

MATCH IN THE MALL EVENT COVERAGE OVERVIEW

JANUARY 2022

MYER
MY STORE

MATCH IN THE MALL COVERAGE - OVERVIEW

Summary of the Myer x Mastercard Match in the Mall event, we received;
3 mentions across TV, 18 mentions across online, 3 print articles and more than 37 placements on influencer socials with a combined reach of over 38,940,660.

TV Today Show, 7News and 9News

Print Herald Sun (x2), Courier Mail

Online Daily Mail, Herald Sun, Daily Telegraph, Cairns Post, Geelong Advertiser, Gold Coast Bulletin, NT News, The Advertiser, The Chronicle, The Courier Mail, Townsville Bulletin, Concrete Playground, TimeOut, Beat Magazine, City of Melbourne, Forte Magazine, Start at 60, The New Daily

Social Tayla Damir, Kris Smith, Maria Thattil, Christian Petracca, Bella Beischer, Harvey Petito, Khanh Ong, Jess Alizzi, Sophie Pafitis, Shayne Tino & Jorgee Rae

MATCH IN THE MALL IMAGERY



MEDIA COVERAGE

JANUARY 2022

MYER
MY STORE

MATCH IN THE MALL COVERAGE - TV

Today



Potential Reach: 498,000

[LINK TO COVERAGE](#)

MATCH IN THE MALL COVERAGE - TV



Potential Reach: N/A

[LINK TO COVERAGE](#)

MATCH IN THE MALL COVERAGE - TV



Potential Reach: N/A
[LINK TO COVERAGE](#)

MATCH IN THE MALL COVERAGE - PRINT Herald Sun

Aces buy into court occasion

JACKIE EPSTEIN

A UNIQUE Australian Open celebration will stop the trams in Bourke St Mall.

A full-scale tennis court is to be installed next Sunday, with tennis champions Ash Barty, Jim Courier, Alicia Molik and Casey Dellacqua to play a "Match in the Mall" ahead of the men's final.

The fun and fast-paced Myer and Mastercard event will feature Myer

ambassador Kris Smith as MC, with American former world No.1 Courier commenting when he's not part of the doubles.

It will be Barty's first proper return to the court since she retired and after recently announcing she's pregnant with her first child.

Myer Chief Customer Officer Geoff Ikin said: "Our main objective is to bring fun and footfall back to the city, and with tennis fever alive it gives us the perfect opportunity."

"Like the Christmas windows, we are committed to bringing fun and exciting experiences back into the store."

Molik said: "Tennis has the power to bring people together. Come down and see me and have some fun."

Entry to the experience requires a free ticket that can be accessed at Sproutix.



Ash Barty, Casey Dellacqua and Alicia Molik.

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Potential Reach: 509,000

[LINK TO COVERAGE](#)

MATCH IN THE MALL COVERAGE - PRINT



Pat Cash and Ash Barty have some fun in Melbourne. Picture: Andrew Henshaw

BARTY PROVES SHE'S STILL GOT IT

She might be retired, but our Ash Barty yesterday gave us a taste of what the Australian Open has been missing. **REPORT P3**

LOVE MATCH WITH TENNIS CONTINUES

ASH BARTY

ASH Barty showed she can still work a racket and stop traffic after taking to the court in Bourke Street Mall in Melbourne on Sunday. The retired champion had a hit during "Match in the Mall" on a temporary full-scale tennis court that brought a halt to tram services.

Decided out in tennis shorts and a zip-up jacket, the pregnant star joined tennis legends Jan Courier, Pat Cash, Alicia Molik and Casey Dellacqua for a fun and fast-paced Myer and MasterCard event. Myer ambassador Kris Smith hosted while Richard Fromberg was the match umpire.

"I'm a little bit rusty so hopefully Casey can carry me," Barty said.

Molik said: "What an experience to play tennis in the middle of Bourke St and stop traffic. It's been 12 months since Ash won at the Australian Open last year so it's wonderful to play against her and she's doing wonderful work inspiring our next generation."

Meanwhile, newly crowned Australian Open champion Aryna Sabalenka, 24, revealed she celebrated her grand slam triumph at Rod Laver Arena over the weekend with "a little bit of pizza and champagne".

In a three-set thriller, the Belarusian claimed her first major title win against Elena Rybakina on Saturday night. The morning after her

stunning comeback win, Sabalenka said it "means a lot" to win her first grand slam at Australia's tennis capital.

