Marketing & Customer Engagement
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Footfall was up by 62% in 2022 vs 2021

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**.
District Update

TWIST museum
BOOM BATTLE BAR
GUCCI
the BoTree
CAVO
Mandarin Oriental
THE HOTEL GROUP
Bacchanalia
GYMSHARK
NEW WEST END COMPANY
Jil Sander
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.

THE HISTORIC PLATINUM JUBILEE

• Street dressing on Bond and Oxford Street.
• Award winning ‘Right Royal History’ podcast.
• Limited edition tote driving over 75k in incremental spend.

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.

LET’S DO LONDON

• 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.
Key Priority Audiences

UK domestic
US inbound
French & German inbound
Middle East domestic
China residential & inbound
1. Seasonal Campaigns & Activations
2. Digital Always-On Promotional Activity
3. West End Local Loyalty Programme
4. Destination Partnerships and Tourism Programmes
<table>
<thead>
<tr>
<th>Seasonal Campaigns</th>
<th>SPRING</th>
<th>SUMMER</th>
<th>AUTUMN</th>
<th>WINTER</th>
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<tbody>
<tr>
<td><strong>Oxford Street</strong></td>
<td>Get Your Royal On</td>
<td>Pride</td>
<td>Oxford Street</td>
<td>Christmas on Oxford Street</td>
</tr>
<tr>
<td><strong>Bond Street</strong></td>
<td>A Right Royal History</td>
<td>Bond Street</td>
<td>Beyond Now / Fashion</td>
<td>Bond Street</td>
</tr>
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<td></td>
<td></td>
<td><strong>Bond Street</strong></td>
<td>Christmas on Bond Street</td>
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<td>Art in Mayfair</td>
<td>Fashion - London Fashion Week</td>
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</tbody>
</table>

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.
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.
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).
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:

- 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.
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

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.

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
<table>
<thead>
<tr>
<th>Season</th>
<th>Spring</th>
<th>Summer</th>
<th>Autumn</th>
<th>Winter</th>
<th>Spring</th>
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</thead>
<tbody>
<tr>
<td>West End</td>
<td>King's Coronation</td>
<td>LFW</td>
<td>Christmas</td>
<td>New Year</td>
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<td>Fashion Seen - LFW</td>
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<tr>
<td>Digital</td>
<td>Spring Coronation takeover</td>
<td>Royal Ascot Pride takeover</td>
<td>LFW takeover</td>
<td>Christmas takeover</td>
<td>Wellness / Back to work takeover Spring</td>
</tr>
</tbody>
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**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

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NEW WEST END COMPANY
Thank you