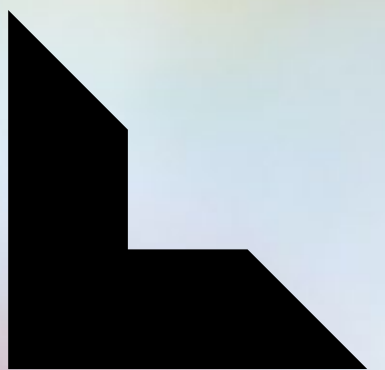


All eyes on your brand

Focus audience attention and drive excitement.

Showcase your brand with Spotlight by Landsec.

Spotlight



Landsec

Your brand in the heart of the action

Spotlight is our brand experience and customer engagement product. We can provide your brand with accessible and flexible spaces, right in the heart of the action.



Attention

Spotlight will bring your brand to life

Create unforgettable moments, exciting events and attention grabbing activations and campaigns. Work with us to shape the next experience your customers share with your brand.

Experience economy

Consumers are picking the destinations they visit by the experience on offer. They expect to be entertained and retailtainment is bringing bricks and mortar to life. Brands are now looking beyond their sector, to not only increase reach but to play in new spaces, giving consumers what they didn't know they needed.

6.2-14bn

Experience economy continues to grow. Brands are turning to experiences as a core pillar of marketing. By 2023, experiential marketing in the UK could be worth £6.2 - 14.9Bn¹

¹ Freeman Brand Research 2017 suggested brand managers spend 21-50% of budget on Brand Experience. Research Live - UK advertising market had its strongest ever year in 2021 valued at £29.7Bn according to Advertising Association and WARC

70%+

IRL is more important than ever. 84% of UK consumers to access IRL experiences post-lockdown; 70%+ stated that digital experiences do not compare to IRL².

² Adam Parry - Eventindustrynews Mar 2021



Our product range

We provide an ecosystem of retail and hospitality products, from serviced spaces to experiential places. All designed to maximise your brand relationship with your customers.

Retail & Hospitality

Longest lease

Shortest lease

Home

Distinctive spaces that enable you to design customer experiences and innovative store formats that will transform the retail landscape.

Size
500–250,000 sq ft
Term
18 months +

Platform

A serviced space with detailed customer data that allows you to engage quickly, evaluate a new location or trial a new product range with a short-term lease and lower initial investment.

Size
1,200–2,500 sq ft
Term
3–18 months

Platform+

Fully furnished, serviced and digitally enabled spaces with detailed customer data that allow you to deliver your activation in a more sustainable way. Bring inventive commercial thinking and vibrant experiential marketing to the marketplace in an instant.

Size
1,200–2,500 sq ft
Term
2 days–6 months

Spotlight

Accessible and flexible opportunities situated within the heart of the action. Perfect for full-scale brand takeovers, exciting events, digital campaigns, and activations of all shapes and sizes.

Size
Fully flexible
Term
24 hours–2 weeks

Regional Retail

Our regional retail destinations are located in prime locations across the UK, offering carefully curated experiences for the millions upon millions of guest we welcome annually.

Spotlight

Available across our national portfolio of assets and developments

Regional Retail

Outlets

London & Suburban Retail



Outlets

From the quintessential English garden to a bustling marina, our outlet destinations offer local distinctiveness for our brand partners and guests. These unique locations attract an extremely affluent guest profile – a great opportunity for your brand to take centre stage.

Spotlight

Available across our national portfolio of assets and developments

Regional Retail

Outlets

London & Suburban Retail



London and Suburban Retail

In prime locations across the heart of the capital and into the culturally rich bordering boroughs, our offer showcases a diverse mix of brands that provide the best experiences for our guests and the potential for aspirational activations.

Spotlight

Available across our national portfolio of assets and developments

Regional Retail

Outlets

London & Suburban Retail





Gunwharf Quays, Portsmouth





Westgate, Oxford





Trinity, Leeds



Spotlight at a glance

Your imagination is the only limitation. Spotlight offers a range of opportunities to create unique experiences for your audiences across the breadth of our portfolio.

Spotlight services

Space

Brand X

Showcase your brand with flexible space in high footfall locations

- Spaces from 1m² to 50m²
- Plan road-shows across our venues
- Install and connect out of hours
- Build momentum via our social and venue marketing team.