"It's the best morning of my life. It is so beautiful." But the new grand slam champion said she was still coming to terms with her

victory during a trophy celebration at Melbourne's Royal Botanic Gardens on Sunday morning. "I think it will take a few more days to realise," she said.

ALL THE ACTION SPORT



Ash Barty hits the court in Bourke Street Mall in Melbourne. Aryna Sabalenka (right). Pictures: Andrew Henshaw, Getty Images

Potential Reach: 172,800

[LINK TO COVERAGE](#)

MATCH IN THE MALL COVERAGE - PRINT **Herald Sun**

Barty party makes a racquet in the mall

JACKIE EPSTEIN

ASH Barty showed she can still work a racquet and stop traffic after taking to the court in the Bourke St mall.

The retired champion had a hit during Match in the Mall, as a full-scale tennis court was installed overnight on Sunday.

Decked out in tennis shorts and a zipped jacket, the pregnant star joined tennis legends Jim Courier, Pat Cash, Alicia Molik and Casey Dellacqua for a fun and fast-paced Myer and Mastercard event that stopped the tram service.

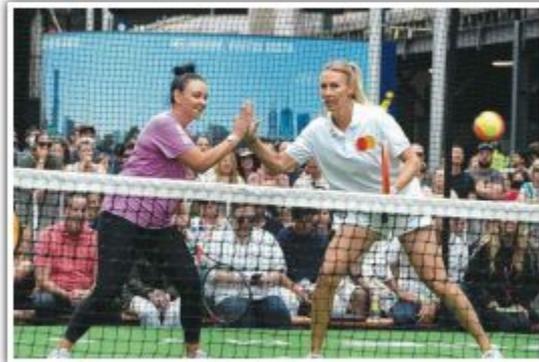
Myer ambassador Kris Smith hosted while Richard Fromberg was match umpire.

"I'm a little bit rusty so hopefully Cashy can carry me," Barty said.

Molik said: "What an experience to play tennis in the middle of Bourke St and stop traffic."

Smith said he was happy to be a bystander.

"I've never played tennis in my life," he said. "I love it ... but I've got bad knees so I've never been able to play. I was happy to stand back and admire tennis royalty."



Casey Dellacqua and Alicia Molik team up on a court set up in the Bourke St Mall. Pictures: Andrew Henshaw



Ash Barty hasn't lost her touch as she fires off a return.

Potential Reach: 509,000

[LINK TO COVERAGE](#)

MATCH IN THE MALL COVERAGE - ONLINE **MERCURY**

Hobart Today 15/1/24 >

MERCURY

Hi, Martin

My News Local Tasmania National World Opinion Business Entertainment Lifestyle Sport

News > Victoria

Ash Barty to play on Bourke Street Mall tennis court near Myer

In her first proper return to the court since retirement, Ash Barty will play a special match in the middle of Melbourne's iconic shopping precinct.

Jackie Epstein Follow
@jackieheraldsun · less than 2 min read · January 22, 2023 · 11:22 AM Herald Sun 8 comments



Advertisement

Syndicated across 11 News Corp titles including Mercury, Herald Sun, The Daily Telegraph, Cairns Post, Geelong Advertiser, Gold Coast Bulletin, NT News, The Advertiser, The Chronicle, The Courier Mail and Townsville Bulletin

Potential Reach: 2,650,000

[LINK TO COVERAGE](#)

