

# WEST END RESILIENCE LIVE

Moderated by Martin Popplewell  
Journalist and former Sky News Presenter



Recovery Marketing  
Briefing:  
Encouraging The  
Return Of Our  
West End  
Customers



# August: Global Media Partnership



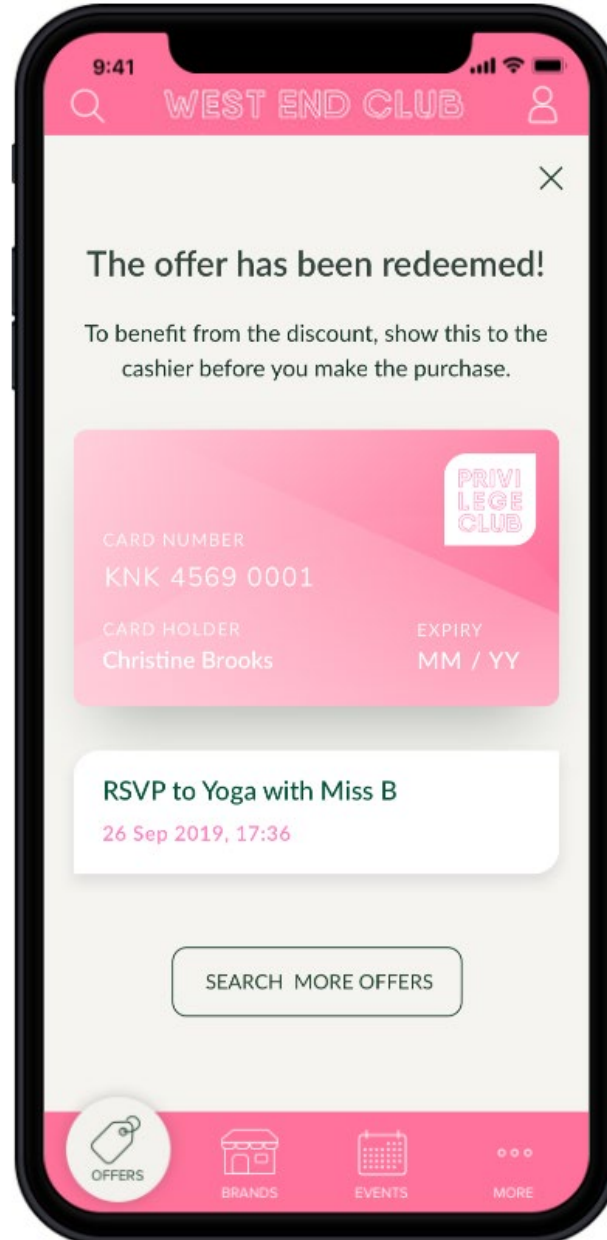
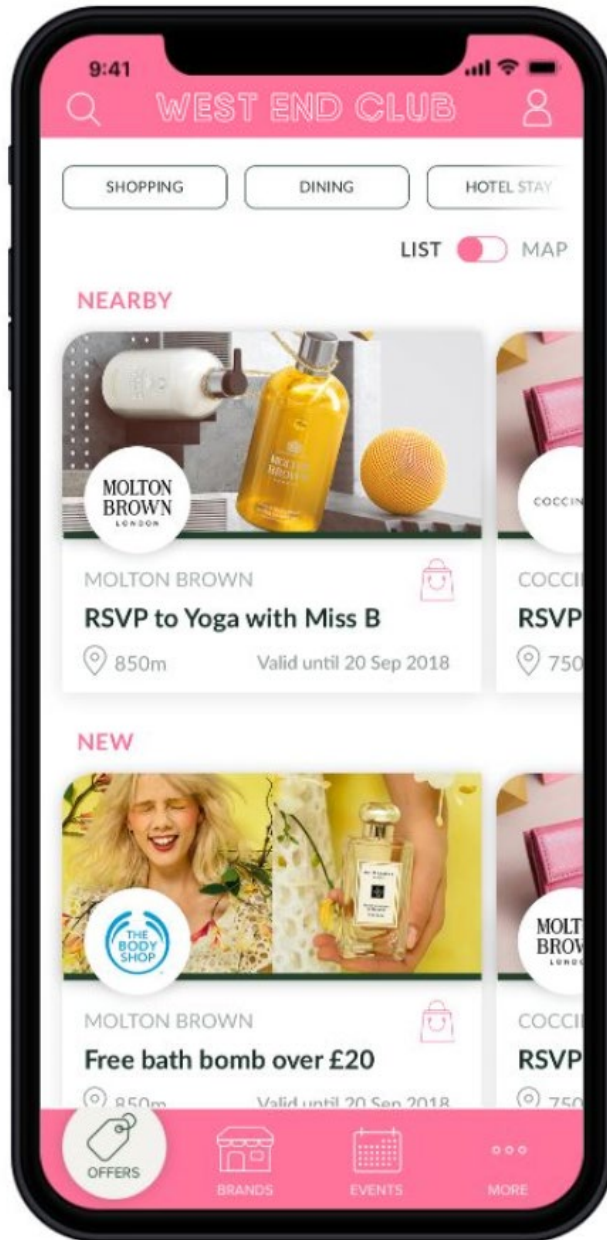
## Partner Channels:

