



Marketing & Customer Engagement



Agenda

- 1** Trading environment
- 2** What our visitors say
- 3** District update
- 4** 2022 highlights
- 5** Key audiences
- 6** Seasonal campaigns
- 7** Always-on digital
- 8** West End Loyalty Programme
- 9** Destination partnerships and tourism
- 10** Year overview
- 11** Team





Footfall was up by **62%** in 2022 vs 2021



Footfall was up by **33%** in Jan & Feb 2023 vs. 2022 period



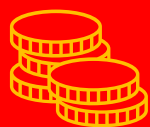
Visitor dwell time in 2022 grew to 132 minutes (**+23% vs 2019**)



62m passengers have used the new Elizabeth Line stations to come into the district

£8.9bn

2023 retail & leisure turnover (+11%)



Consumer spend up **28% year-on-year**



ATV: **£119**
(up 3% on Jan 2022)



Travel by high-spending Saudi and Qatari tourists up by **10-15%** on 2019 levels



Travel from the US increased to **93%** of pre-pandemic levels



Visitor satisfaction remains high across the district for both domestic and international visitors.

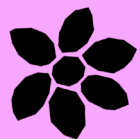
- Almost three-quarters of visitors (71%) spent over 1 hour in the area, with 17% spending more than 3 hours.
- **Half of international visitors said that tax free shopping is an important factor.**
- **59%** of visitors only visit one particular street.
- 49% come to shop.

Our visitors would like a West End which provides more **leisure** options, promotes **wellbeing** and is a **healthy** and **sustainable environment**.

They would like to see:

- **More inspiration** on what to do in the area.
- Access to brands that encourage active lifestyles, physical and mental wellbeing.
- **More street entertainment.**
- More access to **visitor support/wayfinding.**





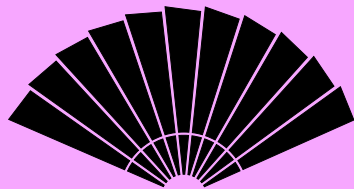
NEW
WEST END
COMPANY

TWIST
museum

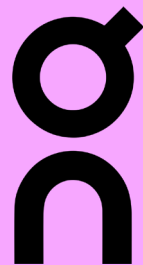


BOOM
BATTLE BAR

GUCCI



MANDARIN ORIENTAL
THE HOTEL GROUP



BACCHANALIA

JIL SANDER

FLANNELS



the
Botree

Sheesh

GYMSHARK

~~MANIÈRE DE VOIR~~



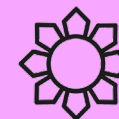
DEL CORE

H&M



ROLEX

MICHAEL KORS



SARAP

Filipino Bistro

2022 Highlights



CHRISTMAS IN THE WEST END

- New Christmas Lights honouring HM the Queen.
- Achieved over **£1.1m** in PR value, with a reach of over **4 billion**.
- New, sustainable, low energy lights strategy.

- Street dressing on Bond and Oxford Street.
- **Award winning** 'Right Royal History' podcast.
- Limited edition tote driving over **75k** in incremental spend.

THE HISTORIC PLATINUM JUBILEE



- **22%** share of voice in **£10m** 'Let's Do London' campaign.
- 'Only in the West End' targets UK & US visitors in media campaign.
- **£300k** incremental spend driven through AMEX partnership.

LET'S DO LONDON

ART & CULTURE

- Togetherband campaign promoting Clean Power Campaign.
- Art in Mayfair brought large-scale sculptures worth **£1.2m** to the destination.
- LVxYayoiKusama global campaign Bond Street adaptation.



