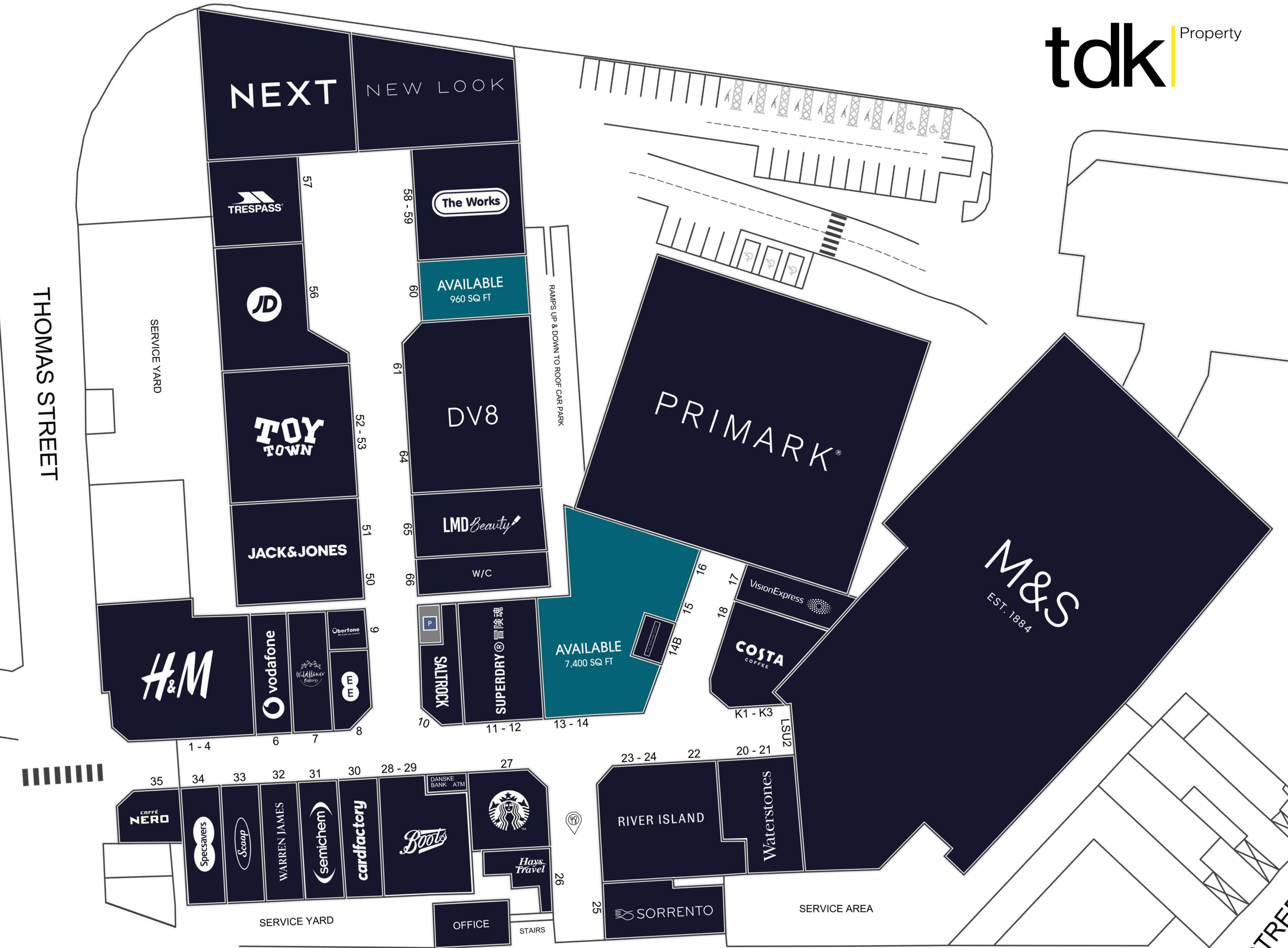
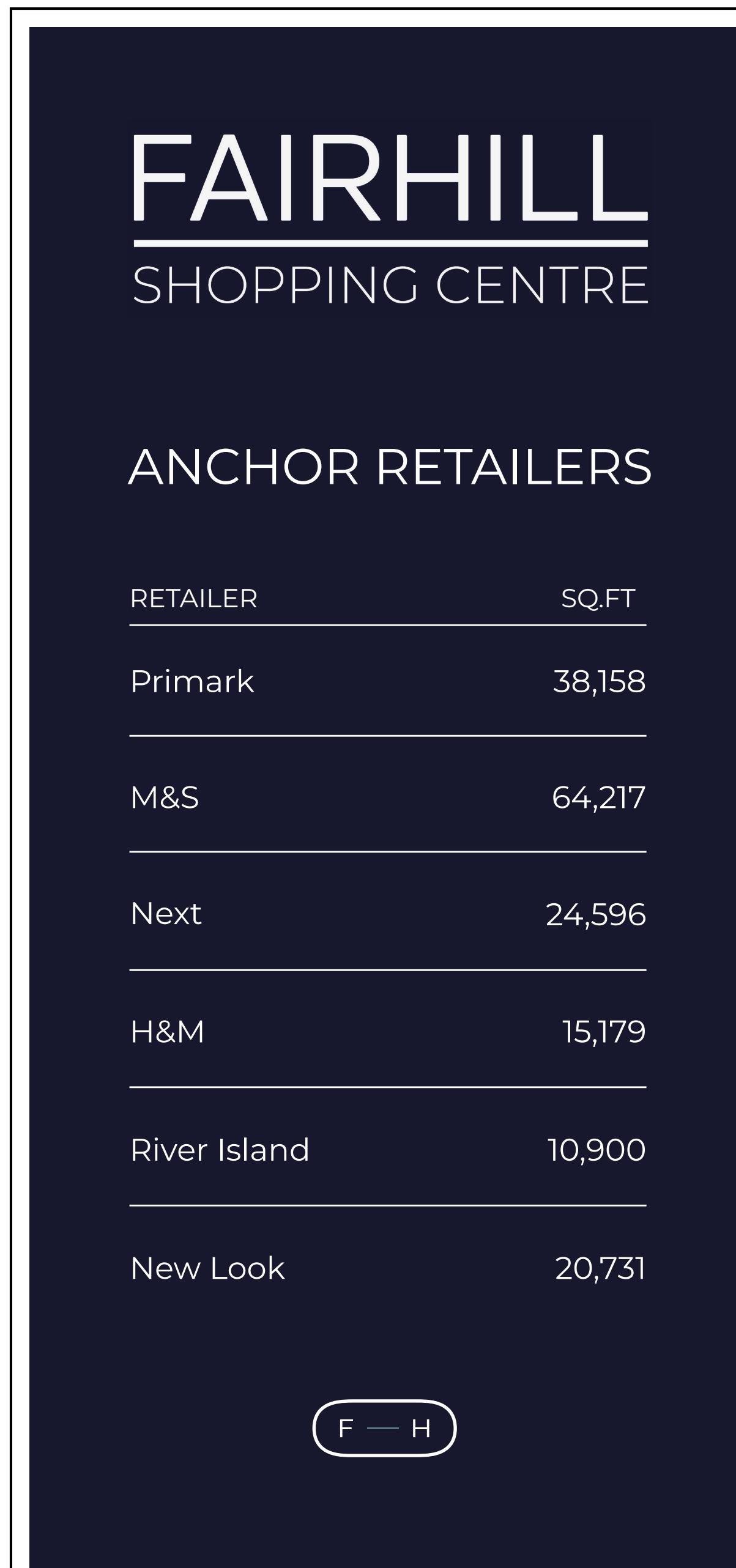


