

SPOTLIGHT

POWERED BY LANDSEC.

Spotlight is Landsec's brand experience and advertising platform. We transform our prime locations across the country into live stages for brands to connect with audiences in the real world.

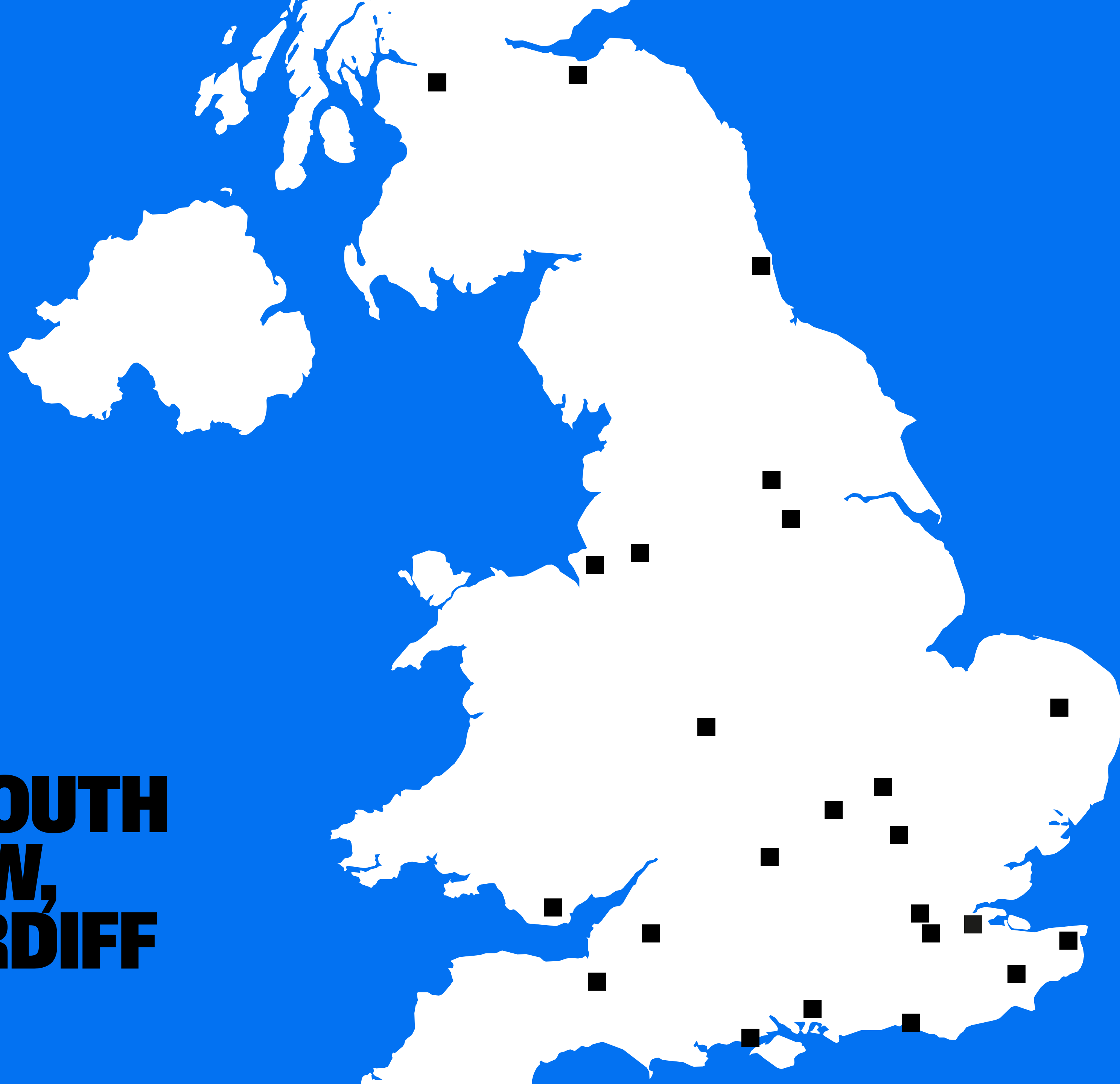
Landsec is one of the UK's largest commercial property developers. Over the next five years, we're investing £1bn into our retail portfolio — leveraging our expertise to continue creating Spotlight moments for your brand.

Our portfolio of retail destinations covers all the bases.

SPOTLIGHT

From the urban buzz of our city centre locations to the regional settings of our outlets, Spotlight provides the platform for your brand to create unique experiences — whether that's at one of our venues, or through a takeover of multiple spaces.