- **Radio** – 35 x on air content trails across Capital FM and Heart Radio
- **Out of Home:** 10 x sites across target London catchment areas
- **Online** - 2 x West End giveaways hosted on Capital FM & Heart Radio websites

## Owned Channels:

- Homepage takeover
- Campaign Hub & 'Days Out' editorials
- #MYWESTEND snap & share social campaign

# September: The West End Club



## Brand Benefits:

- ✓ Direct-to-market communications
- ✓ Increased brand consideration
- ✓ Increased footfall & dwell time
- ✓ Incremental spend
- ✓ Repeat visits & brand advocacy
- ✓ Staff perk for colleagues

## Key Features:

- ✓ Sophisticated UX journey
- ✓ Integrated GPS technology
- ✓ Click to redeem functionality
- ✓ Enhanced customer Insights



# October: Inside Out

- **Mayfair Sculpture Trail** featuring some 20 sculptures from leading artists represented by leading Mayfair Galleries
- **District wide art installations** with galleries, museums, cultural institutions
- **Store window designs** and possible projection mapping



# November: West End Concierge

## Features:

- GPS directory – brand location, opening hours and route mapping
- Booking integration – in store services, table reservations, hotel stays
- What's On Now – nearby events and experiences
- Hands Free shopping
- By Appointment Services
- Hands Free shopping
- Tax Free Services
- Transport Hub – live updates, taxi pick up and car park pre-bookings





# December: Christmas Activity

- Position the West End as the go-to destination for all things festive across fashion, dining, leisure and magical experiences
- Launch nationwide campaign inviting the public to nominate their front line hero for the chance to appear in the Oxford Street lights
- Collaborate with high profile designer / decorator to dress the Bond Street Christmas Tree (ITV documentary inclusion)
- Launch #MYWESTEND festive advertising campaign with Global Media
- Run a series of tactical activities to drive footfall and spend





LOVE with star motif

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One Word animation, LONDON, CHRISTMAS, TO ONE AND ALL (Ticker Tape)

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Two Word animation, THE WEST END, OXFORD STREET, FRONTLINE HEROS

