

# A Summary of Westfield London and Rate Card

Westfield will be London's newest landmark. It will become one of London's most visited retail and leisure destinations and set a new benchmark for creating and delivering an enjoyable and indulgent shopping experience. Located in the White City area of west London and with over 265 stores Westfield will house some of the world's finest brands alongside over 40 eclectic dining destinations, a 16-screen state of the art cinema, health and beauty retreat and gymnasium, all combining to create not just a shopping centre but the ultimate lifestyle destination.

Westfield has worked with internationally acclaimed architects, such as Michael Gabellini, to push the boundaries of shopping centre design and the overall result is a feeling of luxury and design not normally associated with a shopping centre. The experience is key to Westfield and encompasses more than just shopping. One of the most innovative elements is the segregation of different retail experiences. There is a luxury village housing 50 of the most prestigious brands in the world. Other zoned areas include High Street Fashion, Streetwear and a Kids Court of family branded shops. Additionally there are a range of services normally only see in 5 star hotels. Valet parking, Hands Free Shopping and Concierge services have never been seen in the retail environment in the UK ever before.

The primary catchment is estimated to be 2.7 million people with an estimated retail spend of £5 billion. 38% of the catchment area is within the AB social group, above the national average. 30% are 25-29 yrs old, compared to 20% nationally. They also have a household income 25% higher than the rest of the UK. 60% of shoppers are expected to visit on public transport and £170m has been invested in transport links. Shepherd's Bush station has been re-developed, a brand new station has been built called Wood Lane on the Hammersmith and City line which goes directly in to Westfield. There is a new overland railway station on the West London Line as well as two new bus terminals.

## The audience

### Prosperous Professionals

Affluent, well educated and discerning shoppers, Prosperous Professionals expect to have the best at their fingertips. They are strong brand shoppers who demand quality and service of the highest scale. Incomes are high and these are considered the bullseye target audience. They only represent 7% of the revenue for the main trading area but they are key to attracting the broader 'mainstream' audience.

### Educated Urbanites

Young highly qualified and with high disposable incomes this group work hard and play hard. With a strong interest in fashion and the latest trends, they are strong brand shoppers and tend to mix more expensive branded accessories with more mid-prices high street fashion. This is the core audience for Westfield and represent 37% of the total revenue. Shopping for them is about experimentation and upgrading social status.

### Secure Families

This group comprises home-owning families living comfortably in suburban and semi-rural locations. They are employed and many earn above the national average. They spend above average amounts on leisure and homewares. They tend to avoid the West End on weekends as it is not child friendly so Westfield is the sort of experience they seek.

## State of the Art inventory

Our proposition is digital led; a proposition that delivers all the flexibility and relevance that brands now look for in choosing a suitable media channel; sophisticated targeting with proximity to purchase, and message that can be changed at the touch of a button in support of store promotions or dynamic pricing. And one that will provide the perfect showcase for high end retailers and luxury brands, broadcasting images to superb high definition quality.

There will be 110 x 57" LCD faces throughout both levels of Westfield. The displays will be double sided to ensure that the advertising is seen whatever direction it is approached in. These screens are also High Definition quality which has a reproduction quality that is second to none.

Research shows that advertising delivered in this way, via digital, adds value to the experience. Consumers feel that it inspires and adds to the overall opportunity and environment and not shoe horned in. The new housing has been designed to fit in with the organic structures that sit within Westfield.

In addition to being able to buy in to the overall Westfield experience we are also offering dynamic packaging to further tailor messaging for particular brands. Packs have been created such as the Vanity Pack to specifically target beauty clients, the Yummy Mummy pack targets Child friendly brands, Couture pack for fashion brands. These packs offer all the benefits of branding within Westfield but with the ability to target based on proximity.

We will also be putting in slim line 6 sheets and Showcase Squares at car park levels, situated close to exit points as people make their way up to the shopping levels.

There are also four landmark sites in premium locations throughout the centre. These are the very best locations; high traffic areas where people naturally congregate, and where advertising sites can be positioned to catch consumers head on and hold their attention. 3 of these are digital sites and one a backlit premium static display.

## Benefits

Reaching consumers in the right mindset. Unlike a street environment, people are making a conscious decision to visit Westfield and therefore are in a mindset that differs from the street retail precincts already available in London.

Similar to our Underground offering we know the exact purpose that people are visiting Westfield for; a total shopping, dining and leisure experience, meaning they are there to shop and dine and have money in their pocket, waiting to spend. This mindset enhances the effect your advertising has, by talking to people at the right time in the right place.