FAIRHILL

SHOPPING CENTRE





2025 - A YEAR OF TRANSFORMATION



NEW
BRAND
IMAGE



PRIMARK
COMES TO
FAIRHILL



NEW
TENANTS

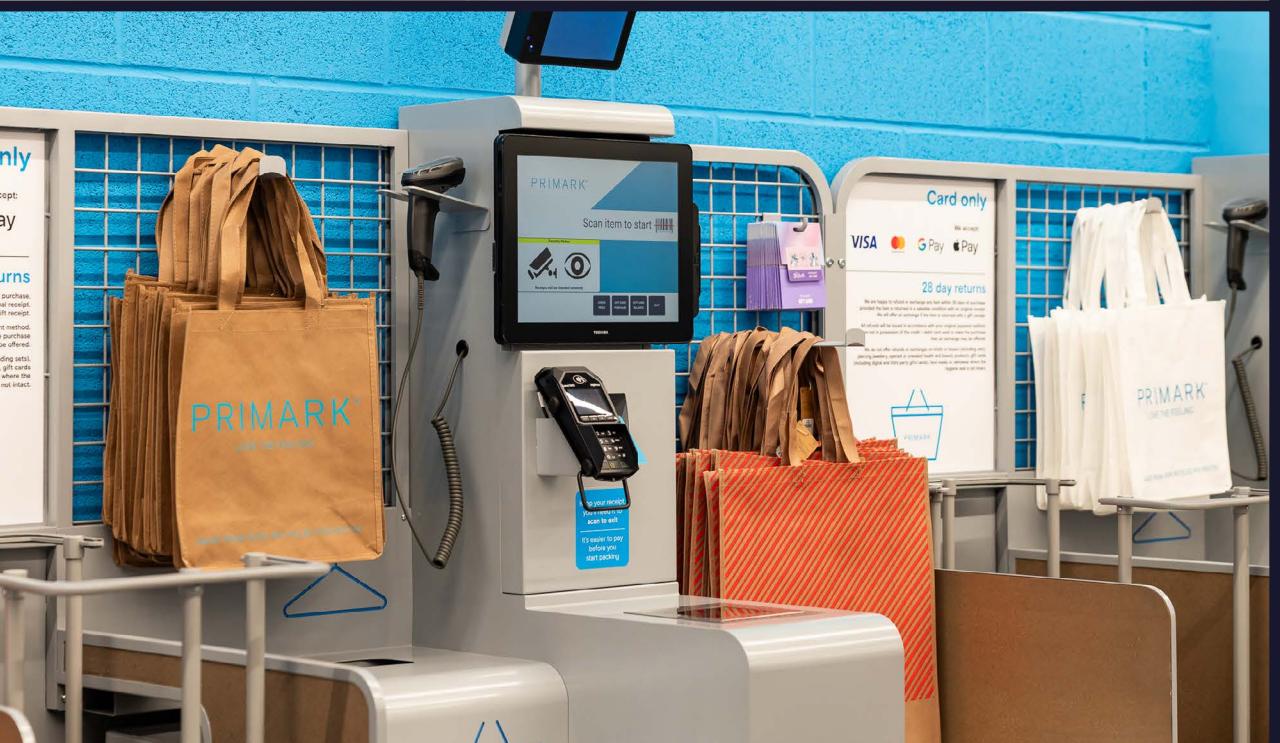


IMPROVED
MALL



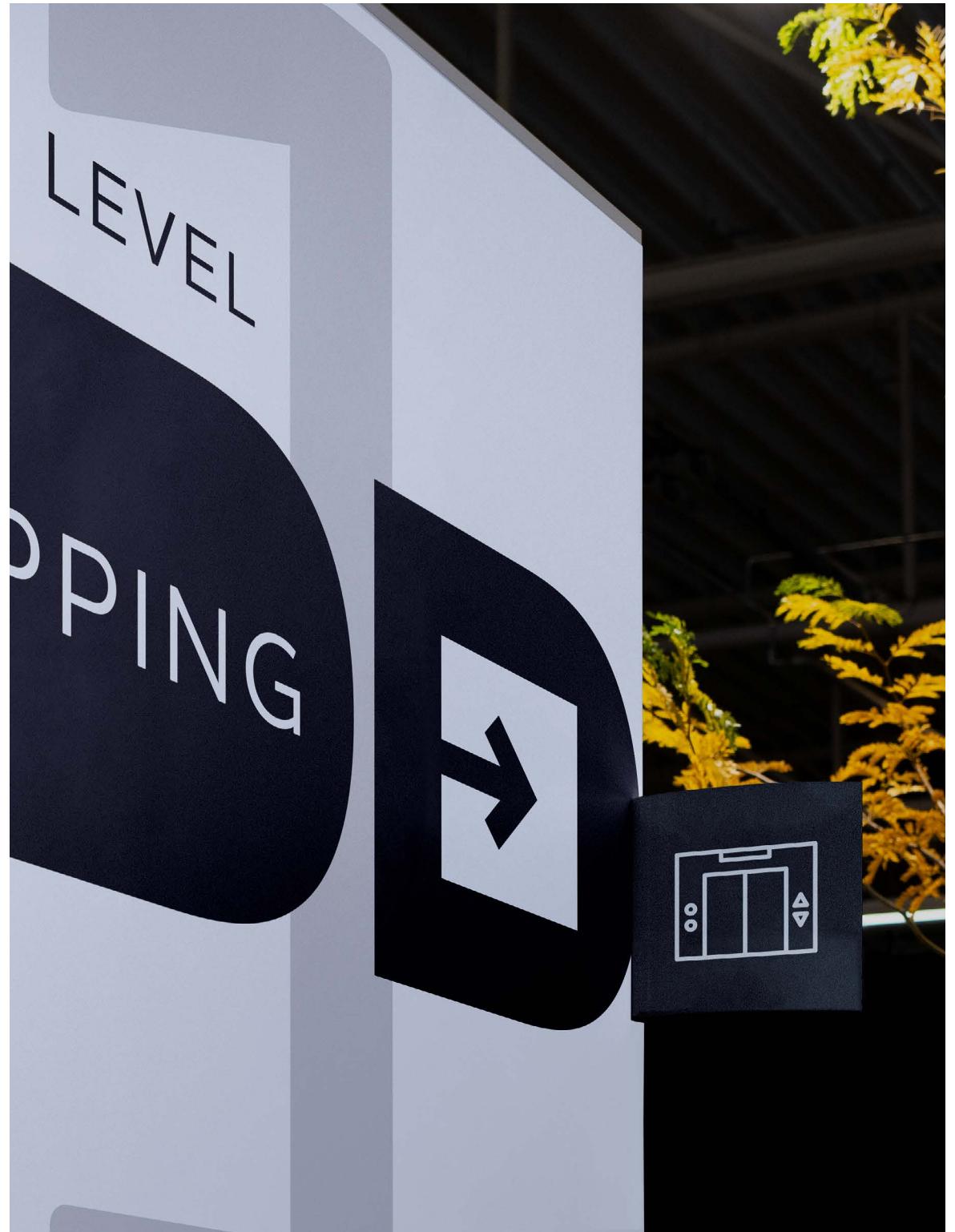
PRIMARK COMES
TO FAIRHILL.