MATCH IN THE MALL COVERAGE - ONLINE

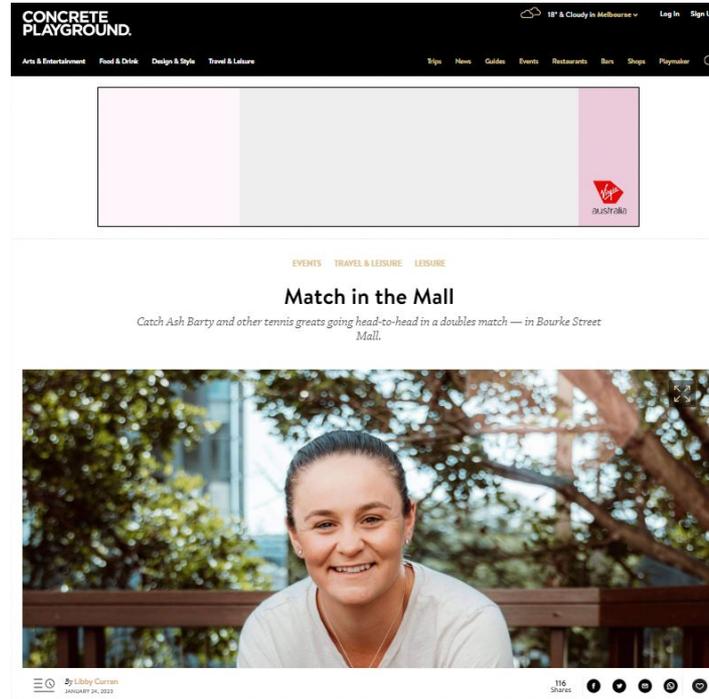
The screenshot shows the top of a Daily Mail Australia news page. At the top, there's a navigation bar with 'Daily Mail AUSTRALIA' and 'TV & Showbiz'. Below that, a red banner advertises 'NEW SEASON MARRIED AT FIRST SIGHT STARTS TONIGHT 7.30'. The main article headline reads 'Tennis star Ash Barty returns to the court for special Australian Open event - almost one year after retiring from the sport'. The byline is 'By MARY IRAD FOR DAILY MAIL AUSTRALIA' and it includes publication and update dates. There are social media sharing icons and a search bar. A video player is visible, showing a woman (likely Ash Barty) speaking into a microphone. Below the video, there's a 'DON'T MISS' section with several article thumbnails.

Potential Reach: 22,000,000

[LINK TO COVERAGE](#)

MATCH IN THE MALL COVERAGE - ONLINE

CONCRETE
PLAYGROUND.



Potential Reach: 1,200,000

[LINK TO COVERAGE](#)

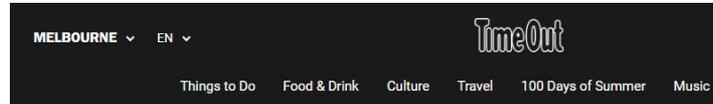
MATCH IN THE MALL COVERAGE - ONLINE

The screenshot shows a news article on 'THE NEWDAILY' website. The header includes the site name, a 'Subscribe direct to our news source' link, and navigation icons for 'Subscribe', search, and a menu. The article title is 'Barty's epic return'. The text describes a tennis event at Bourke Street Mall, mentioning players like Ash Barty, Casey Dellacqua, and Alicia Molik. It also mentions a collaboration between Myer and Mastercard. A sidebar on the left offers social sharing options (Twitter, Facebook, Reddit, Pinterest, Email) and a comments section. An advertisement for 'Hub CRM' is visible on the right side of the article. At the bottom of the article is a photo of three women (Casey Dellacqua, Alicia Molik, and Ash Barty) standing in front of a 'Match in the Mall' backdrop. A caption below the photo reads: 'Former Aussie tennis stars Casey Dellacqua, Alicia Molik and Ash Barty. Photo: Supplied'.

Potential Reach: 2,175,000

[LINK TO COVERAGE](#)

MATCH IN THE MALL COVERAGE - ONLINE



Match in the Mall

Sport and fitness, Tennis and racquet sports



Photograph: Jason Reekie

Buy ticket

Potential Reach: N/A

[LINK TO COVERAGE](#)

