

A silhouette of a person jumping joyfully against a sunset sky. The person is holding two shopping bags, one in each hand, and has their arms raised. The sky transitions from a warm orange near the horizon to a cooler blue at the top. The person is wearing a dark top and shorts, and their hair is flowing. The overall mood is one of triumph and success.

dhg

*Sweep Them Off Their Feet!*



# Our Mission

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Your brand is the foundation on which your entire communications strategy and business is built. It is the very first thing your customers recognize, and it determines whether or not your target audience will choose you.

Our mission is to persuade, captivate, and engage your customers, sweeping them off their feet with a story they can't help but connect with.

“*Damien and his team are responsive, proactive, and bring great vision and energy to the brand.*”

**LOUISE CALDWELL**

North American President,  
Birkenstock Natural Skin Care



# *What We Do*

BRING BRANDS TO LIFE

Creating this brand experience in your customer's life is the primary goal of any dhg campaign. We design, strategize and implement approaches that create meaningful connections between your brand and your customers.

Ultimately, a dhg campaign is more than just promoting a certain product to a passive audience, it is the execution of a comprehensive plan which activates your customers to engage with your brand's identity and its core values

BRAND DEVELOPMENT/STRATEGY

BRAND LAUNCH

CONTENT CREATION

COPYWRITING

DIGITAL CAMPAIGN- CREATION/STRATEGY

PRINT COLLATERAL

PACKAGING DESIGN

PRODUCTION (VIDEO/TV, PHOTOGRAPHY,  
RADIO, MULTIMEDIA)

WEBSITE DEVELOPMENT

SIGNAGE & WAYFINDING

PLACEMAKING

LEASING MATERIALS

LEASING BOOTH GRAPHICS

# Core Services



# Urban Edge Properties

(NYSE:UE)

In July of 2020, Urban Edge one of America's leading retail property owners and developers, and owner of Bergen Town Center, engaged with dhg to create a comprehensive leasing brochure that would re-introduce the history, prestige and staying power of the outlet center to brands across the retail spectrum. The brochure would convey some of the vital statistics, marketing strategies and forward thinking that BTC offers prospective clients. The piece would also introduce a fresh, new, communications style and approach for BTC, ushering in a new marketing strategy to invigorate the brand.

THE OUTLETS  
AT  
**BERGEN**  
TOWN CENTER





# A GAME CHANGER

Bergen Town Center inspired the Country what outlet retail looked like with 1.5 million visitors a week. A new approach was born, a Game Changer for the industry, celebrated and cited by the competition as proof that more people would shop outlet if it was simply moved closer to them.

For the first time in the outlet industry, major brands were coupled with department store concepts, offering the most diverse, compelling range of value retail offerings in the United States. Completed with dining, fitness and the country's most popular organic grocer, the mix is unprecedented.

And now, we're flipping the script again, building on a rock solid foundation of proven success to bring you an even more fun and further to include more innovative additions. More great things to come!

# THE BERGEN DIFFERENCE

Bergen Town Center is everyone's everyday, a go-to for essential needs, value, brand selection, fashion, food and the fun that makes life more fulfilling.

- #1 Most visited Whole Foods in NJ
- #1 Most visited Saks Off Fifth and Nordstrom Rack in NJ
- #1 Most visited Ulta in the market

Bergen Town Center performed on average, **30% better** than Top Tier Malls during the Pandemic holiday season.

# BY THE NUMBERS GATEWAY TO NYC

- 1.4 MILLION Consumers in the Trade Area
- Trade Area Covers Nearly 100 Square Miles
- Bergen Boasts an Avg. 11M Loyal Customer Visits and 73M of Those Loyal Customers Visiting 15+ Times During 2019
- \$100,993 AHHH in the Trade Area
- \$54,673 Vehicles Per Day on Route 4
- 93% of the Consumers Come From Within 30-Miles of the Center

# A UNIVERSAL SHOPPER

BERGEN'S SHOPPER IS TRULY UNIVERSAL. DIVERSE. WELL EDUCATED. AFFLUENT AND CRAVING A MIX THAT DELIVERS "EVERYONE'S EVERYDAY."

