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Bravo. Charlie. Mike. Hotel.
Landsec Spotlight

Part 1 Our Understanding

Part 2 Initial Narrative

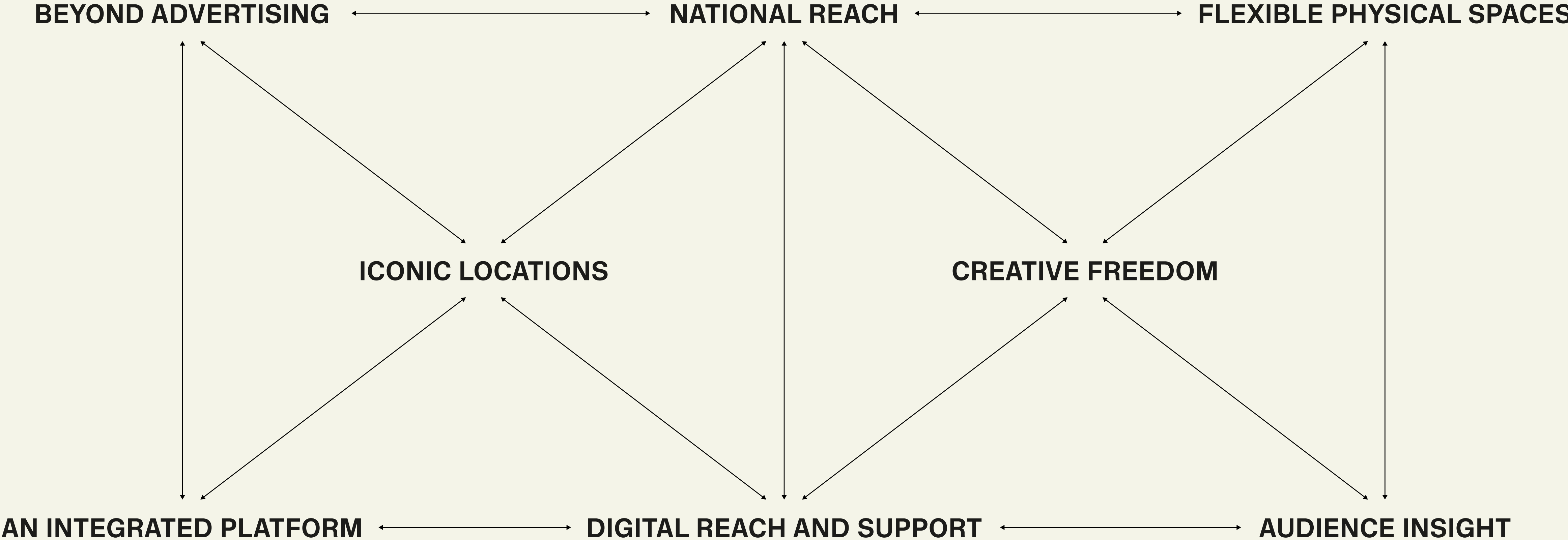
Part 1 Our Understanding

Part 2 Initial Narrative

OUR UNDERSTANDING

Spotlight is a brand engagement platform that transforms Landsec's high-traffic retail and hospitality destinations across the UK into powerful stages for awareness, activation and connection.

OUR UNDERSTANDING



OUR UNDERSTANDING

BEYOND ADVERTISING

Turning our prime locations into stages for brands and connecting with audiences in the real world.

NATIONAL REACH

City-centre icons and destination outlets – our UK-wide portfolio reaches 1 in 2 people in the UK.

FLEXIBLE PHYSICAL SPACES

From 1-day pop-ups to full-scale takeovers, with serviced, and digitally enabled infrastructure.

ICONIC LOCATIONS

From Piccadilly Lights to Manchester's MediaCity, we offer one-of-a-kind platforms in truly iconic locations.

CREATIVE FREEDOM

Launch, test, or amplify campaigns in unforgettable ways. From tentpole brand moments to targeted activations.

AN INTEGRATED PLATFORM

Seamlessly connecting across all of our offers, we bring brands and audiences together through one platform.

DIGITAL REACH AND SUPPORT

A large, loyal audience across asset and corporate channels – ready to act and drive demand.

AUDIENCE INSIGHT

Market-leading insight, tailored by brand and location. Informed by real consumer behaviour – making sure the location is right for you.

OUR UNDERSTANDING

WHY SPOTLIGHT

The name is strong and memorable – *Spotlight* already benefits from brand recognition within Landsec and enjoys awareness in the broader market.

It's a relatable, familiar term that resonates with audiences, providing a solid foundation for building a distinctive brand voice.

By developing and amplifying this clear narrative, *Spotlight* can be positioned as *the* platform for brand theatre.