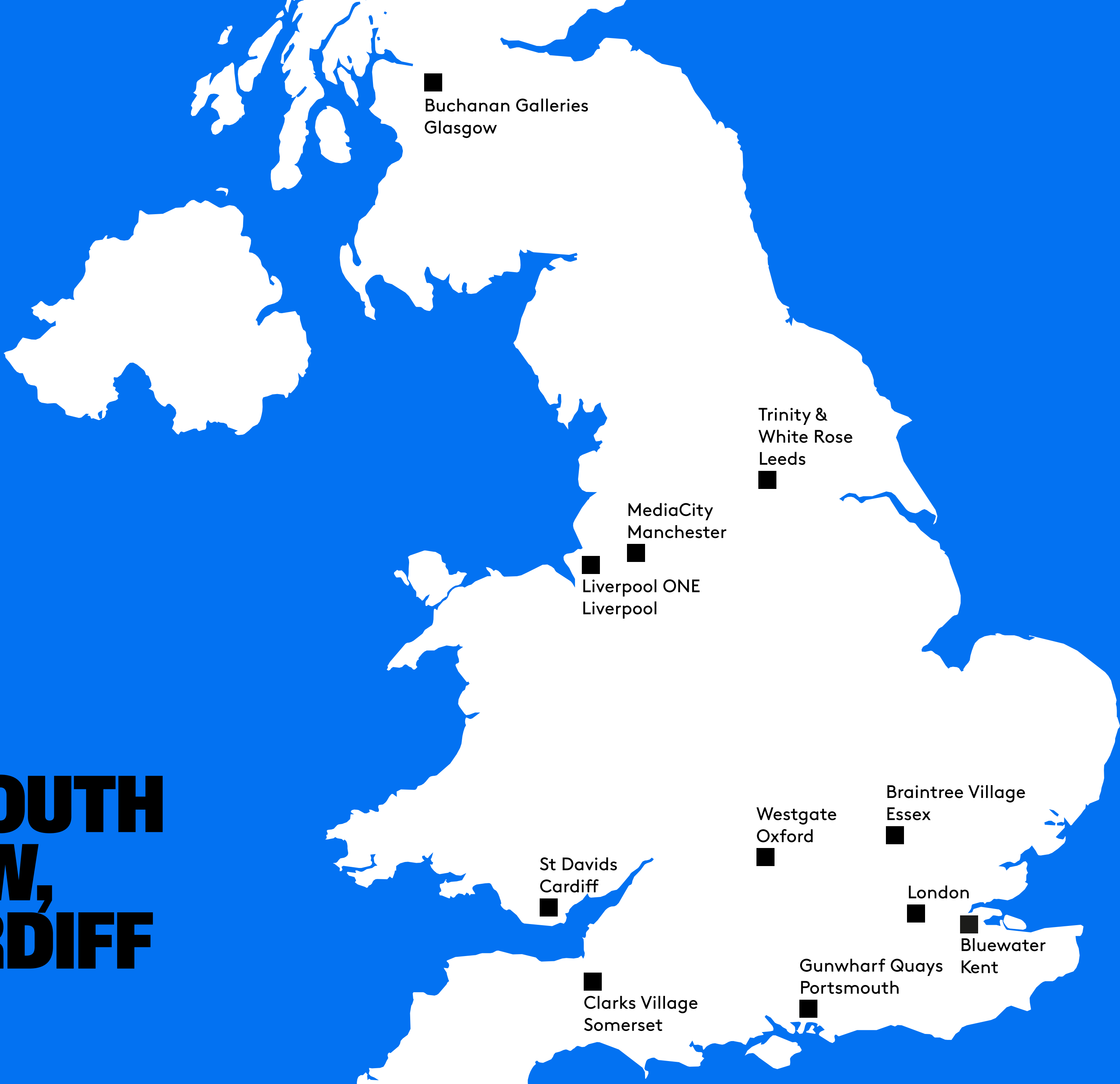
**FROM PORTSMOUTH
TO GLASGOW,
AND FROM CARDIFF
TO KENT.**



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SPOTLIGHT



**FROM PORTSMOUTH
TO GLASGOW,
AND FROM CARDIFF
TO KENT.**



NATIONAL REACH, LOCAL EXPERTISE.

No one knows London like we do.

From the heart of the city to the thriving suburban boroughs, our retail footprint in the capital enables you to light up London – including putting your brand on the world-famous Piccadilly Lights.

YOUR CENTRE



BRAND



STAGE.



Thanks to the unique breadth and depth of our portfolio, the Spotlight offer can go beyond the traditional experience model and provide an unparalleled stage for your ideas.

