

CASE STUDY

BLANCHARDSTOWN CENTRE

DIGITAL MAPS TO SHOWCASE ADS AND EVENTS

INTRODUCTION

As a leading shopping and leisure destination in Ireland, Blanchardstown Centre implemented Mappedin's Responsive Web App and Digital Directories to help shoppers navigate and discover their extensive variety of retailers, entertainment, and services. With an easy-to-use platform to showcase advertisements, Blanchardstown Centre also ensures maximum visibility of the promotions and events occurring within the property, providing an engaging shopping experience!



THE CUSTOMER



Situated in Dublin, Blanchardstown Centre is one of Ireland's leading shopping and leisure destinations with 180 stores, three external retail parks, and a variety of entertainment. This includes a state-of-the-art cinema, a library, a leisure complex with bowling and gaming, and a multi-purpose arts and entertainment centre for lovers of comedy, theatre, film, music, and dance.

THE OPPORTUNITY

To help visitors search and discover the wide range of retailers and services available at their property, Blanchardstown Centre wanted to implement an interactive mapping and wayfinding system across web and directories. This would allow shoppers to easily navigate through 1.3 million square feet of retail and leisure outlets to find their desired location, while enabling the centre to access valuable customer insights to continually improve its offerings.

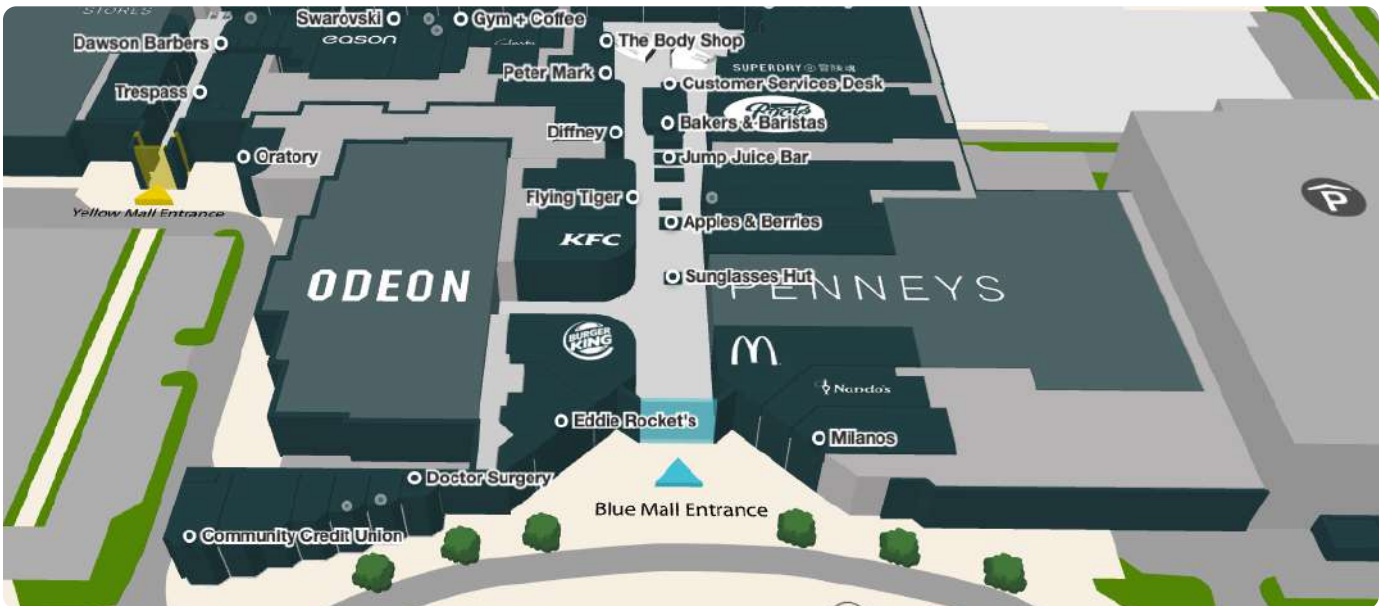
Blanchardstown Centre also wanted a flexible mapping solution that would enable operators and tenants to showcase events, deals, and other advertisements on directories. While providing an additional revenue stream, it ensures maximum visibility of the promotions, entertainment, and events occurring within the property, creating an intriguing shopping experience for visitors.



