to them' or 'the feeling of Chatswood Chase during the seasonal time'.</p> <p>"House tour" - more homey</p>	<p>Keep this fashion centric. Style outfits together, incorporating different retailers.</p> <p>Develop a diversified content mix that speaks to the wide range of audiences visiting Chatswood Chase. For example, mums, sophisticated clothing, more casual clothing, original looks versus trend-led looks and dads.</p>	<p>Gift guides series - e.g. What to gift the person who has everything. What to gift a mum/ dad etc.</p>	<p>"Unbox the Chase" - highlighting its one-stop source for stylish and festive preparations</p>
OPTIMAL TIME TO POST	Early December so people can plan to go Christmas shopping at Chatswood Chase.	Early December. So people choose to shop at Chatswood Chase for their outfit inspiration.	Early December.	Early - mid December.

