



Faneuil Hall Marketplace, Boston

Challenge: To drive traffic from local customers in a shopping area usually dominated by tourists.

Strategy: Parker 3D created BLINK!, a new holiday tradition and partnership with the Boston Pops, cross-promoting both. We provided a live tree with a multi-color light show that synced with giant lit foliage snowflakes secured to the building facades, along with dense lighting installed into the tall deciduous trees throughout Faneuil Hall. Two light shows were developed that alternated at the top & bottom of the hour on different sides of the Marketplace to drive foot traffic throughout the entire property.

Result: Bostonians come out in droves to see the spectacle of Blink! Viewers have posted hundreds of viral videos on YouTube and created thousands of social media impressions. The program brought so much attention to Faneuil Hall that it was introduced on CNN by Wolf Blitzer and Anderson Cooper on election night 2008, and was shown on international media outlets. An annual dedicated TV special was created for the tree lighting show which now attracts 20,000 to 40,000 annual attendees.



Avalon - Alpharetta, Georgia

Challenge: To create a sense of place and celebration during the holidays while reinforcing loyalty in the upscale market.

Strategy: Parker 3D created a myriad of holiday experiences throughout Avalon. These installations include a grand spectacle of giant illuminated stars and Tivoli lights over the property's ice skating rink, a dramatic holiday tree with an oversized star topper to match the decor over the ice rink, and a gorgeous shabby-chic exterior grade Santa house featuring local antiques and a dining area for special events. We also created enormous custom acorn sculptures that were placed on the ground and in the trees all around Avalon.

Result: All sales and traffic goals were exceeded. Santa photo sales were very high for the region and Avalon has become the benchmark for sophisticated holiday decor in the southern states.



Shops At Highland Village, Texas

Challenge: Bring attention and drive traffic to the newly renovated shopping center by creating a permanent new home for Santa in the Dallas, TX market. Provide a buzz worthy customer experience.

Strategy: Parker 3D converted an existing 40' holiday tree into a Santa set featuring a stunning music & light show. Part of the tree's base structure was removed and re-engineered to make the interior of the holiday tree accessible to house a brand new Santa set. Entering the Santa set inside the tree transports the participant to a magical room with a starry sky above, a giant Santa chair, and bookshelves full of whimsical toys, books, and antiques, creating a unique & unforgettable holiday experience. The tree's branches were replaced and new ornamentation, multi-color lighting and garlands were added, along with a giant, brightly lit "beacon" star topper. Animated lighting was also added to the 11 deciduous trees in the surrounding square that twinkle & flash with the Santa set tree. All of this was programmed to sync up to a holiday music soundtrack.

Result: The property literally became far more visible with the fantastic animated light show and beacon star. The addition of a new Santa tradition in this South Dallas market was well received with the community, gaining attention via local media, word of mouth and social media impressions. Foot traffic and consumer spend rose sharply and the Financial Supervisor stated that this program was "the best money spent during the renovation".



Spotsylvania Towne Center, VA

Challenge: To transform the property's green square into a holiday gathering space and create a sense of place and destination during holidays.

Strategy: Parker 3D created "Ignite The Night" a holiday music & light show experience featuring a beautiful 38' tall holiday tree that was installed over an existing pedestal clock in the center of the property's central round-about. The tree received a brightly lit star topper that's a wonderful beacon for the property, which is visible from far off in every direction. Parker 3D also provided and installed multi-color lighting on 27 deciduous trees, over a 1000' of garland along the building tops, plus color-changing light effects on shrubbery and in building windows. At the top and bottom of the hour, the holiday music plays and the light show begins.

Result: Spotsylvania Towne Center has become the premier local retail center to enjoy holiday shopping with family and was voted one of the 10 best places to see holiday lights in Virginia by onlyinyourstate.com.



West 7th - Fort Worth, Texas

Challenge: To create a sense of place and celebration during the holidays in a center with no central area to congregate or to place a traditional large holiday tree.

Strategy: Parker 3D created "Starlight Symphony At West 7th". A music and light show synchronizing lighted holiday displays throughout the shopping center. Decor elements included flanking sets of animated multi-color snowflakes as the center piece, full canopy and trunk wrapped dual-color lighting on 113 deciduous trees, and Tivoli lights strung across the main avenue. All of these elements changed color and pulsed to the sounds of orchestrated traditional holiday music.

Result: West 7th became a local light and sound, holiday tradition that draws large crowds and increased foot traffic and sales dramatically in an upscale market.



Summit Fair, Missouri

Challenge: To increase footfall, customer radius, loyalty and dwell time for this smaller outlet center.

Strategy: Parker 3D created smaller specialized light show moments around the property by decorating existing trees and soft-scape into a show that inspires movement and hourly touch points throughout the property. A 28' tall "layer cake" show tree with a large, brightly lit star on top was installed along with synchronized multi-colored lighting on 28 deciduous trees throughout the property.

Result: The property had a marked increase in foot traffic and sales.



Westlake Center, Seattle

Challenge: To raise the property's profile in a crowded and competitive downtown shopping district.

Strategy: Parker 3D fabricated a 36' tall holiday show tree with beacon star on top. The tree also received a custom octagonal 6' tall base that displays advertising from local businesses and marketing messages from the property management. The display looked great during the day and at night with the intent to attract TV and viral coverage, while creating a seasonal family destination. Synchronized multi-colored lighting was also added to the deciduous trees throughout the property.

Result: The property gained key TV coverage of the live tree lighting show. The nightly lighting shows led to higher foot traffic and social media attention. A holiday tradition was created in the tree lighting ceremony and shows that continues to bring families out to Westlake Center every year.



Legends Outlets, Kansas

Challenge: To raise the profile of this destination retail center and create a buzz-worthy display in a market where holiday decorations had become competitive.

Strategy: Parker 3D refurbished and redeployed the property's existing 36' tall holiday tree, rewiring it for a computer controlled music and light show. This show synchronizes with other light elements around the property.

Result: The added sound and synchronized lighting created an hourly attraction that inspired visits from first time shoppers and return visits with families while lengthening dwell time and spend.



Freedom Crossing - Fort Bliss, Texas

Challenge: To create brand loyalty and a feeling of destination for an on-base military shopping facility, worthy of the best public shopping centers.

Strategy: Parker 3D created a musical light show with a smaller holiday tree in patriotic colors along with Tivoli lighting with a minimal budget.

Result: The display created a gathering place for the military families, increased foot traffic to the facility and boosted sales.