SCAN FOR DEMOGRAPHICS

Their Home Environment: Improved  
 Their Style Demands: Delivered  
 Their Health and Beauty Goals: Achieved  
 Their Hunger: Satisfied  
 Their Daily Needs: Met  
 Their Whimsy: Indulged  
 Their Work Needs: Accommodated  
 Their Life: Happier

1.4 Million Consumers  
 \$100,993 Average Income  
 335,360 Family Households  
 41% Hispanic  
 35.5% Consumers are 35-44 Yr Old  
 25.7% Consumers are 35-44 Yr Old  
 38.1% have earned a 4 Y Degree

# INNOVATION BEGINS WITH CONVERSATION - LET'S TALK.

Chris Watersman, EVP and Chief Operating Officer  
 Chris Watersman brings over 30 years of retail and brand experience to Urban Edge, leading Urban Edge as its Chief Operating Officer. Prior to Urban Edge, Chris Watersman spent over 20 years at Gap Inc., where he led the retail operations of Gap Inc. in the United States, Canada, and Europe. He has a proven track record of driving growth and profitability in a highly competitive market.

Leigh Lyons, SVP of Leasing  
 Leigh Lyons is the Senior Vice President of Leasing at Urban Edge Properties and brings over 15 years of retail leasing experience to Bergen Town Center. Prior to Urban Edge, Leigh Lyons spent over 10 years at The Mall at Millenia, where she led the leasing team for the entire mall. She has a proven track record of driving growth and profitability in a highly competitive market.

Paul Schiller, SVP of Leasing  
 Paul Schiller is the Senior Vice President of Leasing at Urban Edge Properties and brings over 15 years of retail leasing experience to Bergen Town Center. Prior to Urban Edge, Paul Schiller spent over 10 years at The Mall at Millenia, where he led the leasing team for the entire mall. He has a proven track record of driving growth and profitability in a highly competitive market.

Johnna Ray, VP of Leasing  
 Johnna Ray is the Vice President of Leasing at Urban Edge Properties and brings over 10 years of retail leasing experience to Bergen Town Center. Prior to Urban Edge, Johnna Ray spent over 5 years at The Mall at Millenia, where she led the leasing team for the entire mall. She has a proven track record of driving growth and profitability in a highly competitive market.

In a world full of game players, the only way to set yourself apart is to be a game changer.  
 Mathona Dhillwyo

# COMPETITIVE

Bergen has 28 number of customers and generates 24% more visits than the Shops at Riverside.

BTC welcomes 155% more people annually than Woodbury Commons and just in the last 3 miles serves 80% more people than Woodbury Commons.

Shoppers return 73% more often to BTC over The Mills at New Jersey Gardens.

Bergen Town Center has maintained a strong merchandising mix making the property resilient to market impacts.

# BERGEN TOWN CENTER

NEARLY 1.5M SF GLA

Situated in the shadow of the greatest City on earth is Bergen County. At the heart of this densely populated, diverse community lies Bergen Town Center, the nation's largest mall in Paramus and the most shopped destination in the market over the last 10 months according to Placerix.

Bergen is decidedly different from its competitors, with its unrivaled mix of value retail, essential daily and regional shopping and dining spots, enclosed drive-in and accessible 360 degree design that is open on both sides with no visible "back of house".

Bergen has been a Game Changer since its inception in 1967 and every decade since. Designed in its iconic form, related to the changing needs of its consumers, while reflecting and innovating at every turn to meet those needs - Bergen continues to thrive today and is set to flip the script again to meet tomorrow's needs.

# MARKET STRENGTH

PARAMUS SEES MORE RETAIL SALES THAN ANY OTHER ZIP CODE IN THE COUNTRY. YES, EVEN MORE THAN ROSELLE DRIVE.

Bergen Town Center anchors the country's strongest retail corridor and brings in more cars and less than most retail destinations do in 7.