Part 1 Our Understanding
Part 2 Initial Narrative

**Spotlight takes Landsec's dynamic spaces
and helps brands turn them into bold
activation spaces – delivering unforgettable
moments and proven commercial impact.**

INITIAL NARRATIVE

Spotlight

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Spotlight

Powered by Landsec

INITIAL NARRATIVE

Spotlight

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Your brand, centre stage.

INITIAL NARRATIVE

Spotlight transforms Landsec's high-footfall spaces into live stages for the world's boldest brands. From putting your name on the iconic Piccadilly Lights, to full blown takeovers and perfectly pitched pop-ups in prime destinations across the country, we give your ideas a physical presence, cultural resonance and commercial impact.

We're not selling square footage, we're providing a platform for brand theatre – designed to capture attention, built to flex around your vision and agile enough to move on your cue.

Whether you're looking to grab the *Spotlight* for 24 hours or for 6 months, we can help you show up brighter, sharper and more memorably than ever before.

INITIAL NARRATIVE

BEYOND ADVERTISING

Put your brand in the *Spotlight*.

Not (just) ads – activations.
Big takeovers or 1-day drops.
10 million square feet of cultural opportunity.

Spaces

Indoor and outdoor spaces,
large and small, for activations
and experiences.

Media

Digital OOH and
static media.

Sponsorship

Collaborate and partner
with Landsec events.

INITIAL NARRATIVE

NATIONAL REACH

Shine far and wide.

This is brand performance – in front of millions.
From London to Liverpool, Cardiff to Kent – turn footfall into fandom.
When you show up, half the UK sees it.

Local experts

Expertise in every asset,
every city, every location.

Regional retail centres and outlets

Across prime UK locations including
London, Liverpool, Cardiff, Manchester,
Oxford, Glasgow, and Portsmouth.

London and suburban retail

In the heart of the capital
and its bordering boroughs.

INITIAL NARRATIVE

FLEXIBLE PHYSICAL SPACES

You take the *Spotlight*. We set the stage.

City-centre icons and destination outlets.
Plug-and-play spaces – designed to flex.
Ready on your cue.

One or more venues

From one venue to a full roadshow with national tours in prime locations.

24 hours +

Take space for as little as one day.

Short notice and late calls

Secure your activation with only 48 hours notice.

Flexible terms

Flexible break clauses / re-locations

INITIAL NARRATIVE

CREATIVE FREEDOM

Your way to shine.

This is your stage – go brighter, bolder, louder.
Your idea, their reaction.
Launch it. Test it. Amplify it.

Iconic locations

Prime settings in unique surroundings –
from London’s Piccadilly Lights to
Manchester’s Media City.

Beyond traditional

Iconic landmarks, tall buildings,
rooftops, lakes, cliffs, zip-wires,
and more.

Adaptable retail spots

Flexible mid-mall spaces
and kiosks.

INITIAL NARRATIVE

DIGITAL REACH AND SUPPORT

From stage to screen.

Loyal audiences — engaged and ready.
Amplify attention through our digital channels.
We help to turn followers into fans.

1.6 million
Total digital audience.

180 million
Annual media impacts.

58 million
Social reach supported
by influencers.

INITIAL NARRATIVE

AUDIENCE INSIGHT

Insight that steals the show.

Market intelligence, centre stage.
Evidence you can act on.
Know your crowd. Play it right.
Your audience, under the *Spotlight*.

Data you can act on

We share all our venue data –
footfall, catchment areas, spend
demographics, dwell times.

Full-year performance visibility

Access peak period data
throughout the full
calendar year.

Target locations

Heat maps and footfall
split help you identify
the prime spots.

INITIAL NARRATIVE

CHALLENGE US

You're not renting space. You're owning the moment.

From Piccadilly Lights to rooftop takeovers.
You call the shots and challenge us to go bigger.
More venues, ambitious activations, creative opportunities.
Partner with us to maximise your budget.

Portfolio-wide deals

Negotiate across multiple
venues within our portfolio.

Expand brand reach

Leverage agreements across
multiple locations to deliver more
value for your brand.

Proposals that fit

Tailor made proposals
within your budget.

INITIAL NARRATIVE

PICCADILLY LIGHTS

The most coveted brand stage on earth.

Arguably the most famous single screen in the world.

Always live. The screen that never sleeps.

Bigger than big. Brighter than bright.

Your story, six storeys high.

From screen to street, a landmark immersive digital venue.

Piccadilly Lights: The Screen

The UK's largest single digital screen.

Piccadilly Lights: The Venue

A place where digital and physical worlds merge,
to deliver an unrivalled immersive experience.

INITIAL NARRATIVE

LANDSEC

A trusted team with a proven track record.

Visionaries of iconic spaces.
The UK's largest commercial property developer.
The team behind Bluewater and Piccadilly Lights.
Bringing expertise and *Spotlight* moments.

Nationwide catchment

1 in 2 people in the UK live
in our catchments.

Investing in retail

We're investing £1bn into retail
over the next five years.

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