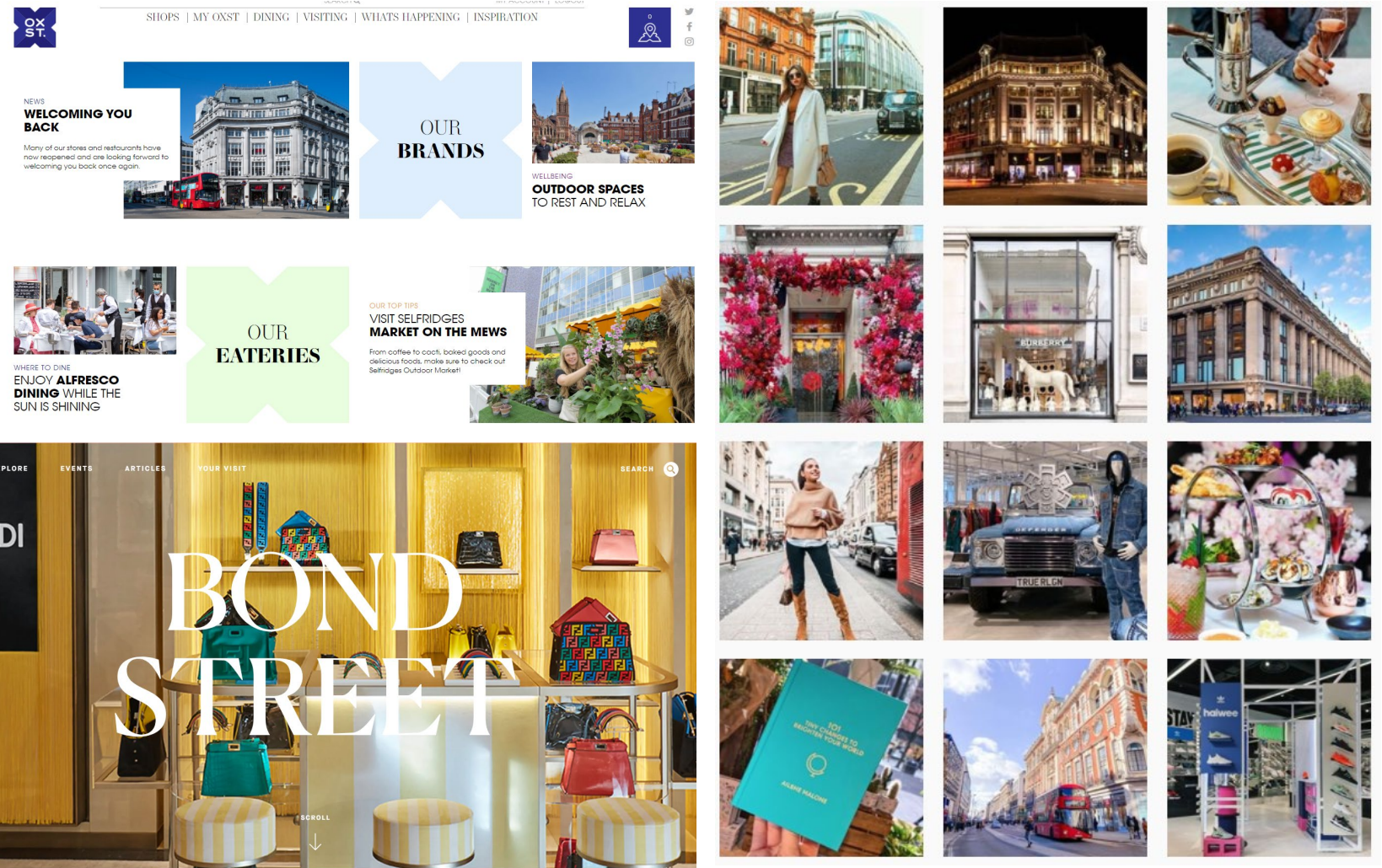
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Example: Names on 2 lines

# ALWAYS ON: CONTENT PROMOTION

- Consumer Websites
- Bi-monthly Newsletters
- Social Media Channels
- WeChat Mini Programme
- Visit London Channels