14.3 million visitors. It's that strong.

dhg worked with Urban Edge and the management group at Bergen Town Center to develop the narrative, styles, color palette, imagery, and special features like QR codes for additional statistical information and links to videos and Google Fly-Ins. The end result was a stunning, 24 page brochure which is now the centerpiece of the Urban Edge/BTC Leasing teams sales presentation.

Make your wish list, it's time to get back:

# RE-GO to REGO!

Deals on everything  
to get back to school  
and to the office.

IKEA • TJ Maxx • At Home • Marshalls  
Burlington • Bed, Bath & Beyond

**REGO  
CENTER**  
regocenter.com  
6135 Junction Blvd, Queens, NY 11374 P: (718) 275-2696

## *Vornado Realty Trust*

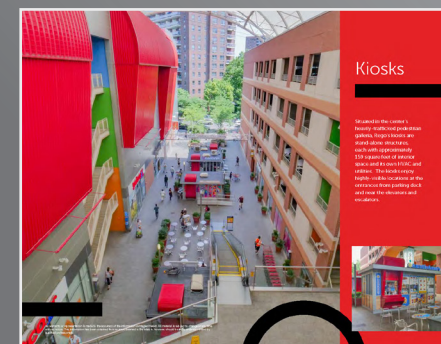
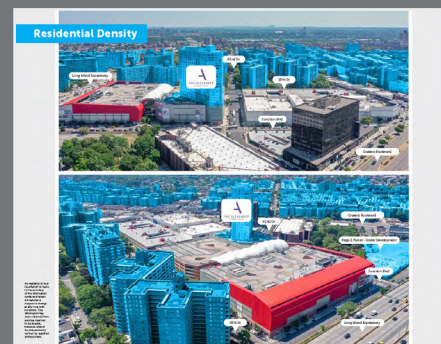
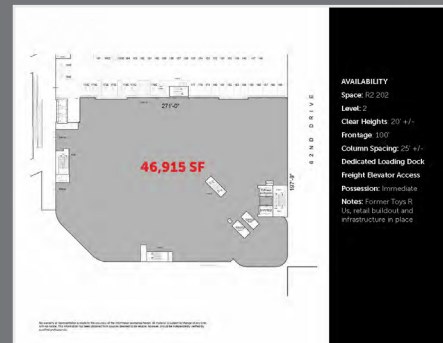
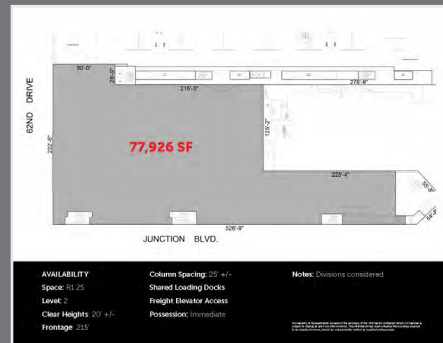
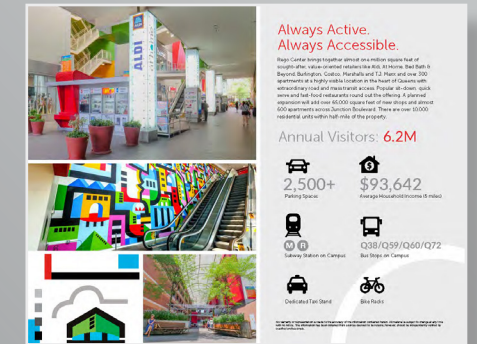
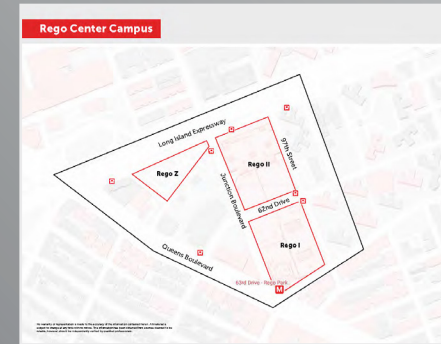
(NYSE:VNO)

dhg has maintained a strong and successful relationship with Vornado Realty Trust for the past several years. The principal focus of dhg's marketing collaboration with Vornado has revolved around REGO Center in Queens, NY. This vibrant, multi ethnic retail center attracts millions of visitors each year.

dhg has been providing a host of marketing engagement and content creation to REGO including print, digital display, radio, digital video and on-site collateral. In addition, dhg recently completed a new leasing brochure in conjunction with the sales and leasing team at Vornado.