WATCH OUR PRIMARK TRANSFORMATION

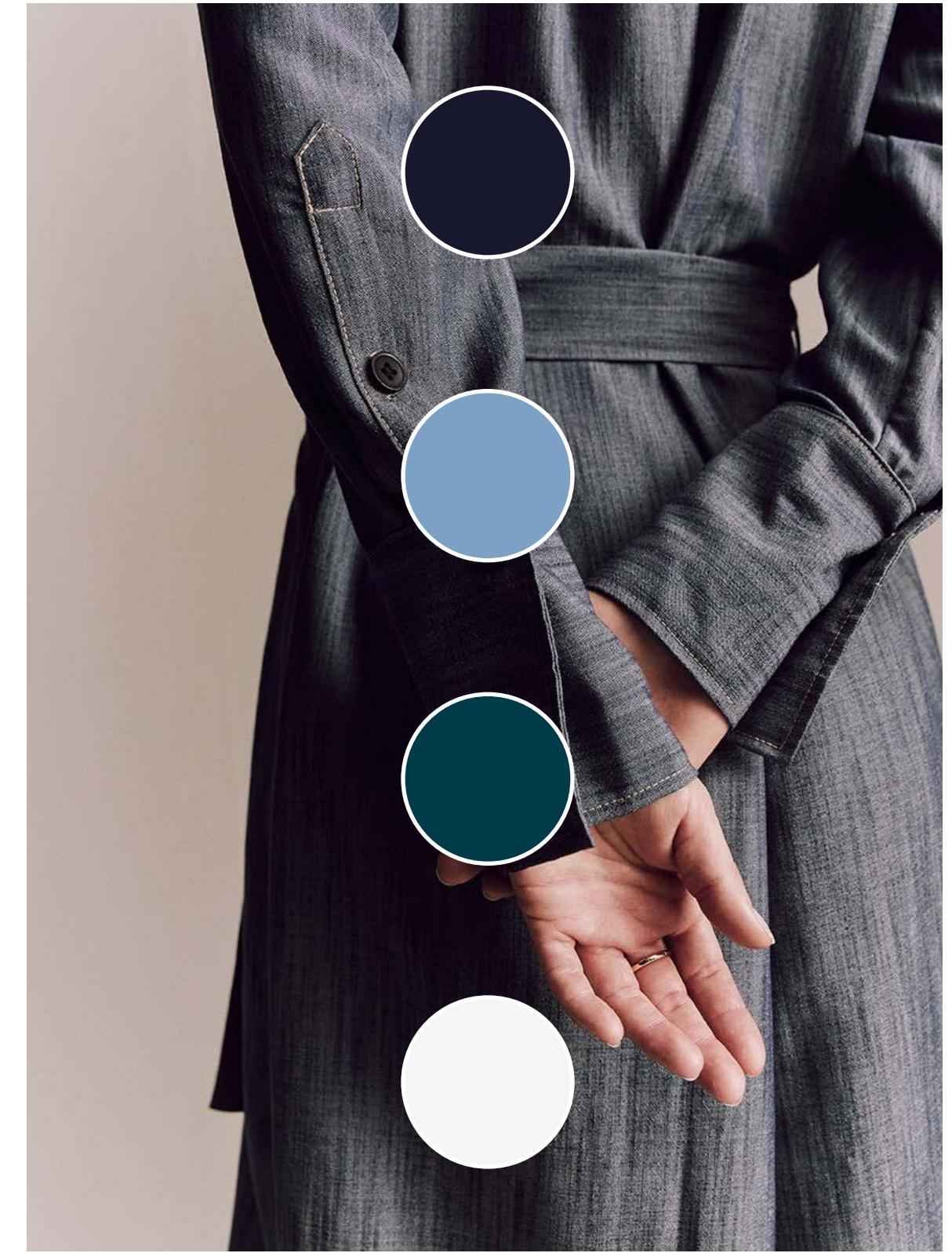