THE SOLUTION

Mappedin and [Lunar Media](#) have worked together to provide a digital mapping and wayfinding system for Blanchardstown Centre. Using this solution, shoppers can search and navigate the property with ease, while Blanchardstown Centre can provide ample visibility of its offerings and advertisements.

Responsive Web App: Blanchardstown Centre implemented [Mappedin's Responsive Web App](#) to transform their static map into a digital, interactive asset. Wayfinding features include smart search, category listings, smart labels, and optimized pathing. As a pre-built solution, our Web App was easily [embedded into their website](#), enabling visitors to search, discover, and navigate the property from any device. Meanwhile, on the backend, Blanchardstown Centre is provided with valuable insights on what visitors are looking for, which enables them to continually improve their offerings.



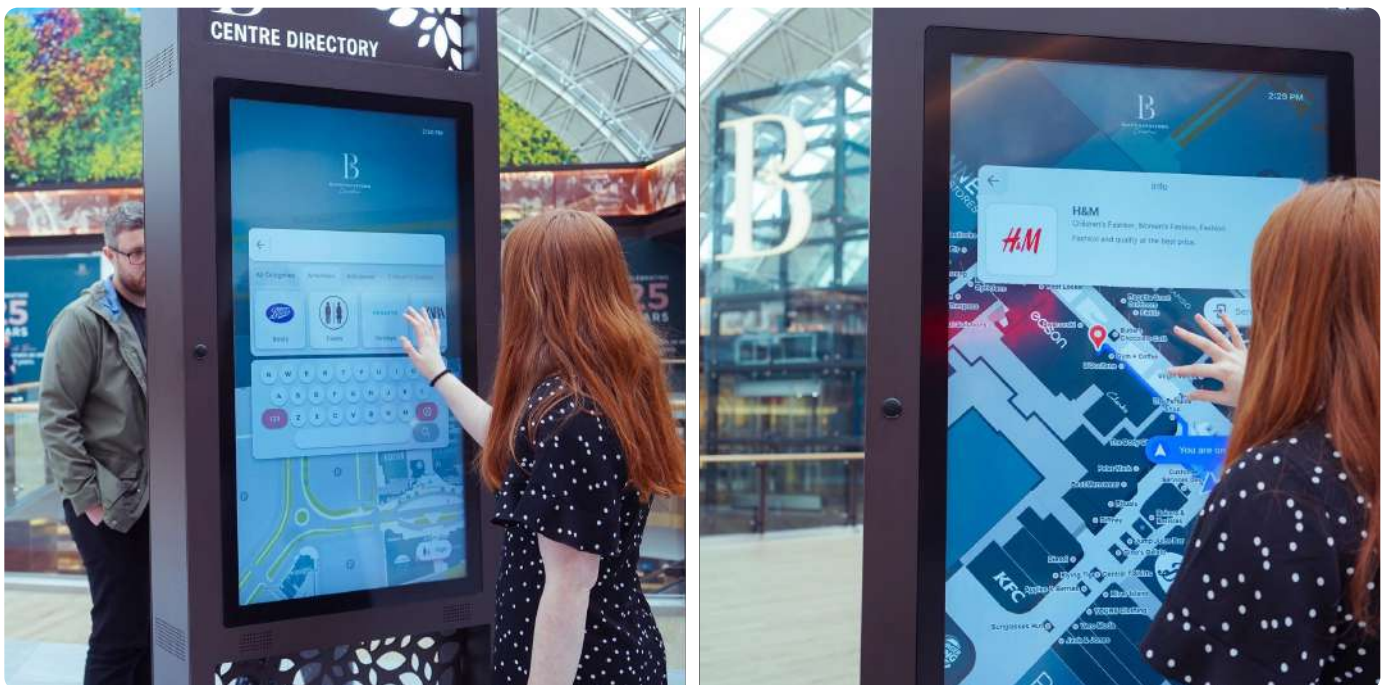
"Lunar Media is delighted to be a partner for Mappedin here in Ireland, collectively creating state of the art 3D mapping solutions for the Retail and Leisure industries."