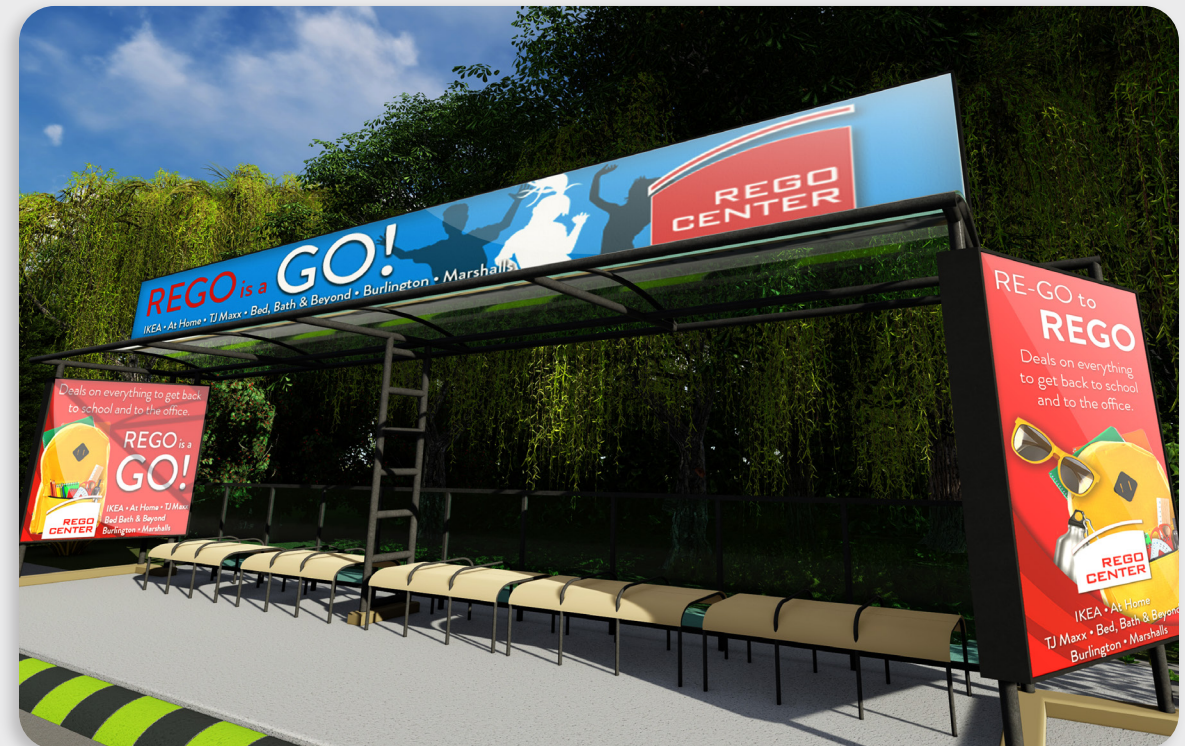
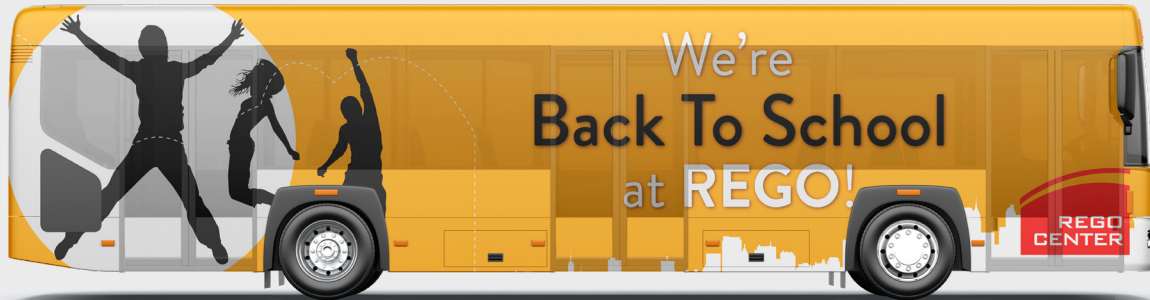