Key Priority Audiences



NEW
WEST END
COMPANY

Destination Marketing Programme

1. Seasonal
Campaigns &
Activations

2. Digital
Always-On
Promotional
Activity

3. West End
Local Loyalty
Programme

4. Destination
Partnerships
and Tourism
Programmes

SPRING

Oxford Street

Get Your Royal On

Bond Street

A Right Royal History

SUMMER

Oxford Street

Pride

Bond Street

Art in Mayfair

AUTUMN

Oxford Street

Beyond Now /
Fashion

Bond Street

Fashion - London
Fashion Week

WINTER

Oxford Street

Christmas on Oxford
Street

Bond Street

Christmas on Bond
Street

Create innovative campaigns with impactful on-street animation, enhancing the destination and bringing story-telling to life, driving footfall, social sharing, increased dwell-time and increased spend.



SPRING Oxford Street: Get Your Royal On

Overview

Launch ‘*Get your Royal On*’ campaign to drive awareness, footfall, and dwell time on Oxford Street over the Coronation weekend.

Oxford Street will reveal impactful royal inspired street dressing and highlight all the key experiences, events, promotions, products and offers from our brands.

Member Participation

- Royal inspired windows.
- In-store events and entertainment.
- Limited edition products and menus.

All campaign elements and brand activity will be promoted via a paid media partnership, through our owned web and social channels as well as earned partner channels.



