

Shine a light on Team Pink

Katie Chapman, Account Manager



How long have you worked at Toolbox?

1 year

What made you choose a career in placemaking?

I've always worked in retail and have always been interested in creating experiences and places for people to enjoy. I love working with the community and shopping centre teams to bring ideas to life—it's incredibly rewarding to see those ideas turn into impactful moments for people to experience.



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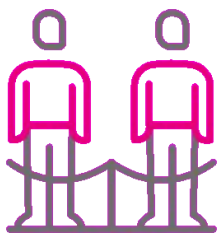


Tell us about your role and why it is important:

I work closely with shopping centre teams to bring their visions and objectives to life. My role involves ensuring that everything runs smoothly, from concept to execution. It's all about delivering impactful and memorable campaigns that drive results for our clients. I love the variety and tailoring a campaign to a client! It's so fulfilling to see the end result after all the hard work, knowing that we've made a real impact.



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What has been your most memorable moment at Toolbox so far?

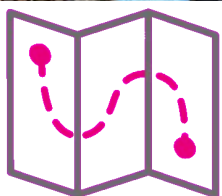
My most memorable moment has to be attending Completely Retail Live this year. It was fantastic to hear key insights from the guest speakers, and it also provided a great opportunity to network and catch up with clients, both past and present.

I'm passionate about what I do, so it was a fantastic chance to shout about Team Pink and how we make a difference as a marketing agency. The whole event was full of positivity and left me feeling inspired and motivated to continue delivering impactful campaigns.



What's your favourite destination?

I recently joined a Revo study tour at Broadgate in London, and it was great! The mix of versatile spaces makes it an ideal spot for work, leisure, and everything else too - a destination that has it all.



What fictional place would you like to visit and why?

I'd love to visit the North Pole! There's something so magical about the idea of a snowy wonderland filled with twinkling lights, elves hard at work, and reindeer getting ready to take flight. It would be amazing to be a part of the magic. Plus, meeting Santa and experiencing the enchantment of his world would be truly unforgettable!

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Which do you prefer to do:

Shop, Dine, Watch, Play or Experience

DINE - I love dining out and trying new places. My absolute favourite has to be an Indian restaurant—I'm always up for trying different dishes!



What is your prediction for the next year?

I think we'll see even more focus on sustainability in placemaking, with eco-friendly designs and green initiatives becoming the norm in community spaces. I also believe that places will become even more experience-driven, and that our core retailers will continue to look for ways to enhance the in-store shopping experience to attract and engage customers.