## REGO CENTER SNAPCHAT, DIGITAL DISPLAY, AND BUS WRAP



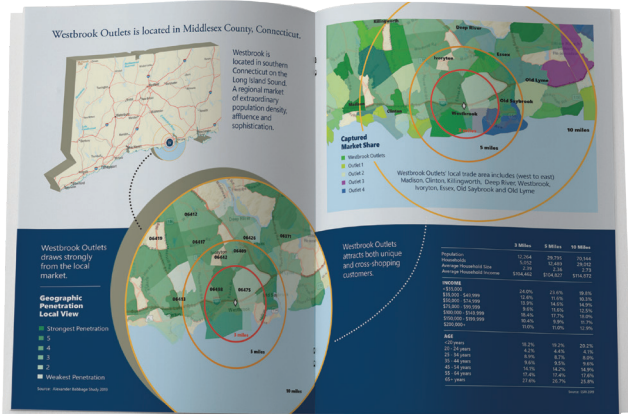
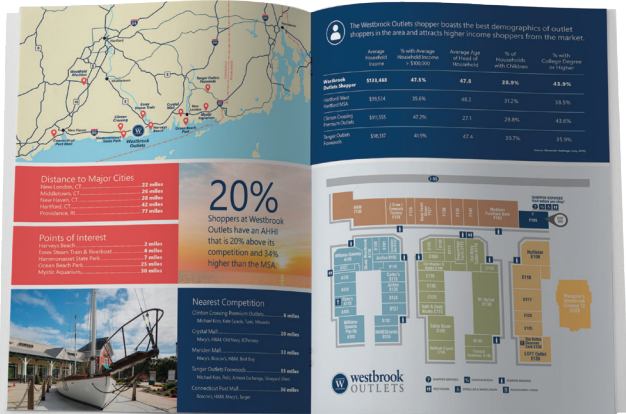
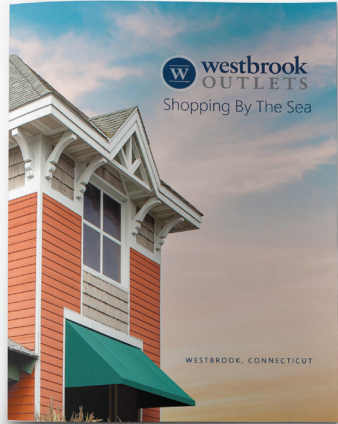


# Westbrook Outlets

In the summer of 2019 The Outlet Resource Group (TORG) contracted with dhg to provide all of the marketing content for Westbrook Outlets, Westbrook, CT. The mission of the awareness campaign was to reintroduce the outlet and its wide variety of national retail brands to the south central region of Connecticut. Since campaign start, dhg has produced numerous print, digital display, TV, radio, and on-site collateral content. In addition, dhg worked with the leasing team at TORG to produce the current Westbrook Outlets leasing brochure.

# TORG









## *The Outlet Resource Group*

TORG is one of the only organizations in outlet retail which was designed to be a one-stop-shop for developers and retailers looking to enter the outlet retail industry in the US and worldwide. The team at TORG provides owners, developers, and brands guidance to strategically reposition underperforming assets, maximize performance of existing Centers, and develop new outlet center destinations.