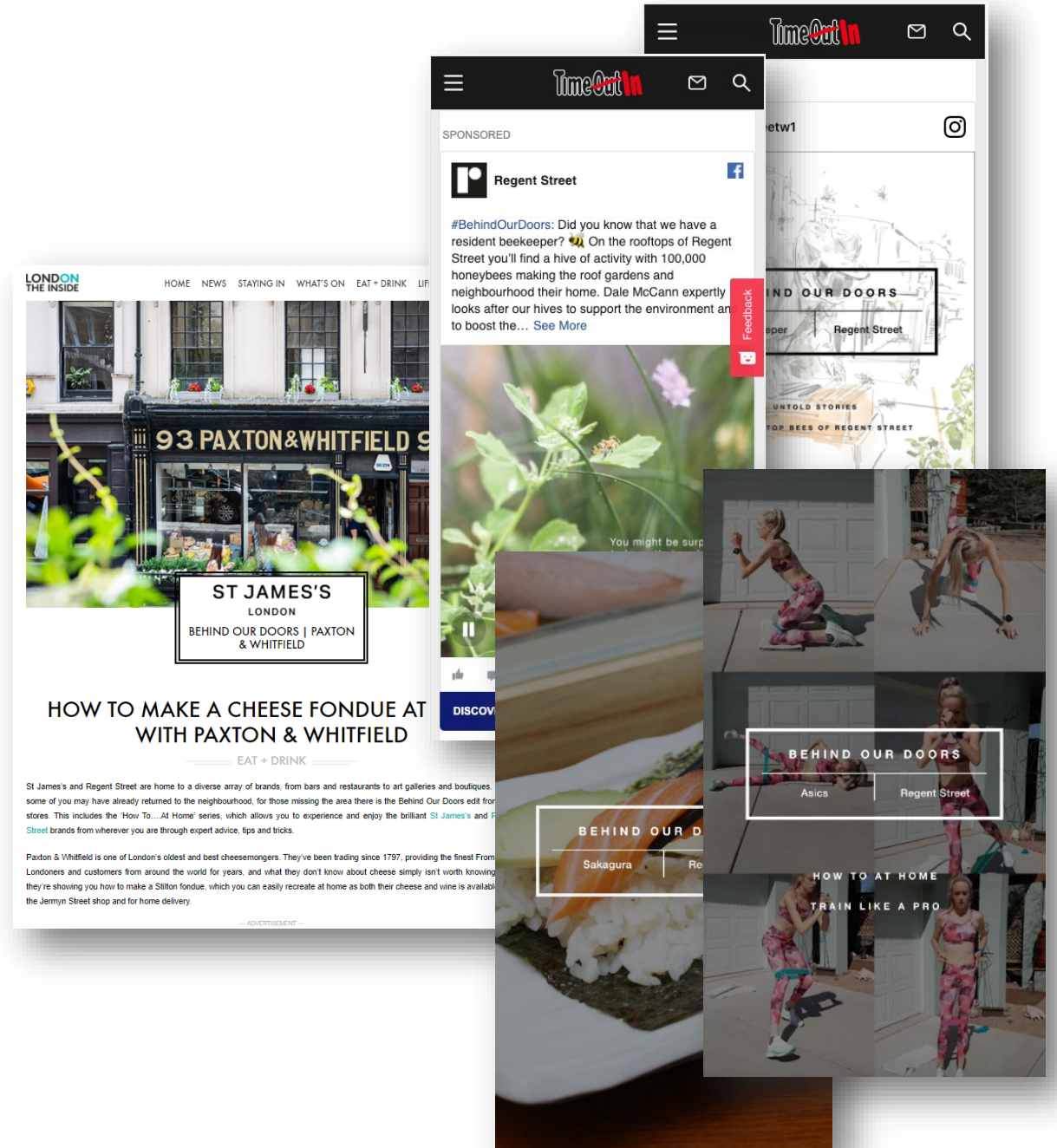
Marketing

Return to the West End

A/W 2020

# Always on June/July

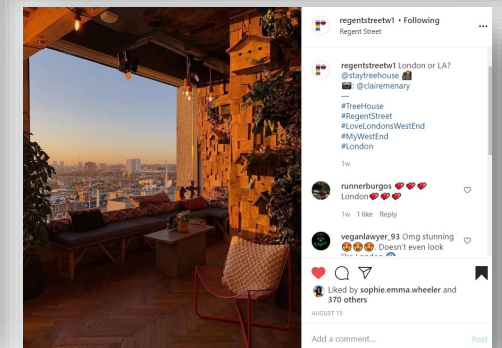
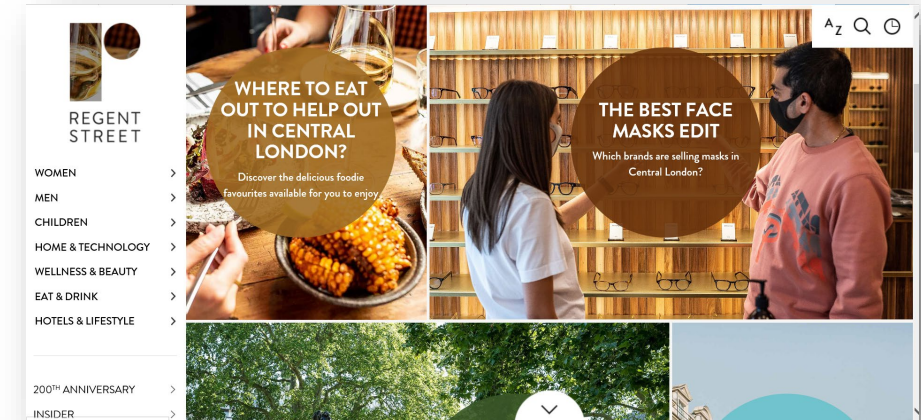
- Customer support throughout June and July across all our channels, including newsletters highlighting the takeaway/DIY offers