SPRING Bond Street: A Right Royal History

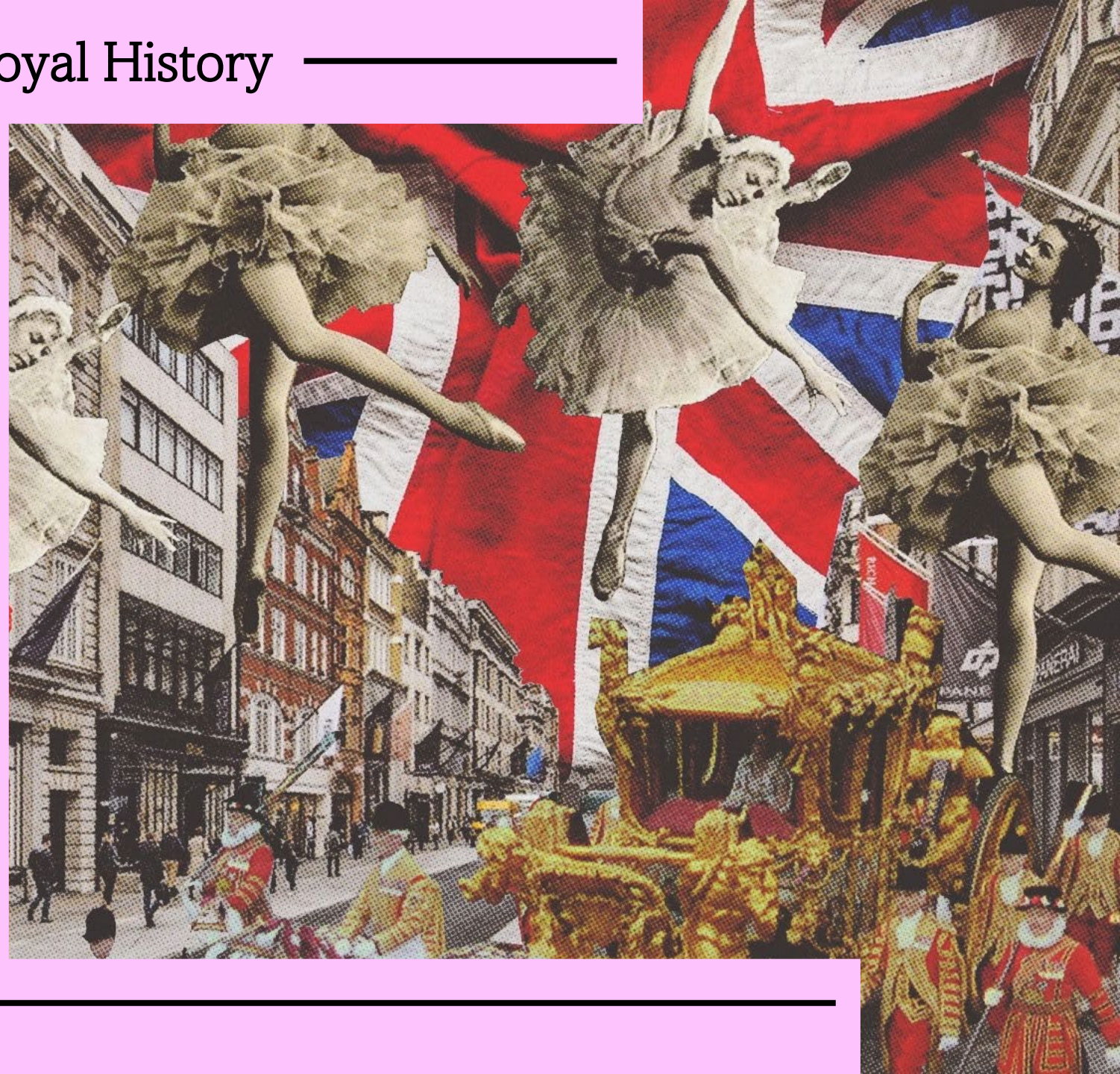
Overview

To celebrate the Coronation of King Charles III, Bond Street will be dressed in Union Jack flags, and will reveal its rich history of Royal patronage, creatively bringing to life the stately stories, the Royal collections, the archives and heirloom pieces.

Member Participation

- Brand heritage stories.
- Commemorative collections and special commissions.
- Unique collaborations.
- Archive tours, talks and showcases.

All campaign elements and brand activity will be promoted through our owned web and social channels including earned partner channels and Bond Street News (our direct-to-consumer newsletter).



SUMMER Oxford Street: Celebration of Pride

Overview:

Celebrate Pride on Oxford Street through championing unity and community across the West End. Curate a team of West End Pride ambassadors to create dedicated content and additional story telling moments for use across owned and earned social and digital platforms.

Member Participation:

- Limited edition products.
- Campaign themed windows.
- Façade lighting.
- In-store events and entertainment.



SUMMER Bond Street: Art in Mayfair

Overview:

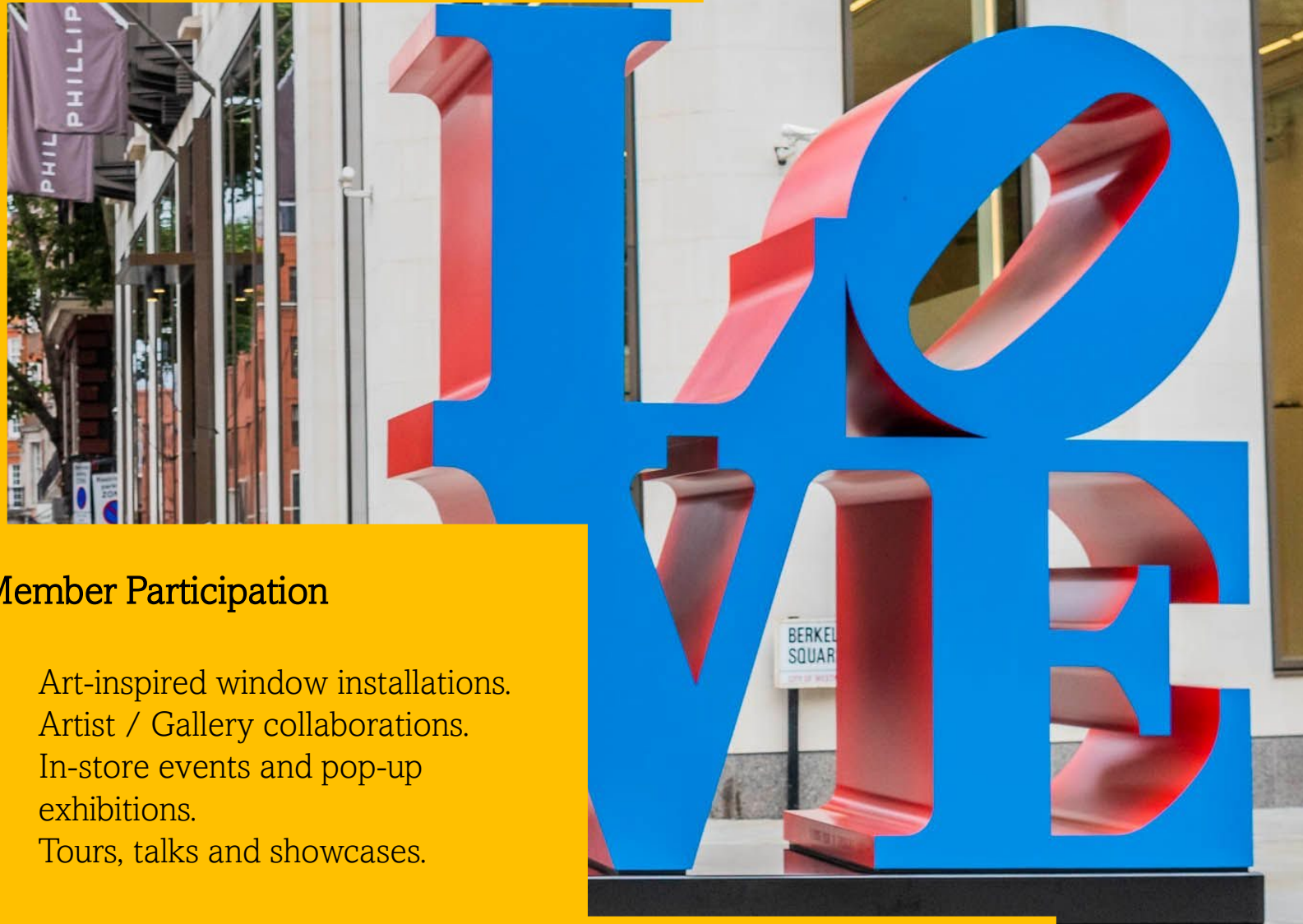
This year Bond Street launches its sixth annual Art in Mayfair, in partnership with the Royal Academy of Arts. It will run from 12th June until 9th July.

