

Monthly Musings



courtesy of Fletcher Consulting PR

P.O. Box 1191
Arlington, TX 76004
(817) 205-2334 • Fax (817) 796-2087
Email: john@thefletcher.org

Get **Linked in** with John at:
www.linkedin.com/in/johnfletcherpr
Read John's blog on
www.thefletcher.org

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SMART MOVE:

Transitioning Malls

Aging shopping malls can teach astute business leaders quite a bit. Those large sites are ripe for new development, yet they are being repurposed in ways we could never have imagined.

The most insightful question we need to ask ourselves is: "What service or product am I offering that I need to jettison to create space or resources for a newly envisioned offering?"

Perhaps these mall transitions will expand your thinking. Consider the assets that these malls offer:

- Large loading docks for pick-up and delivery
- Air-conditioned space
- Enormous parking lots
- Access to major thoroughfares

Aging shopping malls can teach astute business leaders quite a bit.

Ridgmar Mall in west Fort Worth found itself challenged with vacated anchor tenant space. The solution? **Right Move Storage**, which offers climate-controlled space with 1,070 units in 126,000 square feet of rentable space in the former Macy's location.

Amazon is gobbling up failed mall retailers to create fulfillment centers. The *Wall Street Journal* reports that Simon Property Group, which owns major malls throughout Dallas-Fort Worth and across the country, has been in talks with Amazon – the nation's ultimate mall disruptor – to take over space vacated by department stores. The initial talks have centered around abandoned J.C. Penney and Sears stores. Now, imagine picking up your new merchandise at the mall from the retailer that actually crippled so many malls.

"What service or product do I need to jettison to create a newly envisioned offering?"

Amazon is gobbling up failed mall retailers to create fulfillment centers

COVID vaccination sites and medical spaces may be more ubiquitous for the short-term to combat the pandemic, yet these tenants will appreciate the available parking and plenty of physical space for social distancing. Malls offer centralized locations and are attractive to primary care and specialty care.

Gamer headquarters. Epic Games, operator of the blockbuster game Fortnite, bought the Cary Towne Center this year in Cary,

North Carolina. Consider that the Arlington Convention Center was sold to E-Sports, which converted the entire site to gaming operations.



Churches have been buying former grocery stores and department stores for years. With centralized locations and cost advantages, churches are ideal prospects as they consider the cost of renovating, building on a new site, or repurposing all or part of a mall.

Office space. This is a no-brainer. A company can offer the parking, location, convenience, and definitely plenty of walk-around space for exercise. Google agreed to ease the Westside Pavilion shopping centers in Los Angeles for its office campus.

We need to ask ourselves: *What other purposes that we neglect to see offer value to existing customers and to customers we never considered serving before? 2021 is the year to open our eyes and create a resilient 2022.*

SMART CHOICE:

TV Commercial Talent

Advertising executives tell us that we need to see a commercial on average of three times before we can recall that commercial. The advertiser often needs to buy anywhere from 10 to 20 commercials before you and I see that message three times, all because we have so many options of TV channels, along with playing on the computer or other activities that compete for our viewing attention.

Over the weekend, I saw a commercial that made me smile and then laugh uncontrollably. The commercial was on message and the celebrity talent matched the message rather than overshadow the brand.

The commercial was for Geico. The celebrity talent? **The Harlem Globetrotters**. The commercial – [you HAVE to watch it](#) – shows a couple who is moving into a home. Unfortunately for them, the movers are members of the Globetrotters, who are making

incredible passes and even slam dunks! As a result, they are shattering such valuables as vases, glasses, plates, and antiques that bounce off the floor and walls.

The message was how to insure what's important to you, and it was all in good fun. The commercial would have been equally impressive had the advertiser been a moving and storage business.

I had the honor of managing the team's promotions for 12 performances from San Antonio to Dallas and Denton over a three-year period, and that was more fun than I could have hoped for.

The Looper.com website reports that "The Harlem Globetrotters Moving Company" is basically a comedy sketch in advertisement form.

The Globetrotters are proving that being on message with your marketing makes you memorable when your spokesperson/spokes-team matches what you want to promote.

The second point of the commercial was about inclusion, as one of the Globetrotters is a woman. She has a prominent position in three scenes, including the finale. The team has had

female players for several years, and the Globetrotters have made a subtle, yet very positive statement.



SMART CHOICE:

#RestoringKindness Stands Out

This month of August featured the "Dog Days of Summer," where the heat often seemed unbearable. Fortunately for me, I had the opportunity to be the bearer of kindness on behalf of a client.

Dalworth Restoration & Rug Cleaning launched its #RestoringKindness campaign in 2016 and this summer marked the fifth time my client allowed me to help implement the program. General manager Robyn Kent commented that our nation seems to be moving away from kindness, so the company invested almost \$4,000 in helping people smile.

"Invested." Not "spent." Robyn and her team knew that surprising people with pre-paid coffee, burgers, breakfast, pizza, chicken-fried steak, ice cream and BBQ would create smiles (an investment) that would also encourage those recipients to do something kind for others (a payoff resulting from the investment).

Why would they do it? In one person's words, "It made me feel SO GOOD when you bought my coffee that I want to do something like that for someone else!"

That's the power of #RestoringKindness. We never asked for anyone's name, phone number or email address. The gesture was simple. Sincere. Without an "ask." It was truly genuine.

KXAS/NBC 5 featured #RestoringKindness on its ["Wake Up to Something Good"](#) on Monday morning and we're grateful for the energy that morning show co-anchor **Laura Harris** put into reporting that story.

#RestoringKindness

Are you the recipient of a Restoring Kindness act?
Now it's your turn...

Do something nice for someone else, **expect nothing in return.**

Take a picture or video of you Restoring Kindness, upload it to Facebook, Twitter, Instagram and tag **#RestoringKindness**

And I thank Robyn Kent, Shane Hobbs and the entire Dalworth Restoration team for recognizing the value of doing something so unselfish.

Here's a tip: When you do something for absolutely NO benefit... you receive a BIG benefit!

THE Tiebreaker

Godwinks with the GOAT

Think about this: Would **Tom Brady** be known as the "Greatest Of All Time" – remember, he was only the second string quarterback – if the starter, Drew Bledsoe, had not gotten injured in the second game of the 2001 season?

If Drew Bledsoe had not sustained that injury, the door would not likely have opened for Tom Brady. If he had been traded elsewhere, if he had joined a team that did not offer the chemistry that Brady had with his coach and his owner, what would his record have been?

We'll never know, but we have to recognize that when unexpected opportunities present themselves – author Squire Rushnell calls them ["Godwinks"](#) – it's up to us to walk through the door and capture the moment.

I challenge you to be ready for YOUR Godwinks, even if they don't look like gifts from heaven. Also, be on the lookout for revelations that help you discover hidden talent in your organization. Your GOAT moment may be just around the corner.



Photo Credit: New York Post