

COCOWALK

Marketing Brief

July 2021

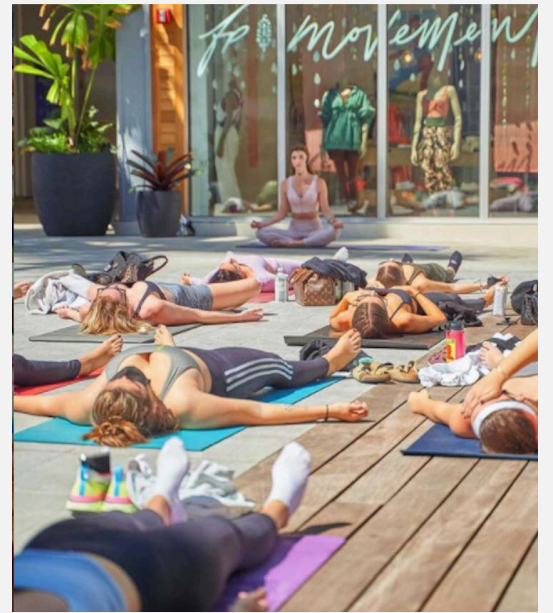
Dear Merchant Partners,

Please see below for updates and opportunities to amplify your marketing strategy, as well as opportunities to participate in the CocoWalk marketing programs and initiatives. If you are not the best contact to receive this communication, please **reply** to bcastro@grassrivermgmt.com with the best point of contact (name and email). If you would like to set-up a meeting or call to brainstorm your summer/fall strategy, please **reply** to bcastro@grassrivermgmt.com. We look forward to partnering with you.

Upcoming Activations at CocoWalk

FP Movement Classes

- Sunday, August 1st at 10am- Power Sculpt Yoga
- Wednesday, August 4th at 6pm - Vinyasa Flow
- Wednesday, August 18th at 6pm - Power Flow
- Saturday, August 21st at 10am- Vinyasa Flow
- Saturday, August 28 at 10am - Pilates W/ Kristy



Photoshoot with Mr.C

- Thursday, July 29th - Mr.C Hotel will have a photoshoot at CocoWalk featuring shops & restaurants. If you'd like to offer shopping bags, clothing, or food to be featured in the photoshoot please **reply** by Friday, July 23rd.

Summer Package with Mr.C

- Mr.C is creating a summer package for guests to enjoy the neighborhood with special offers for Mr.C guests. These offers can range from discounts, to complimentary drink with purchase of entree. If you are interested and/or need assistance with creating an offer please **reply** no later than Tuesday, July 27th.

August Partnership Opportunities

To increase the probability of being featured via the CocoWalk social channels, please provide July content by **replying** to bcastro@grassrivermgmt.com by July 30th, 2021.

Suggested content may include:

- Holiday specials:
 - 08-01-2021 National Friendship Day, 08-03-2021 - National Watermelon Day, 08-06-2021 International Beer Day & 08-12-2021 - National Prosecco Day
- Trunk shows or clearance sales
- New seasonal clothing lines
- New seasonal menus
- Happy Hour and brunch specials
- Other
 - Please include a short description about your event/promotion. We will make edits to fit the property's voice as needed. Hi-res, formatted images (NOTE: we are unable to resize/format images for you). Stock photos/images with copy overlay do not perform as well as "real-time" neighborhood images. Recommended sizes: Instagram 1080x1080 Facebook 1200x1200. Videos, Reels and TikTok are also great!

COCOWALK

Your Sundae Best
Summer just got a lot sweeter with Salt & Straw's new seasonal flavors. Go with the fan-favorite Birthday Cake & Blackberries or grab a scoop of Wild Foraged Slab Pie. Can't decide? Try the Berries, Berries, Berries Tasting Flight for a little bit of everything. After all, nothing says refreshing like summer berries.

The Hair Necessities
Split-ends? Never heard of her. Bring the heat and the shine with R+CO's Splash On Styler. For bouncy & shiny locks all throughout Spring, try the Oribe-Hair Plumping Mousse. Whatever your style, Bluemercury has the latest and greatest products for your hair care needs.

Sunny Days Ahead
Enjoy the sun and the shade with Edward Baines! Be stylish and protect your eyes with the Soft collection polarized lenses. Keep it classic with the aviator-styled resin or geometrical with the Dibergh! Sun. Whatever you pick you'll stay cool all summer long.

Tag us @CocoWalkMiami to be featured

cocowalkmiami 1,313 posts 6,920 followers 1,403 following

CocoWalk Shopping & Retail
Where the Grove comes together. Come explore the newly reimagined CocoWalk. Tag #CocoWalk to be featured! linkin.bio/cocowalkmiami

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ABOUT Edit Page Info

3015 Grand Ave Miami, FL 33133

GENERAL

- 9,997 people like this
- 10,365 people follow this
- 59,522 people checked in here
- Shopping Mall

HOURS

Open Now 10:00 AM - 10:00 PM

MON	TUE	WED	THU	FRI	SAT	SUN	
6AM	9AM	12PM	3PM	6PM	9PM	12AM	3AM

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3015 Grand Ave Coconut Grove, FL 33133

cocowalk.com

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