Bond Street showcases:

- Commissioned flags by a leading Royal Academician
- Large-scale sculptures throughout the destination and in situ in select brands across Bond Street, Savile Row, Mount Street, North and South Audley Street as well as Duke Street
- Participate with art collaborations, events, talks and showcases.

Member Participation

- Art-inspired window installations.
- Artist / Gallery collaborations.
- In-store events and pop-up exhibitions.
- Tours, talks and showcases.



AUTUMN Oxford Street: Beyond Now & Fashion

Overview:

As we continue our journey towards becoming a leading sustainable shopping district, we will see the return of the Beyond Now campaign to showcase the ever-evolving journey that Oxford Street and its brands are on.

We will partner with a leading organisation in positive fashion to further highlight and strengthen the strides being made in the industry.

Member Participation:

- Campaign themed windows.
- In-store customer experiences and events.
- Sustainable collections and menus.
- Story telling via a dedicated podcast.



AUTUMN Bond Street: 'Fashion Seen' – A celebration of London Fashion Week

Overview:

As London Fashion Week kicks off on 15 September, Bond Street celebrates London's unique status in the fashion world. Our visionary designers including McQueen, Westwood, McCartney as well the UK's renowned institutions and colleges that nurture and shape the designers of tomorrow.

Member Participation:

- London Fashion Week collections previews.
- Host a customer event, talk or showcase.
- Inclusion in media promotion.

The campaign will include digital and social support across the Bond Street channels, including Bond Street News, Influencer collaborations, and a media partnership.



WINTER Christmas Lights Switch On

Overview

The West End has become synonymous with Christmas in the Capital, with thousands of visitors flocking to our streets to admire the lights, soak-in the atmosphere, shop and enjoy.

Oxford Street – Seek out brand partner to further enhance the existing lights scheme.

Bond Street – Lights illumination Thursday 16th November alongside launch of the Bond Street Giving Tree.