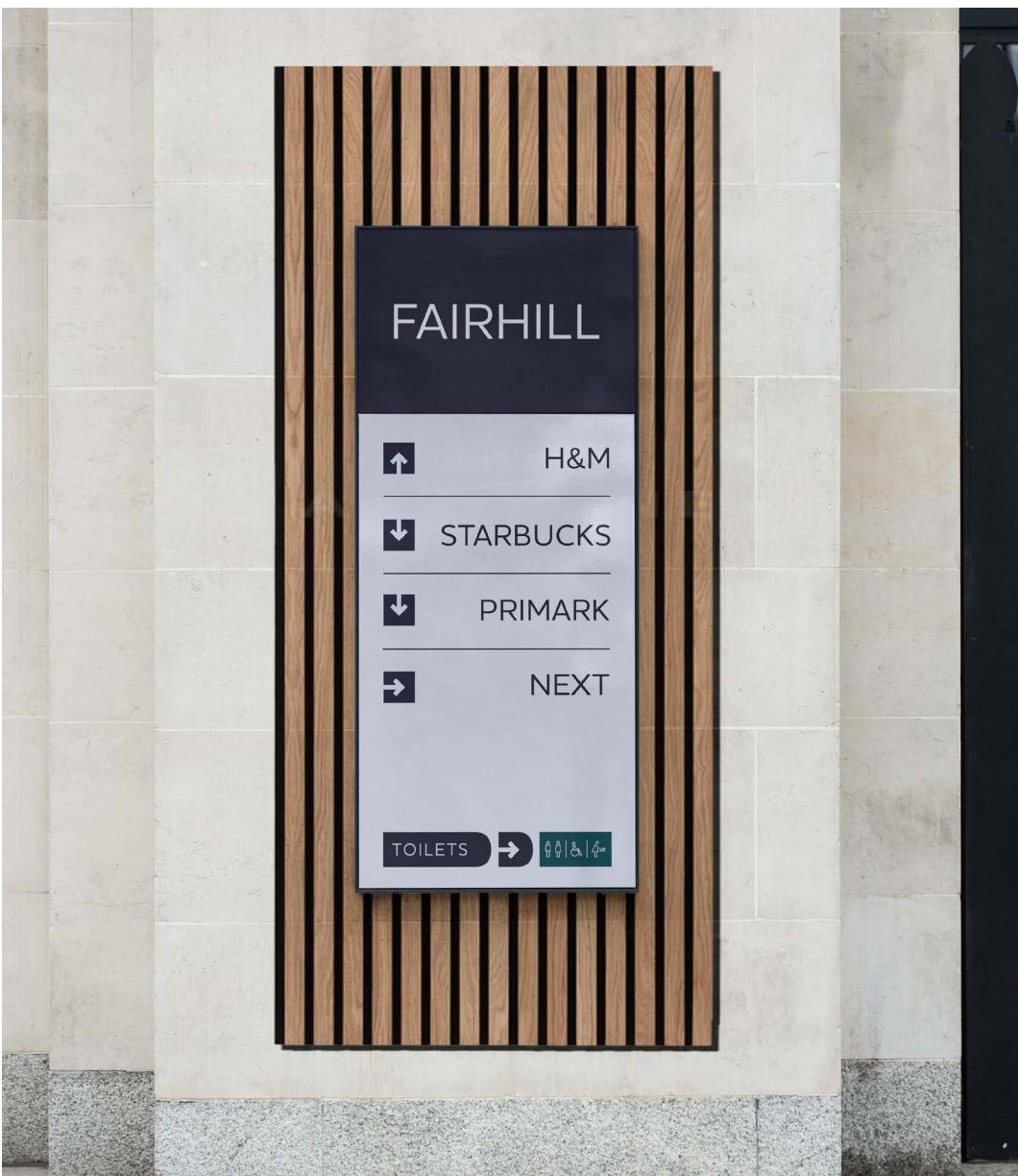