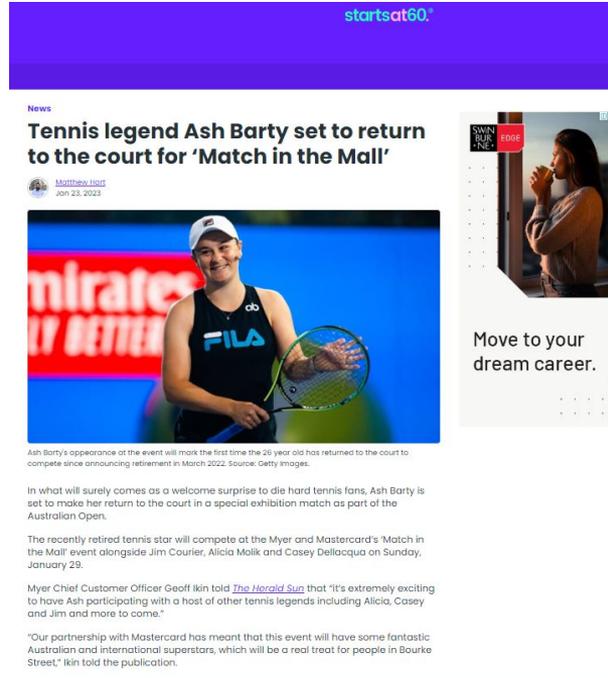
MATCH IN THE MALL COVERAGE - ONLINE

beat

The screenshot shows a news article on the 'beat' website. The article title is 'Ash Barty, Jim Courier to play doubles on Bourke Street this weekend'. The main image shows three women standing in front of a green backdrop with 'MYER MY STORE' and 'Match in the Mall' logos. The women are Ash Barty, Casey Dellacqua, and Alicia Molik. Below the image is a caption: 'Ash Barty (former world no.1), Casey Dellacqua (former professional tennis player), Jim Courier (former world no.1), and Alicia Molik (former world no.8) descend on Bourke St in an iconic doubles match.' There are also smaller images and text snippets on the page, including a 'DREAMSCREEN X DEAKIN' banner and a 'Stay up to date with what's happening in and around Melbourne items.' link.

Potential Reach: 150,000
[LINK TO COVERAGE](#)

MATCH IN THE MALL COVERAGE - ONLINE



The screenshot shows a news article on the startsat60 website. The article title is "Tennis legend Ash Barty set to return to the court for 'Match in the Mall'". The author is Matthew Long, dated Jan 23, 2023. The main image shows Ash Barty in a black FILA tennis outfit holding a racket. To the right of the article is a vertical advertisement for Myer and Mastercard, featuring a woman and the text "Move to your dream career." The article text below the image states that Ash Barty's appearance will mark the first time she has returned to the court since announcing retirement in March 2022. It also mentions that she will compete at the Myer and Mastercard's 'Match in the Mall' event alongside Jim Courier, Alicia Molik, and Casey Dellacqua on Sunday, January 29. A quote from Myer Chief Customer Officer Geoff Ikin is included, expressing excitement about having Ash participate with other tennis legends. The article concludes by noting that the partnership with Mastercard has made the event a special treat for people in Bourke Street.

Potential Reach: 272,000

[LINK TO COVERAGE](#)

MATCH IN THE MALL COVERAGE - ONLINE



forte

SUNDAY 12TH FEB 12-30PM OCEAN DRIVE LIVE AT BREWHOLD

Tennis greets Ash Barty, Casey Dellacqua and more to play iconic doubles match on Bourke Street this weekend



Images Match in the Mall: Ash Barty, Casey Dellacqua and Alicia Molik. Supplied

Ash Barty (former world no.1), Casey Dellacqua (former professional tennis player), Jim Courier (Mastercard Ambassador, former world no.1), and Alicia Molik (Mastercard Ambassador, former world no.8) descend on Bourke St in an iconic doubles match.

It's time for Melbourne, tennis will be treated for tennis recognize as brands Myer & Mastercard bring energy and excitement back to the City of Melbourne when some of Australia's most iconic players will descend on Bourke Street Mall, Melbourne's most iconic shopping precinct.

Headed 'Match in the Mall', the event will take place on a custom-made tennis court on Bourke Street Mall in front of Myer's iconic Flagship Melbourne store, with local train services suspended on Sunday, January 26.

READY TO
Spend a \$50
celebrate Easter
from Year this
month with...

AMERICA'S
on the
BELLARINE

Potential Reach: 37,400

[LINK TO COVERAGE](#)

MATCH IN THE MALL COVERAGE - ONLINE

The screenshot shows the TimeOut Melbourne website interface. At the top, there's a navigation bar with 'MELBOURNE', 'EN', and a 'SUBSCRIBE' button. Below the navigation bar, there are several menu items: 'Things to Do', 'Food & Drink', 'Culture', 'Travel', '100 Days of Summer', 'Music', 'News', and 'More'. The main content area features a large photograph of a tennis stadium filled with spectators. Below the photo is the article title '57 things to do in Melbourne this weekend' and a sub-headline 'We've got you covered for the best things to do in Melbourne this Friday to Sunday.' The article is attributed to 'Adena Malik' and dated 'Thursday 19 January 2023'. There are social media sharing icons for Facebook, Twitter, Pinterest, Email, and WhatsApp. The article text begins with 'January 25, 2023: The sun is beating down on Melbourne this week, so make the most of it with some of our city's finest outdoor events. From catching a game at the [Australian Open](#) and playing a round of [Pillar Putt](#) to a drinks seah on [Zurby Affair](#) and the opportunity to [zipline across the Yarra River](#), there's no shortage of things to do this week.' It continues with 'There's always something happening in this fair city of ours, so don't let the week pass you by without popping a few fun events into your social calendar. To help you plan, we've rounded up all the best activities happening this week, so all you have to do is scroll, pick and embark on your adventure.' To the right of the article is a yellow poster for 'LIVE AT THE BOWL' described as 'A SUMMER FESTIVAL FOR EVERYONE' with a cartoon illustration of a bird and a city skyline.