- 'Behind our doors' campaign ran across two months to highlight the uniqueness of our area and offering
- Amplified through partnerships with London on the Inside, TimeOut and VisitLondon





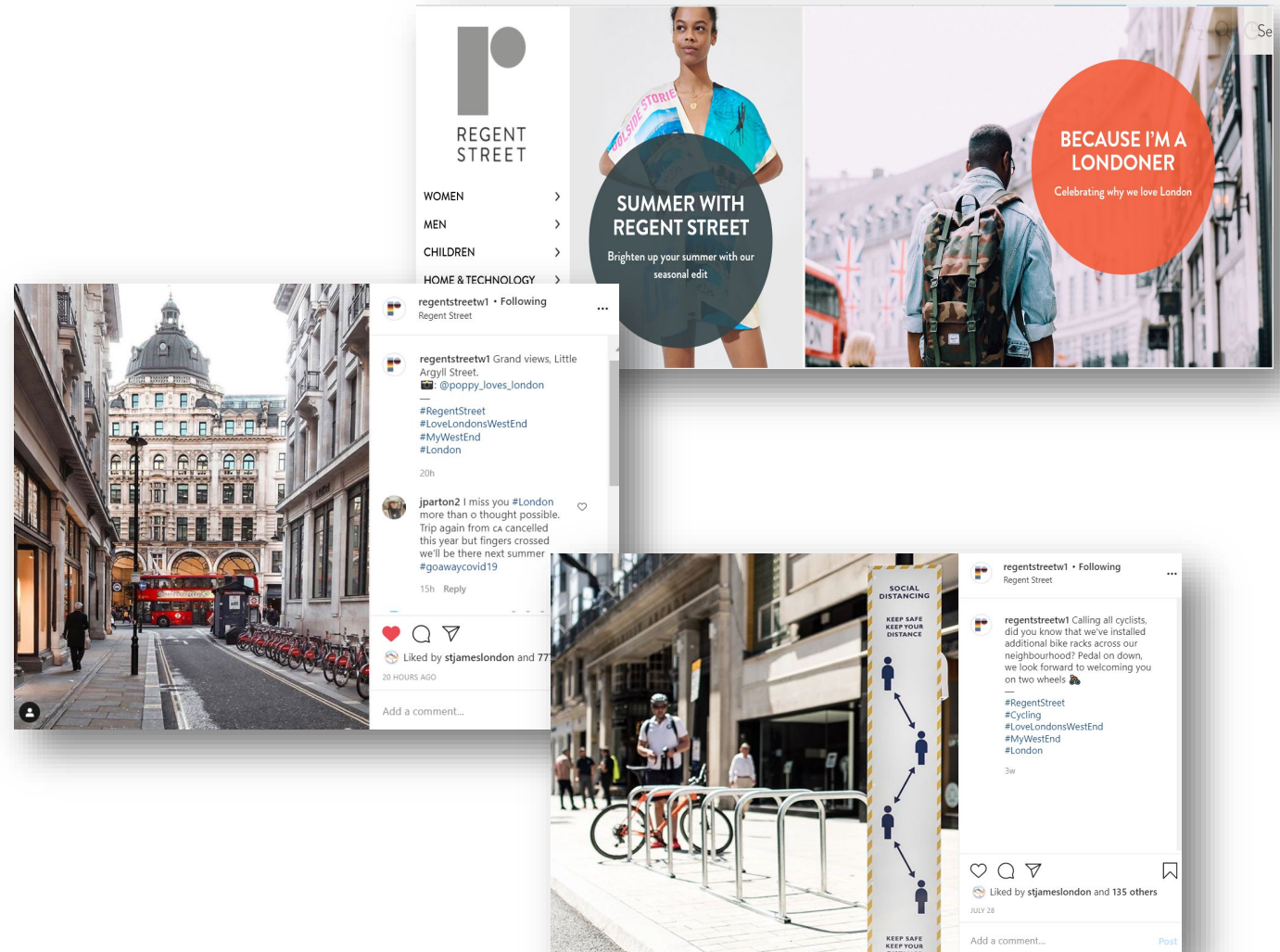
# Always on – influencers, EOTHO, updated photography, new openings