**LAURA MAHER, BUSINESS DEVELOPMENT DIRECTOR
LUNAR MEDIA**

THE SOLUTION

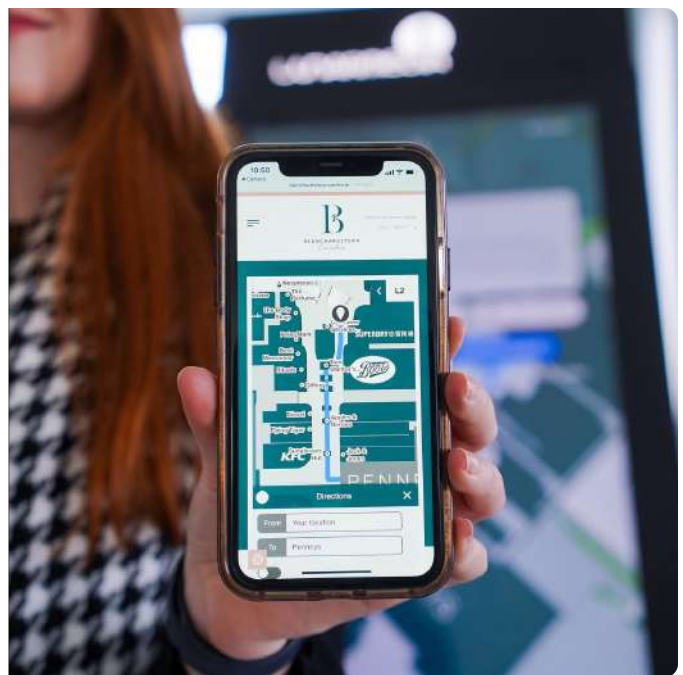
Digital Directories: With Mappedin's Digital Directories featured across the property, Blanchardstown Centre provides additional digital touchpoints for shoppers to access location information and directions. The Digital Directories are equipped with smart search, a 3D interactive map, and intuitive wayfinding to create an enhanced navigation experience.

As a multi-beneficial solution, retailers and brands can also connect with guests through advertisements. Operators and tenants can create content and schedule it to display for specified periods of time using the mapping platform. This can include showcasing in-store promotions, ongoing events, seasonal services, or ads on the Digital Directories. This provides Blanchardstown Centre with an additional revenue stream while boosting tenant visibility.



THE SOLUTION

Mobile Pass: With Mappedin's Mobile Pass feature, shoppers can take directions on-the-go by scanning QR codes displayed on Digital Directories throughout the property. This feature provides a seamless handoff between the Digital Directory and a smartphone web browser, without requiring users to download additional applications on their devices. While providing the same 3D map and search functionality as the Digital Directory, it ensures a safe and contactless way for visitors to locate their destination.



THE RESULTS

Blanchardstown Centre successfully implemented an interactive mapping and wayfinding system to engage shoppers through the usage of Mappedin products. With digital maps displayed on their website and directories, shoppers can easily navigate the property and view events, promotions, and ads in real-time.

“We are delighted with our new state-of-the-art interactive mapping and wayfinding system here at Blanchardstown Centre. It not only allows our customers to search and discover the retailers and services in our centre, it helps them easily navigate to the desired location. In addition to the mapping element, we are so happy that we can advertise our event details and locations, and allow our tenants to advertise on the directories situated throughout the malls. The mapping solutions are really multi-beneficial.”

**KIM MCNULTY, HEAD OF MARKETING & COMMUNICATIONS
BLANCHARDSTOWN CENTRE**

Looking Forward: Mappedin continues to provide digital mapping capabilities that enhance all venue and industry types. Whether you're looking to provide navigation aid, increase internal efficiencies, or capitalize on marketing and advertising opportunities, we can deliver the solutions you need to transform your business.

Interested in learning more? Take a look at our solutions for [malls and retailers](#), or [contact us today](#) to see how we can bring your vision to life!