Potential Reach: N/A
[LINK TO COVERAGE](#)

MATCH IN THE MALL COVERAGE - ONLINE

 CITY OF MELBOURNE Create a listing Subscribe 

WHAT'S ON

[Things to do](#) [Eat and drink](#) [Shopping](#) [Visitor info](#)



Match in the Mall

FREE **SPORT** 

Melburnians can swing shopping bags as Myer and MasterCard host some of Australia's most iconic players in Melbourne's most iconic shopping precinct.

A custom made court has been commissioned for this Match in the Mall event, positioned in front of Myer's iconic flagship store.

Dates and times 
No upcoming dates

Location 
Myer Melbourne
314/336 Bourke St
Melbourne 3004
[Open in maps](#)

Price and bookings 
This is a free event
[Book online](#)

Contact details 
jamie66winter@yahoo.com

Potential Reach: N/A
[LINK TO COVERAGE](#)

INFLUENCER COVERAGE

JANUARY 2022

MYER
MY STORE

MATCH IN THE MALL COVERAGE - TAYLA DAMIR



Instagram Followers: 503,000

[LINK TO CONTENT](#)

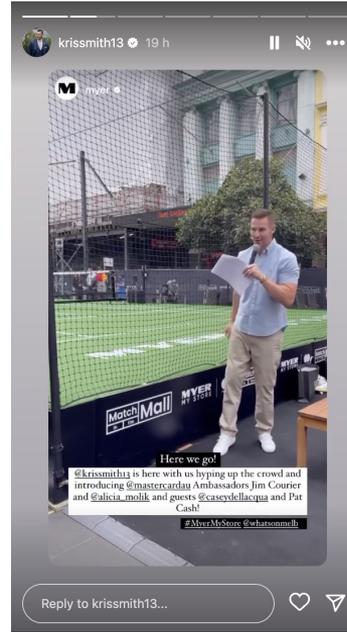
MATCH IN THE MALL COVERAGE - MARIA THATTIL



Instagram Followers: 230,000

[LINK TO PROFILE](#)

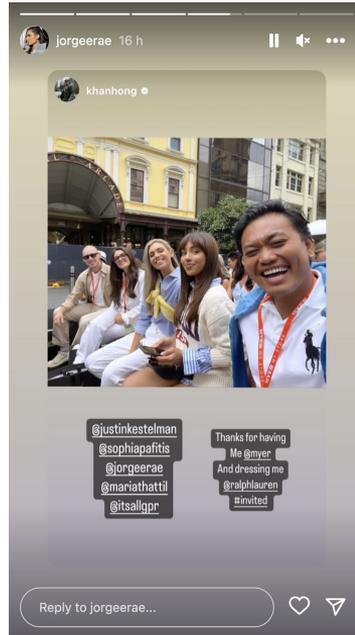
MATCH IN THE MALL COVERAGE - KRIS SMITH



Instagram Followers: 149,000

[LINK TO PROFILE](#)

MATCH IN THE MALL COVERAGE - JORGEAE RAE



Instagram Followers: 6,015

[LINK TO PROFILE](#)

MATCH IN THE MALL COVERAGE - JESS ALIZZI



Instagram Followers: 588,000

[LINK TO PROFILE](#)

MATCH IN THE MALL COVERAGE - SHAYNE TINO



Instagram Followers: 48,000

[LINK TO PROFILE](#)

MATCH IN THE MALL COVERAGE - CHRISTIAN PETRACCA



Instagram Followers: 107,000
[LINK TO PROFILE](#)

MATCH IN THE MALL COVERAGE - BELLA BEISCHER



Instagram Followers: 9,000
[LINK TO PROFILE](#)

MATCH IN THE MALL COVERAGE - KHANH ONG



Instagram Followers: 223,000

MATCH IN THE MALL COVERAGE - HARVEY PETITO



Instagram Followers: 515,000

[LINK TO PROFILE](#)

MATCH IN THE MALL COVERAGE - SOPHIA PAFITIS



Instagram Followers: 15,800

[LINK TO PROFILE](#)