- July & August saw us shift to fresh photography, use of influencers to drive desirability and pushing top search terms such as Eat Out to Help Out, masks and Staycations.
- Upcoming new openings give us good news stories to share on our channels and encourage exploration
  - Barry's Bootcamp Kingly Street
  - Bike Drop (2 locations)
  - Sketchers
  - Laderach
  - Boggi
- Using our channels to reassure, encourage travel to CL, drive desire for a return to the West End



# Collaborating for the biggest impact

- Supporting the 'Because I'm a Londoner' campaign
- Supporting the 'My West End' campaign
- Participating in the West End loyalty programme
- Working with customers to amplify messaging and reach by using team influencers, destination tagging





# ‘Welcome Back’ autumn campaign focuses on three key pillars

## Strand 1 - Fashion

### Continue partnership with the BFC for London Fashion Week in September

- The event will follow a similar format to the June 2020 event, i.e. gender neutral and digitally led.
- Continue building our Central London portfolio as a fashion focused destination
- The partnership with the BFC provides great B2C and B2B exposure

## Strand 2 – Arts & Culture

### Support and invest in the numerous events happening during Sept - Oct

- WCC ‘Inside Out’ campaign 1<sup>st</sup> week of Oct, highlighting the art & cultural institutions in the borough
- SJ to host the Silver Lining public art trail (end Sept-end October)
- London Craft Week (30 Sept-10 Oct): Programme of events, talks, workshops and experiences to highlight our destinations as custodians of craftsmanship and provide re-introduction of footfall

## Strand 3 – F&B

### Partner with the London Restaurant Festival

- London wide restaurant festival celebrating the best cuisines
- The festival this year will have social distancing measures in place and also promote home kits delivered to consumers’ door
- Supported by partnership branding across all LRF channels & print media, PR, marketing via media partnership & direct marketing to Amex HNW customers

## Following autumn activity we will start to build towards Christmas



- Christmas lights **switch on** 19<sup>th</sup> November
- Road closure RS & St J for shopping evening
- Light on-street activation e.g. live music / choirs / churros van
- Continuing Spirit of Christmas messaging
- 6 week Christmas **campaign** to support footfall & spend
- Build on the success of 'Surprise & Delight' activity from 2019
- Exploring additional road closures in Nov / Dec
- All activity supported by digital channels, influencers & media partnerships



# Brand Participation

## Points of Contact

Oxford Street & Bond Street:  
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