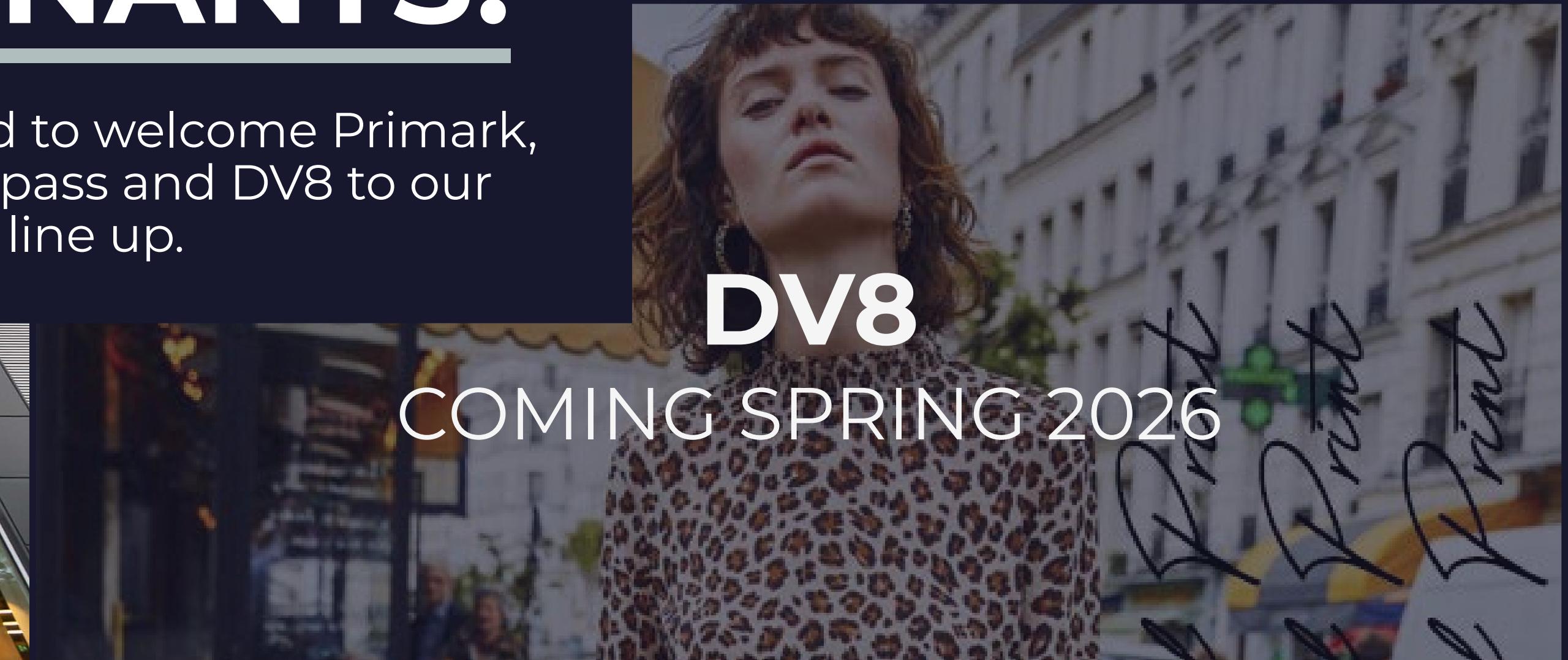


IMPROVED MALL.