Sponsorship

Sponsor our calendar driven seasonal events to reach your audience

- Target your audience with ease
- A suite of options available
- Tailor made packages
- Varied opportunities across our portfolio.

Media

Ambient

Use our venues as a canvas for your brand awareness and advertising

- A broad range of static formats
- Full brand immersion to single format placements
- Unique venue specific opportunities
- Managed print and install available.

Screen

Digital out-of-home opportunities in audience specific heavy traffic areas

- Access a national network
- Work with world leading out of home specialists
- Static or motion content
- Small and large formats available.

Platform+

Level up to platform

- A fully equipped, ready to go retail space for short term brand activation. Furnished, serviced, digitally equipped and data enabled.

Spotlight Screen

Client Spectacles
Relationship Booking agency
Location Piccadilly Lights



Spotlight Sponsorship

Client **HM Government**
Relationship **Booking agency**
Location **One New Change**



Spotlight Brand Immersion

Client Amazon
Relationship Direct
Location Bluewater



Spotlight Brand X

Client **Samsung**
Relationship **Booking agency**
Location **Road-show**



Westgate, Oxford



Bluewater, Kent



Trinity, Leeds

**Spotlight
Brand X**

Client **Dior**
Relationship **LVMH**
Location **Bluewater**



outperformed flagship store

Spotlight
Brand X

Client Coca-Cola
Relationship Direct
Location 5x Prime Retail

42% of UK tour in our spaces



Spotlight
Brand X

Client Captain Morgan's
Relationship Direct
Location West 12

global PR reach over 100m



Your success is our success

We're shaping the future of retail. Listening to overcome challenges, supporting to realise ambitions, sharing resources, data and insights.

Ultimate flexibility

Why choose Spotlight?

Flexibility is the key to reaching your audience on your terms

- Use one venue or create a road-show
- Take space for as little as a day
- Secure your activation with only 48 hours' notice
- Flexible break clauses/relocations.



Your success is our success

We're shaping the future of retail. Listening to overcome challenges, supporting to realise ambitions, sharing resources, data and insights.

Shared data and insights

Why choose Spotlight?

Our data provides insight for our recommendations and your decisions

- Detailed data to ensure maximum value for your opportunity
- We share all of our venue data: footfall, catchment areas, spend demographics, dwell times...
- Access peak period data throughout the full calendar year
- Use heat-maps and footfall split highlight prime spots.



Your success is our success

We're shaping the future of retail. Listening to overcome challenges, supporting to realise ambitions, sharing resources, data and insights.

Central/city knowledge

Why choose Spotlight?

In-depth understanding of not only the asset but the surrounding area

- Our on-site teams provide in-depth knowledge and expertise
- From highest performing brands and categories
- City hotspots to be aware of
- City Council relationships.



Your success is our success

We're shaping the future of retail. Listening to overcome challenges, supporting to realise ambitions, sharing resources, data and insights.

Unique opportunities

Why choose Spotlight?

We understand brands are looking to deliver impact and traction

- Break the mould of the traditional and see the wider opportunities
- Speak to our team to discuss a multitude of possibilities we can unlock and trial
- Take advantage of unique assets set in unique surroundings
- Lakes, cliffs, zip-wires, tall buildings, rooftops and more!



Your success is our success

We're shaping the future of retail. Listening to overcome challenges, supporting to realise ambitions, sharing resources, data and insights.

Rate flexibility

Why choose Spotlight?

- Working with us directly means we can be more flexible with site fees
- Negotiate across multiple venues within our portfolio
 - Leverage agreements across more than one location to deliver more value to the brand
 - Provide tailor made proposals within you/a clients budget.



Your success is our success

We're shaping the future of retail. Listening to overcome challenges, supporting to realise ambitions, sharing resources, data and insights.

Mixed-use destinations

Why choose Spotlight?

As well as knowing what is happening now, we also have our eye to the future, looking to diversify our portfolio

- The latest addition to our portfolio is Media City, Manchester
- Europe's largest digital, tech and creative hub. Home to huge names such as the BBC and ITV
- Two epic activation spaces cap off a development composed of retail, office space and residential properties.



Level up to Platform+

Take your brilliant ideas in store, with fully equipped, ready-to-go retail space for short-term brand activation.