BRINGING YOUR BRIGHTEST IDEAS TO LIFE.

As owners and operators of this iconic portfolio, we're in a unique position to work directly with your brand on the delivery of tailor-made proposals and packages.

Partner with us and together we'll create activations, campaigns and moments that demand brand theatre – designed to capture the imagination through physical implementation, digital communication and social media buzz.

BEYOND ADVERTISING.





**YOU'RE NOT
RENTING SPACE.
YOU'RE OWNING
THE MOMENT.**



**EXPERIENCE, AMBIENT AND
EVERYTHING IN-BETWEEN**

The bespoke spaces within our destinations are perfect for bringing your brand ideas to life — smart activations in high footfall locations, attracting as many eyeballs as possible.

Alongside these spaces, our digital and static touchpoints deliver maximum impact for integrated campaigns. Think engaging screens, eye-catching banners and creative vinyl wrapping — a multitude of ways to connect with your audience.



SEPHORA
CROESO
BEAUTY LOVERS

NATIONAL REACH

With over 100 prime activation spaces as part of our portfolio, we have an unmatched ability to combine nationwide reach with deep local expertise. Spaces vary from mid-mall to external events, digital billboards to rooftops, sampling sites to PR stunts.

BESPOKE PACKAGES

The Spotlight offer has flexibility at its core. We build our packages with the aim of meeting the challenge of going above and beyond. So while every financial conversation has our rate card as it's starting point, we always strive to accommodate every budget.

DATA-DRIVEN

Our data helps your brand understand where to be, when to show up and who you'll reach. We share all of our data as standard — footfall, catchment, spend, demographics, dwell — and provide access to peak-period info throughout the year.

**DELIVERING
YOUR MESSAGE
FAR AND WIDE.**



Situated at the heart of London's famous West End theatre district are two of our most unique platforms for brand activation and experience — Piccadilly Lights and The Venue.

PICCADILLY LIGHTS

A global advertising icon — the curved, ultra-high definition display, instantly recognisable and seen by millions every week. A place where global campaigns, cultural moments and live broadcasts unfold in real time.

THE VENUE

The Venue sits directly under The Screen, and is a dynamic, bespoke multi-level event space for brand activations, product launches and immersive experiences — helping transform those cultural moments into lasting memories and tangible commercial impact.

PICCADILLY LIGHTS – DIGITAL AND PHYSICAL ACTIVATION ON ONE ICONIC STAGE.

WHEN YOU SHOW UP,



*1 in 2 people live within the catchment of a Landsec location

SPOTLIGHT



HALF THE UK SEES IT.

181M

ANNUAL FOOTFALL
THROUGH OUR
UK DESTINATIONS

200

CAMPAIGNS
DELIVERED
ANNUALLY

100+

AVAILABLE
LOCATIONS ACROSS
THE UK PORTFOLIO

1M

PLUS LOYALTY
NEWSLETTER
SUBSCRIBERS

68M

FOLLOWERS
ON OUR
SOCIAL CHANNELS

AND EXPERIENTIAL IS BIGGER THAN EVER.

90%

of consumers would be more likely to buy from a brand after an activation, event or experience.



91%

of consumers would feel more confident about a brand after participating in an activation, event or experience.



84%

of consumers are more likely to share an activation on social media if a brand provides a memorable and immersive experience.

“THERE’S NEVER A BRIEF TOO WEIRD OR WONDERFUL THAT LANDSEC CAN’T FIND A GREAT LOCATION FOR.”

Pictured: St David’s Cardiff, for the Squid Game season two activation — featuring immersive, experiential marketing celebrating the release, with appearances by the ‘Front Man’ and the iconic pink-suited guards.



Pictured: We collaborated with Captain Morgan and their agency, Bompas & Parr, to conceive a nautical adventure in an underground paradise — The Lost Lagoon.

YOUR WAY



TO SHINE.





Pictured: Hidden in the basement of the West 12 Shopping Centre in London, the Lost Lagoon offered budding buccaneers the chance to leave the dark and dank English winter behind — for a delicious journey of discovery.



Sam Bompas,
Bompas & Parr

**“LANDSEC, THEIR EXCELLENT
DESTINATIONS AND SUPPORTIVE
TEAM HAVE ALLOWED US TO DREAM
AND DIVERSIFY.”**

Spotlight partners with the biggest brands — across multiple sectors — to craft experiences that drive footfall and engagement, activating our spaces to create unforgettable moments and quantifiable benefits for our clients.



A STAGE FOR THE BOLDEST BRANDS.



LET'S TALK AND MAKE IT HAPPEN.

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