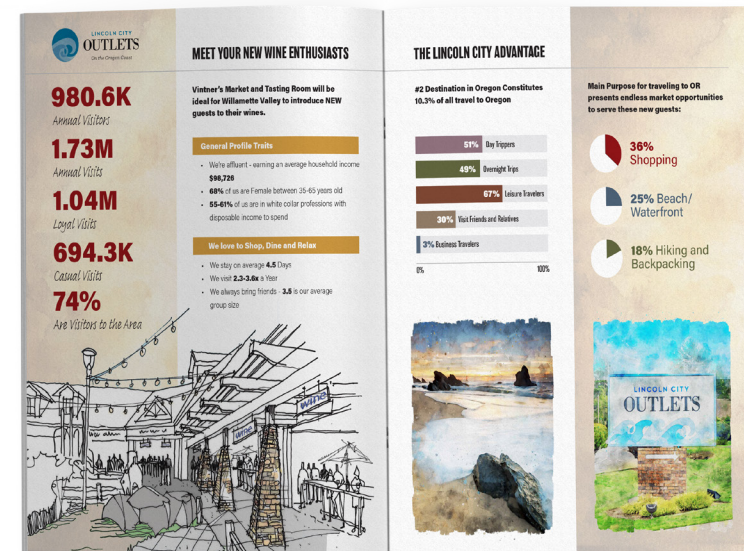
For several years dhg has provided fresh, creative marketing support for TORG on numerous outlet center locations and for TORG's internal marketing communications.