Platform+

Plug and play

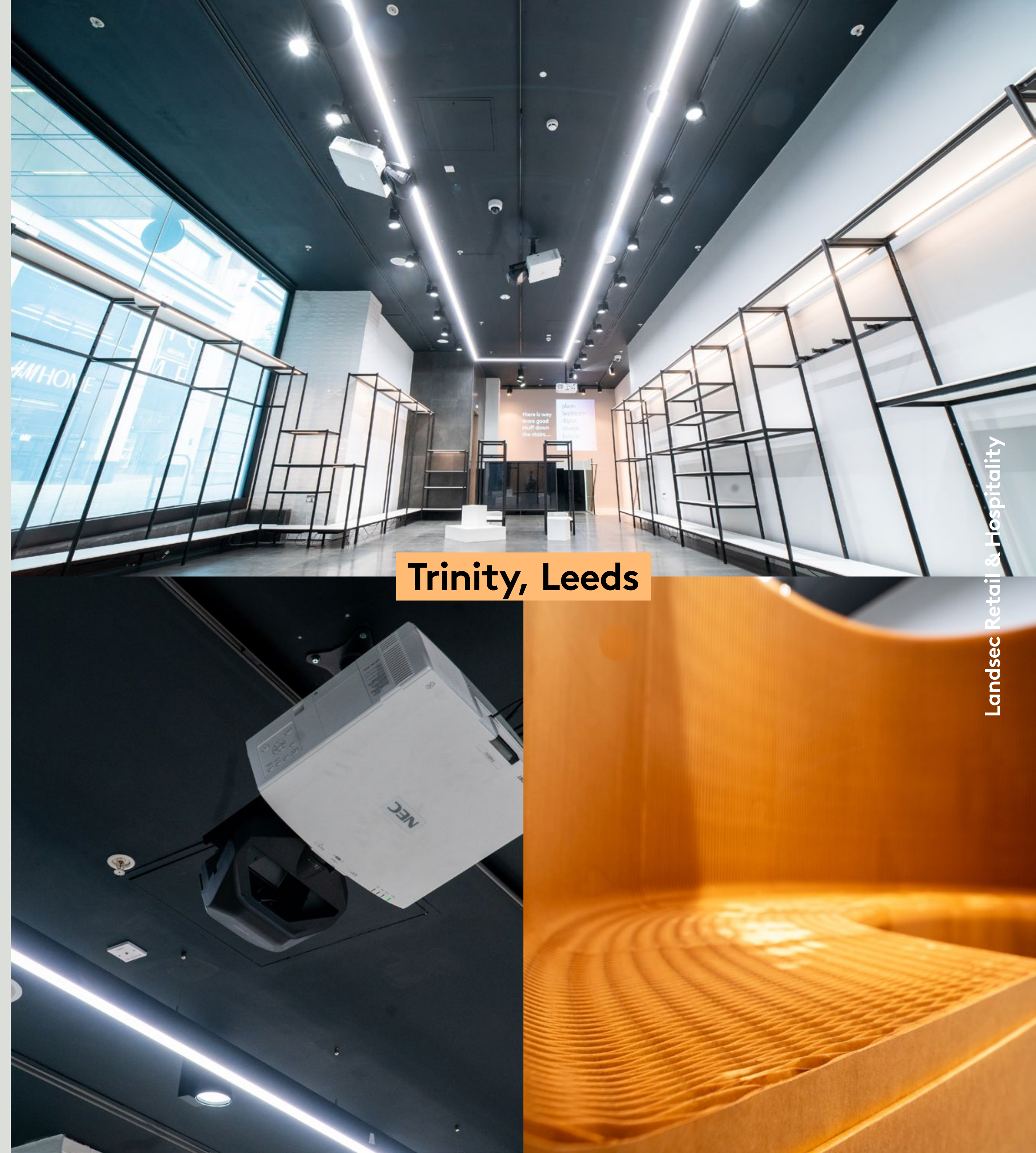
Friction-free, short-term retail spaces, ready for you to move in and out with ease.

Level up with

Platform+

Fully furnished, serviced and digitally enabled spaces with detailed customer data that allow you to deliver your activation in a more sustainable way. Bring inventive commercial thinking and vibrant experiential marketing to the marketplace in an instant.

Size
1,200-2,500 sq ft
Term
2 days-6 months



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Find out more