NEW BRAND IMAGE.





PRIMARK®

WARREN JAMES

DV8

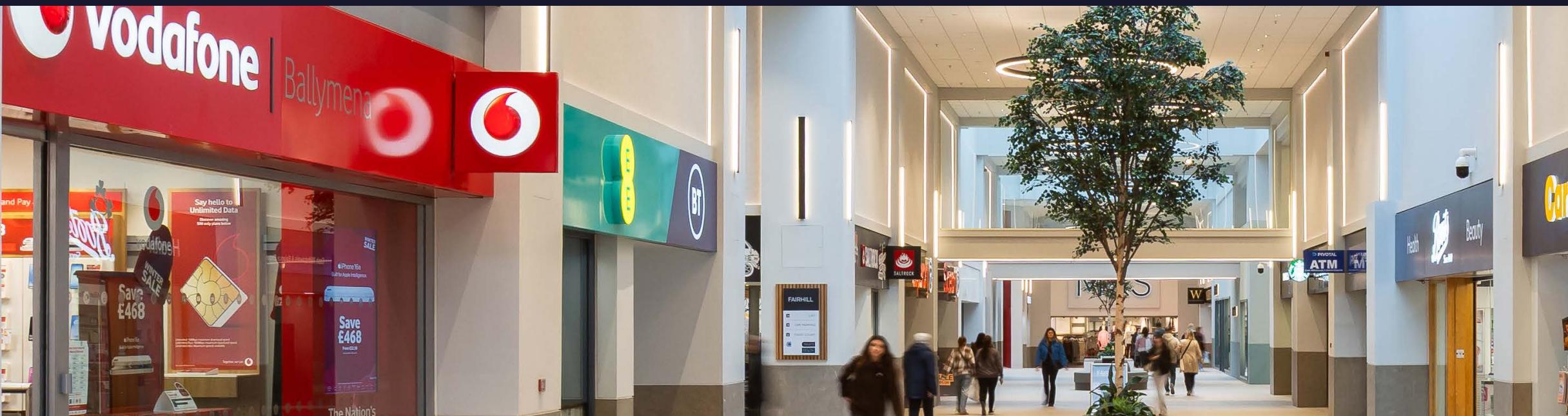
AUDIENCE DEMOGRAPHICS.

Fairhill has been actively investing in high-performing digital campaigns to drive awareness and engagement, and translating these into increased sales and footfall for the centre.

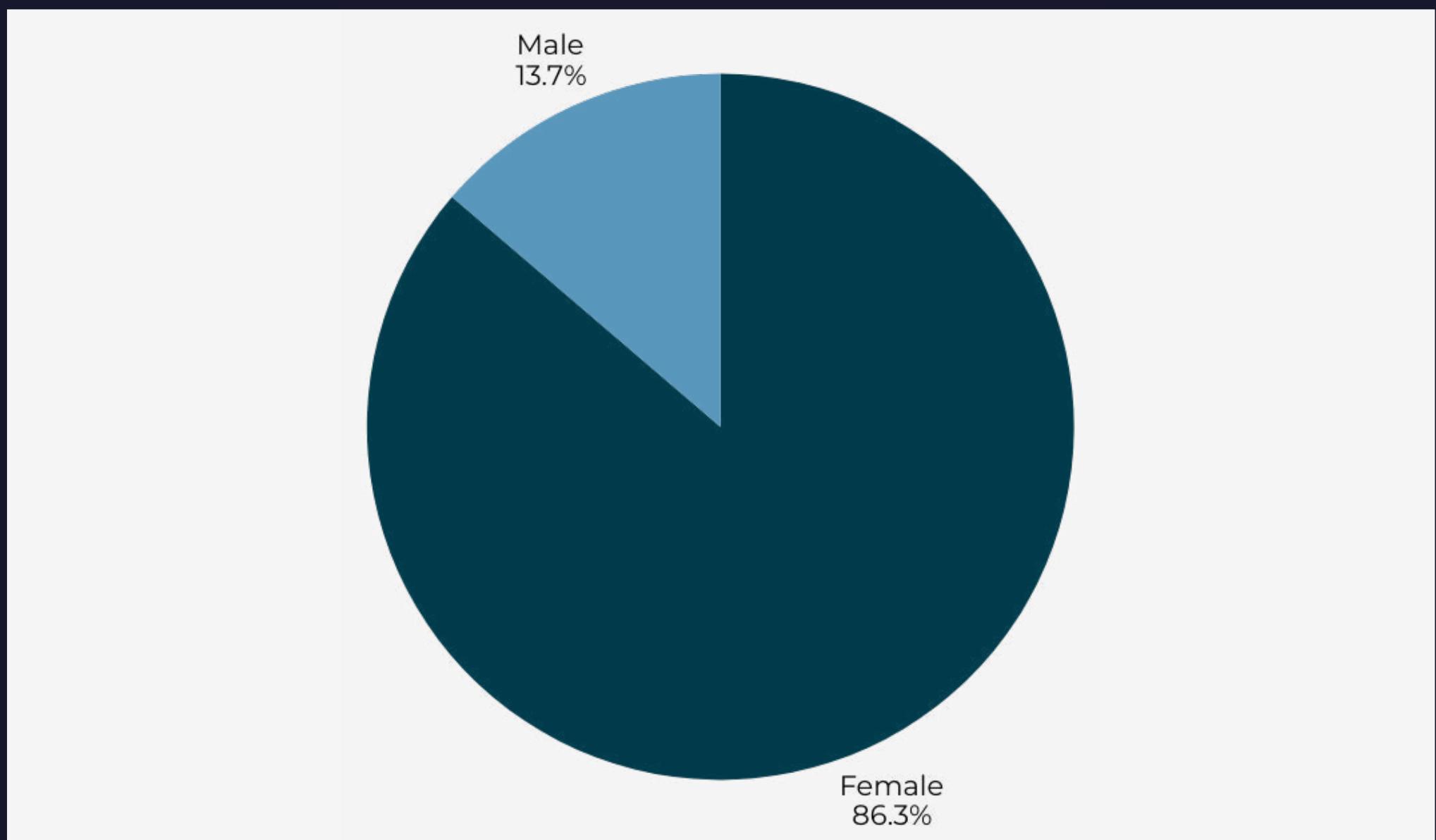
Using a combination of organic social media across Instagram, Facebook and TikTok, along with targeted Paid Ads, we reach a wide range of demographics across Northern Ireland. There is a readily-engaged audience who are interested in Fairhill's fashion offering.