**TORG**  
THE OUTLET RESOURCE GROUP

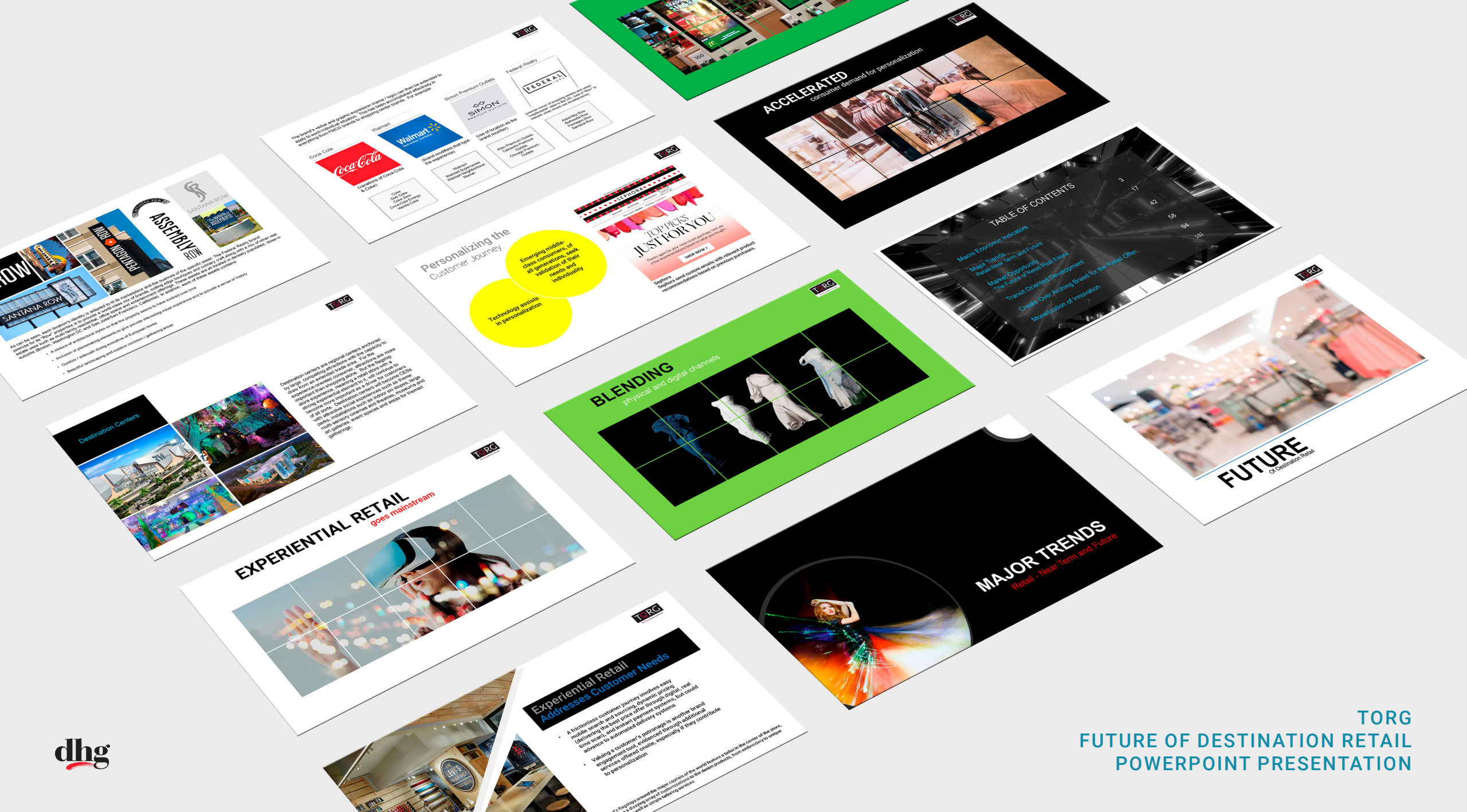
**dhg**



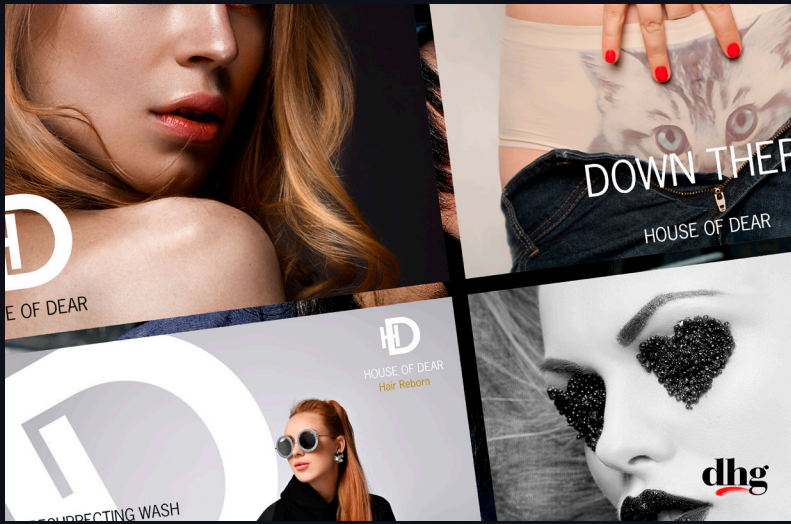
# LINCOLN CITY OUTLETS VINTNERS MARKET BROCHURE







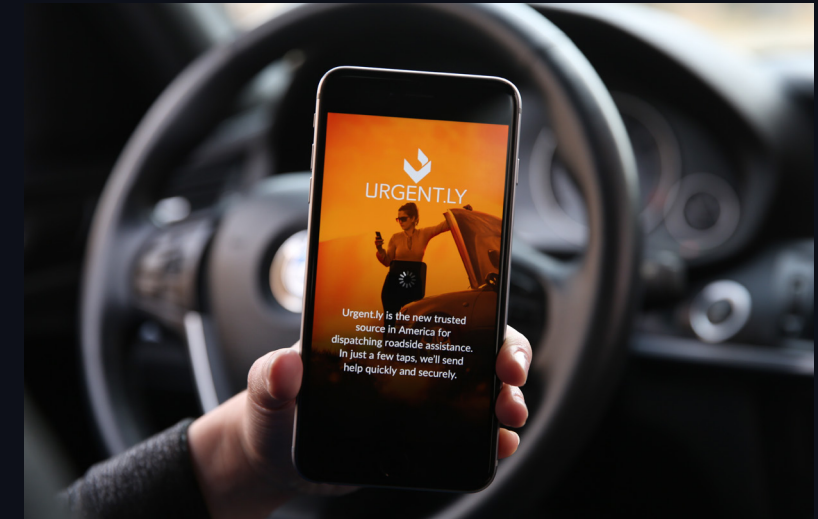




# Why Work with us?

## BRANDS ACROSS INDUSTRIES

The collective experience that dhg brings to the table enables us to offer work on a national level. Flexible to your unique objectives and experienced to make sure we can deliver on our promises, dhg adheres to our philosophy that connection is the foundation for all success. Turn casual customers into brand warriors with help from our diverse and experienced team.







## *Contact*

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