

Activate

Roaming campaigns

AUGUST 2018

Activate's roaming campaigns are an easy way for you to **profile your business, products or services** – we allow members from your team to roam in our shopping centres to give out free samples or to promote your brand in some way.

our guidelines

- our customers must get some benefit from your campaign such as a free sample, voucher or similar
- we allow only one roaming campaign in a centre at any one time
- roaming is restricted to the common areas of the centre
- we allow a maximum of three of your team to roam in the centre during your campaign
- our roaming guidelines must be explained to all of your team participating in the campaign

your roaming team need to remember they...

- may not cause any interference with the flow of foot traffic in the centre
- must comply immediately with any request made by us to relocate you to an alternative area
- may not approach any customers who are seated in the foodcourt, in any cafe or seated at one of the centre's respite seating zones
- may not obstruct any shop-front
- may not approach any customer inside a store
- must remain at least 10 metres from the entrance to major retailers such as The Warehouse, Kmart and the like

