



Press release

Title **Landsec reveals new brand identity for the world-famous Piccadilly Lights**

From Landsec

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London, UK: Landsec has created a consumer identity for the Piccadilly Lights as part of its strategy to build the brand beyond the screen as a multi-channel asset, cultural symbol and global destination.

The brand identity and logo forms part of an integrated strategy to position Piccadilly Lights as the first outdoor media consumer brand, reinforcing the screen's reputation as a powerful, living canvas at the heart of cultural Britain.

The initiative builds on the legacy and credentials of the modern Piccadilly Lights. Europe's largest advertising screen was launched in its distinctive, curved, mosaic format in October 2017 after a nine-month period of redevelopment.

Overlooking the busy Piccadilly Circus interchange, the Lights form the façade of Landsec's Lucent W1 development which combines modern offices and workspaces with retail experiences with residential spaces.

The landmark's new identity adopts the distinctive blue of the Piccadilly tube line. A circular, pulse effect, with radial typography, is a metaphor for the 'beating heart' of the Lights as a positive force. At its centre is a glow, referencing the incandescent bulbs of past illuminated advertising hoardings.

Derek Manns, Commercial Media Director for Landsec said, "Piccadilly Lights is iconic, and more than just a digital billboard - over the past year Piccadilly Lights became a symbol of hope and positivity through art, charity and public service broadcasting. We're now focused on the next evolution of this unique asset, turning the country's most famous billboard into a multimedia experience, using social and content to create a powerful new media channel."

The branding was created by SomeOne, part of the VCCP Network and will be used across digital channels and brand livery. **Rich Rhodes, Executive Creative Director of SomeOne** said "Not only is *the pulse* a bold and engaging piece of motion graphics, it's been designed to react just like a living, beating heart. Slowing down and speeding up depending on the climate, content and context"

Landsec has appointed Uncommon London to build the digital presence of the Piccadilly Lights, starting with the creation of new channels on Twitter, Instagram and LinkedIn. **Jonathan Goodman, Founding Partner of Uncommon's CX practice** said "The way you can now engage and experience a brand is richer than ever before. To be working with the icon that is Piccadilly Lights, to transform it into a content rich consumer platform is beyond exciting."



The first phase of social media activity rolls out in partnership with the Mayor of London's Let's Do London campaign with a chance for Londoners to have their favourite photographs of the capital featured on the Piccadilly Lights.

Over the course of the past 18 months, the Piccadilly Lights has become a global focal point for its community led messaging and cultural partnerships. Historic moments and milestones featuring Her Majesty the Queen's pandemic message, Captain Sir Tom Moore's fundraising in support of the NHS and key workers and the NASA Mars landing have all made news headlines around the world.

Other curated experiences include an ongoing partnership with CIRCA which commissions new work by famous artists including David Hockney, Ai Weiwei and Patti Smith which is displayed on the Piccadilly Lights every evening.

Ends



About Landsec

At Landsec, we build and invest in buildings, spaces and partnerships to create sustainable places, connect communities and realise potential. We are one of the largest real estate companies in Europe, with a £10.8 billion portfolio of retail, leisure, workspace and residential hubs. Landsec is shaping a better future by leading our industry on environmental and social sustainability while delivering value for our shareholders, great experiences for our guests and positive change for our communities.

About Uncommon Creative Studio:

“Uncommon London is a creative studio building brands that people in the real world actually wish existed. We believe that experience is the truth of a brand and create Uncommon Moments of Impact that turn ordinary experiences into reference points.”

About Someone:

SomeOne is a multi-discipline, full-service, award-winning creative agency who work with organisations large and small to bring about change, manage reputations and create powerful, ownable brands.”

Find out more at landsec.com

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