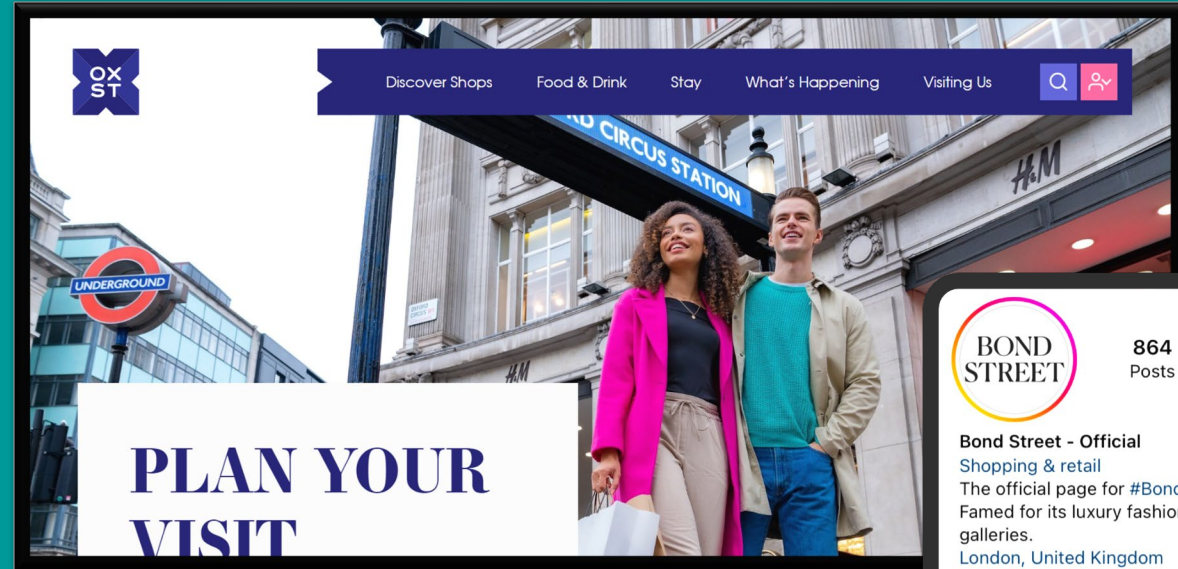
Member Participation

- Festive window and store installations.
- In-store experiences and events.
- Inclusion in PR campaign.
- Inclusion in newsletter.
- Digital and social campaigns.



Working with members, partners and influencers to generate engaging content that resonates with target audiences and drives footfall into our districts:

1. Elevate destination status through the creation and production of aspirational and relevant content.
2. Increase online performance through greater investment in SEO and paid advertising, influencer activity, digital media partnerships.
3. Increase frequency of video content production to capture and showcase the physical experience both on street and in member's stores, hotels and restaurants.

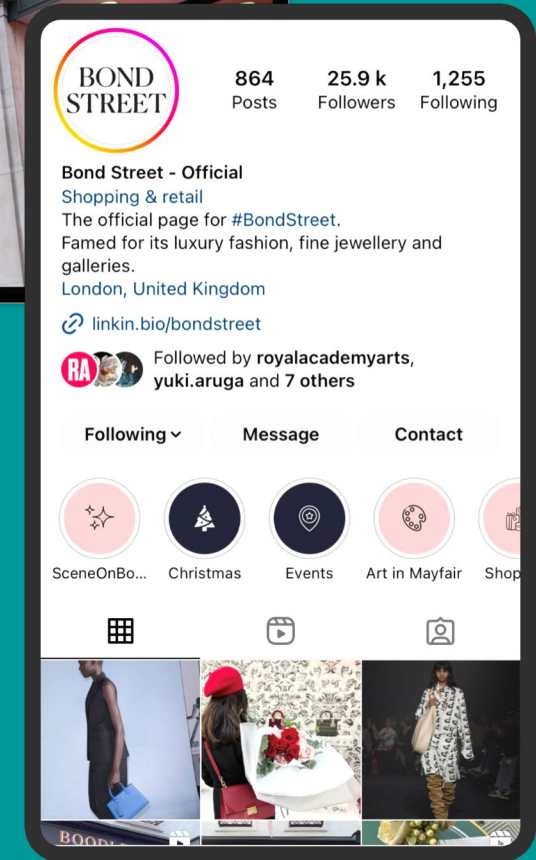


Oxford Street

- Average monthly web visits : **52k**
- Newsletter Subscribers: **70k**
- Instagram Followers: **44k**