Total Marketing Reach in 2025 = 2.4 million

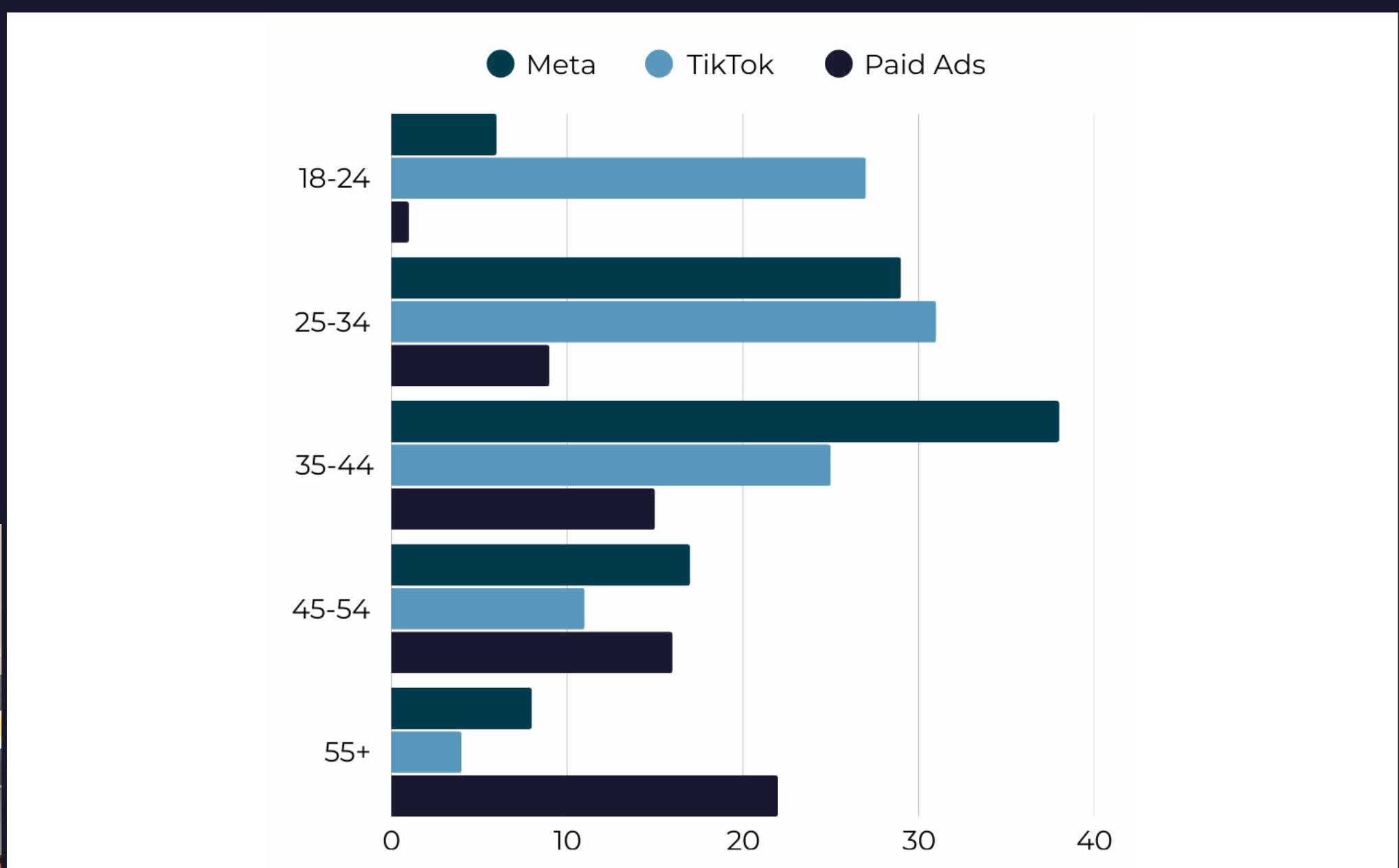
Total Views in 2025 = 8.5 million



GENDER OF FAIRHILL MARKETING AUDIENCE



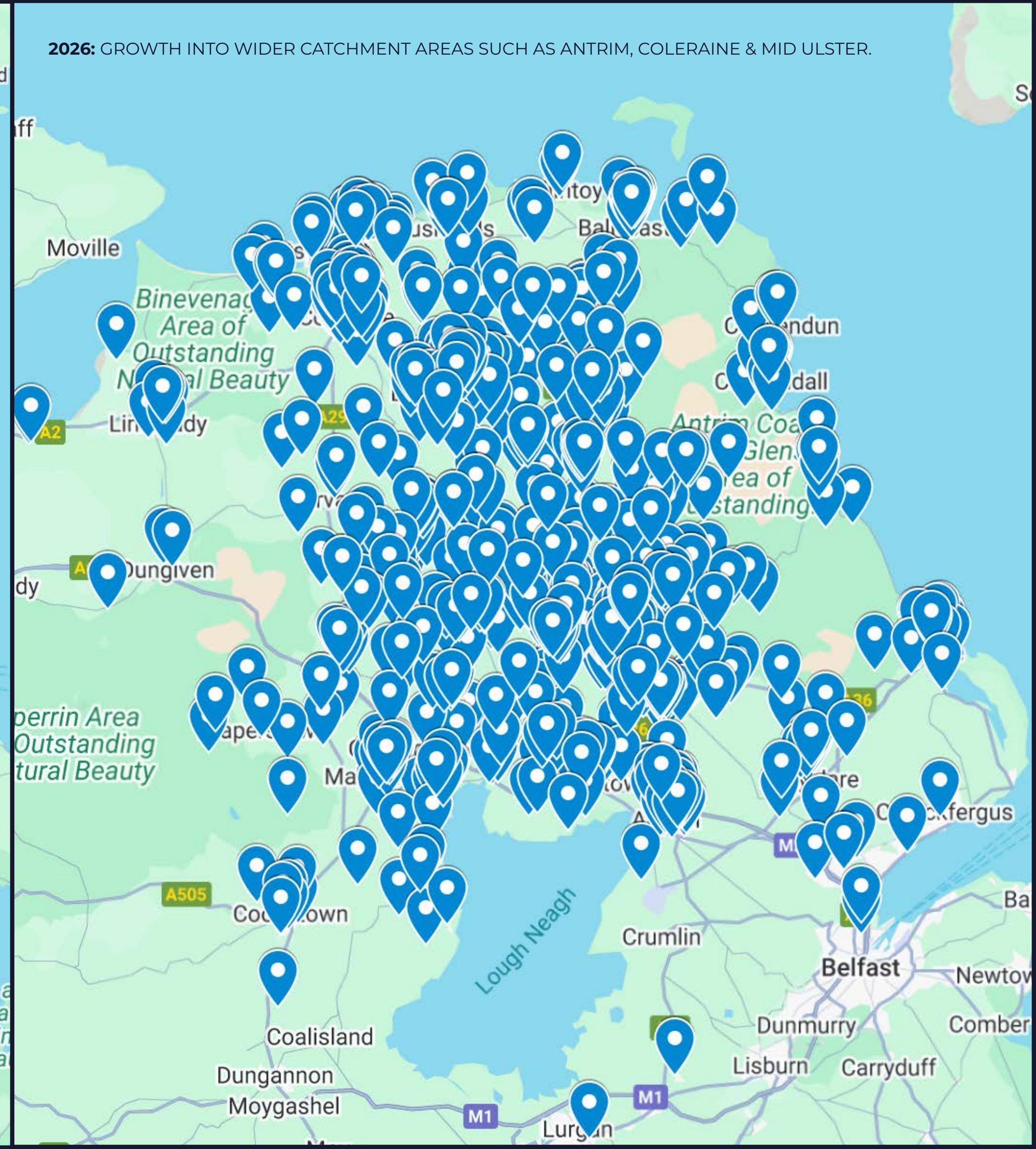
AGE OF FAIRHILL MARKETING AUDIENCE



2024: HEAVILY CONCENTRATED ON LOCAL TOWNS.



2026: GROWTH INTO WIDER CATCHMENT AREAS SUCH AS ANTRIM, COLERAINE & MID ULSTER.



F — H



LEASING AGENT.

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