



P R E S S R E L E A S E

21 March 2018

For immediate release

BLUEWATER HOSTS AARDMAN'S EARLY MAN AUGMENTED REALITY EXPERIENCE

To celebrate the release of the prehistoric comedy adventure film, EARLY MAN, an engaging augmented reality character trail was launched at Bluewater throughout February half-term.

The experiential activity formed part of Landsec's exclusive partnership with Aardman and STUDIOCANAL, to bring EARLY MAN to life across its portfolio of retail and leisure destinations.

Following the launch of the film earlier this year, Bluewater hosted a series of unique in-mall experiences for guests, including the augmented reality trail which allowed visitors to meet the characters and download content via a specially designed Aardman app. A film character modelling workshop, EARLY MAN rock installation and photo opportunities completed the experiential line-up of activities which was further supported by an extensive media campaign within the malls.

Over 7,250 guests took part in the modelling workshops and character trail at Bluewater, and the experiential activity was also widely shared on social via Bluewater's Facebook and Twitter accounts. In total, the activity reached over 230,000 people and attracted over 81,000 video views.

Sharon Smith, Commercial Partnerships Manager at Bluewater, said: "We are proud to have hosted this exclusive partnership and to have worked with such an iconic brand as Aardman. We always aim to offer something exciting for our

guests and all the elements combined brought such an immersive experience to our destination, and one that was enjoyed across all generations. This latest partnership demonstrates our commitment to creating unique, memorable experiences for guests that appeal to today's consumers, confirming Bluewater's status as Europe's leading retail and leisure destination."

Sean Clarke, Head of Aardman Rights and Brand Development, said: "A high calibre location like Bluewater provided the ideal backdrop for us to bring our film creations to life. We are delighted with the response from consumers, and the large numbers of people who engaged in the wonders of stop-frame animation across Landsec's portfolio and through our bespoke app."

Set at the dawn of time, when prehistoric creatures roamed the earth, EARLY MAN tells the story of courageous caveman hero Dug (EDDIE REDMAYNE) and his best friend Hognob as they unite his tribe against a mighty enemy Lord Nooth (TOM HIDDLESTON) and his Bronze Age City to save their home. Goona (MAISIE WILLIAMS) is the gallant and indomitable rebel who befriends Dug and helps the tribe in their battle to beat the Bronze Age at their own game.

This latest experience-led activity follows the recent Benefit Cosmetics spacecraft product launch at Bluewater last month. In November 2017, Landsec also embraced digital technology to deliver a superior retail experience through the launch of an online shopping portal, providing guests with an opportunity to research and purchase products from a range of Bluewater retailers.

Ends

For further information, please contact Nick Thornton or Amanda McNally at Aver via nickthornton@aver.uk.com or amandamcnally@aver.uk.com.

EARLY MAN is in UK cinemas now.

[Facebook.com/earlymanmovie](https://www.facebook.com/earlymanmovie)

[Twitter.com/earlymanmovie](https://twitter.com/earlymanmovie)

Instagram - [@earlymanmovie](https://www.instagram.com/earlymanmovie)

[#EarlyMan](https://www.instagram.com/earlymanmovie)

Notes to Editors

At Landsec, we believe great places are for people to experience and are made with the experience of great people. As the UK's largest listed commercial property company, with 23.7 million sq ft of real estate and a portfolio valued at £14.2 billion, we own and manage some of the most successful and recognisable assets in the country.

In London, our portfolio totals more than £7.8 billion, and consists of 6.5 million sq ft of real estate. From the world-famous Piccadilly Lights to the transformation of Victoria, SW1, we deliver exceptional experiences for the businesses and people that live and work in, and visit, the capital.

In Retail, across our 17.2 million sq ft of assets, we create outstanding experiences for customers and guests alike. Combined with the strength and resilience of our portfolio, this means we regularly outperform industry benchmarks for footfall and sales. We offer more than convenience and choice, recognising that memorable destinations are key to attracting the shoppers and retailers of today, and tomorrow.

We also aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon and climate resilience. Everything we do is grounded in experience and begins with people. We deliver value for our shareholders, great experiences for our customers and positive change for our communities. At Landsec, everything is experience.

Find out more at landsec.com

About Aardman

Aardman, based in Bristol (UK) co-founded and run by Peter Lord and David Sproxton, is a world leader in animation. It produces feature films, series, advertising and digital entertainment for both the domestic and international market. Their multi-award winning productions are novel, entertaining, brilliantly characterised and full of charm that reflects the unique talent, energy and personal commitment of the very special people who make up the Aardman team. The studio's work is often imitated and yet the company continues to lead the field producing a rare brand of visually stunning and amusing independent and commercial productions www.aardman.com

About Aardman Interactive

The interactive division of the multi-award winning studios of Aardman Animations combine access to world-class directors, artists and story-writers with game designers and developers they bring the Aardman entertainment values to the interactive projects of their clients. They create successful mobile and online games, apps, websites, VR and AR experiences that entertain, educate and inspire family audiences around the world.