Bond Street

- Average monthly web visits : **12.5k**
- Newsletter Subscribers: **7.6k**
- Instagram Followers: **26k**



West End Loyalty Programme

Grow the west end club offering, focusing on local worker passion points, creating a sense of community and enticing local workers to stay and spend in member businesses.

Phase 1: Improve brand offering and experiences. Enhance reporting to better understand customer behaviour, enabling more targeted communications.

Phase 2: Tracking member transactions using ATV, incentivising customers, and introducing a tiered reward system.

Phase 3: Expand the programme beyond local works to local residents, hotel guests and VIP's.



- Registered users: 17.5k
- Active companies: 483
- Number of live offers: 40
- Promotional tools
 - Newsletter (5,835 subscribers)
 - Push notifications



Destination Partnerships & Tourism Programme



Media Campaign:
Only in the West End



Tourism Campaign:
London & Partners, The
Great Campaign, GLA



China Ready:
Chinese mobile payments,
WeChat Channel and KOL's



Spend Promotions:
American Express,
Mastercard



Customer Reach:
Concierge, Private Banking, HNW
groups, By Appointment

Working alongside tourism bodies, financial institutions, private wealth and HNW groups as well as our hotel and concierge partners to extend our audience reach, share of voice and conversion through effective partner engagement and collaborations.

Marketing Calendar

| 2023 / 24 | | April | May | June | July | August | September | October | November | December | January | February | March |
|------------------------------|---------------|-------------------------------|--|---|------------------------|--------------|--------------------|---------------------------------------|--|-----------------------------|--|---|------------------------------|
| Season | | Spring | | Summer | | | Autumn | | Winter | | | Spring | |
| Campaigns | West End | | King's Coronation | | | | LFW | | Christmas | | New Year | | |
| | Oxford Street | | Get Your Royal On | Pride | | | Beyond Now | | | | | | |
| | Bond Street | | A Right Royal History | Art in Mayfair | | | Fashion Seen - LFW | | | | | | |
| | Digital | Spring | Coronation takeover | Royal Ascot | Pride takeover | | LFW takeover | | Christmas takeover | | Wellness / Back to work takeover | | Spring |
| Key shopping themes/ moments | | Spring collections | | Festival dressing Going to the Races | Summer sales | | Back to school | Winter dressing | | | Dry January Veganuary Health & Fitness | | |
| Holidays | | Easter | Bank holidays Coronation Half Term | Father's Day Eid al-Adha | School summer holidays | Bank holiday | | Half term Halloween Golden Week | Diwali Night Singles Day Thanksgiving Black Friday Cyber Monday | Christmas New Year's Eve | New Year's Day | Valentine's Day Pancake Day Chinese New Year Half term | Mother's Day Ramadan |
| Important dates | | World Health Day Earth Day | | World Oceans Day | | | | | Remembrance Day | | | Black History Month LGBT History Month | Women's History Month IWD |



Your Team



Sarah

Director
Communications
& Campaigns

Sarah.Jaconelli@newwestend.com



Katie

Associate Director:
Bond Street &
Mayfair

Katie.thomas@newwestend.com



Hadas

Campaigns & Events
Manager (Mat Leave)

Hadas.Kulcsar@newwestend.com



Danny

Campaigns & Events
Manager (interim)

Danny.Sullivan@newwestend.com



Kate

Digital Marketing
Manager

Kate.Stephenson@newwestend.com



Fran

Social Media Executive

Francesca.Thesen@newwestend.com



NEW
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COMPANY



Thank
you



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