There is also the added benefit of being in a controlled environment. The busy High Street has many distractions; The whole concept of Westfield is calm indulgence. The consumer is going to be viewing this advertising in an environment that is not at the mercy of the weather or pollution or traffic.

The environment is also non-cluttered. The placement of our sites has been meticulously planned to enhance the experience. Our digital sites will only be showing one ad at a time, unlike magazines such as Vogue where the first 30 pages are taken by similar advertising before you even get to any editorial. We are also showing 6 ads in a loop which is far less clutter than you would find in magazines or national press.

Our digital offering not only rises above the clutter but it also provides a message at point of sale. Magazine advertising builds brands, as does Outdoor however this has the added benefit of offering that branding at the point of purchase. Research shows that highly mobile people are 34% more likely to purchase spontaneously and clothing and shoes are the biggest category of spontaneously bought goods. Advertising in this environment will give you fantastic brand stature and offer you the ability to do it in proximity to your store to push the impulsive shopper. Our precision targeting packs can offer even closer targeting to specific stores within Westfield.

Research also shows that Consumers control advertising by screening out most of it and only attending to what interests them at the time. The critical variable then, is whether the consumer is 'in the market' for a product, for advertising this means the timing as well as the targeting of a message is important. The shopper is not reading a magazine whilst walking around Westfield, they are can't see TV and it is unlikely they will be listening to the radio. The last message you receive is the most powerful. Recency planning targets the purchase not the purchaser. For retailers the next sale is always about to happen, so advertising should try to reach as many consumers 'in the market' as possible. Reaching three consumers, once, will generate more purchases than reaching one consumer three times. When a consumer is in the market, a single message can have an effect because the shopper is in a buying mindset.

So, the mindset, the non-cluttered environment, point of sale and recency messaging all have huge benefits for an advertiser in the retail space. However, an added benefit is that our product offering is digital. This allows for even closer message targeting. The flexible nature of the product (and the fact the sites are all networked remotely) means the message can change as it needs to. Maybe a retailer has a special guest appearance in store to launch a new range and they want to advertise that time they can; as soon as the personal appearance is over the message can revert to something else.

Additionally the HD quality of the screens means that the reproduction quality of images, especially magazine style photography, is excellent so flexibility of messaging doesn't mean a reduction in quality.

Westfield offers a New London Landmark that will drive us closer to New York as a shopping destination. This is a shopping experience just 3 miles from Central London, for Londoners. It is going to be able to offer a lifestyle experience not available anywhere else in UK retail. And it is an experience that increasingly consumers want.

And the consumer is high quality. They are 46% higher AB profile than the rest of the UK. 30% are the desirable 25-39 yr olds with money to spend compared to 20% nationally. This is a difficult audience to reach. But also they have the lifestyle that means they like to spend and have the disposable income to do it. Demographics aside they are opinionated influencers and trend setting. Westfield is targeting them to provide word of mouth on the quality of the experience and they can do the same for your brand. They are discerning but if they see something they like they will tell other people.

Finally by buying in to Westfield you are allowing your brand to become part of an immersive, highly targeted, engaging environment. Our inventory portfolio has been designed to fit in with the organic structure of Westfield, not just put in afterwards. Your advertising will be in keeping with environment and experience that will be Westfield London.

## LCD Screens

Package	No of Sites	Ratecard Cost
Network Light	25	£13,375
Network Medium	50	£25,600
Network Heavy	100	£48,500
London Wide *	100	£56,100
Precision Packs Westfield (Vanity, Yummy Mummy, Courtture, Lifestyle etc.)	15	£12,375
Selective Screen	4 Week Rate	12 Week Rate
Per 10" slot	£1,820	£4,640
Entire loop	£9,000	£24,300

All rates refer to 2 week campaigns and a 10 second slot in every 60 second loop. \*London wide includes LCDs at key West End Shopping locations; Bond Street, Oxford Circus, Covent Garden, High St Kensington, South Kensington, Notting Hill . . .

## Large format digital/static

Site	4 Week Rate	12 Week Rate	Commercial Loop/ Spot Length
Centre Spectacular	£16,800	£42,800	10 second slot in every 60 second loop
Entrance 1	£6,500	£16,575	10 second slot in every 40 seconds
Entrance 2	£11,500	£27,600	10 second slot in every 40 seconds
Premium Entry Landmark	£6,500	£16,575	Backlit static site

## 6 Sheets

Package	No of Sites	Rate Card Cost Per 2 weeks
Westfield Wide	15	£6,300
London Wide*	50	£18,850
London Style	25	£12,625
London Style	50	£23,100

\*Per 2 week campaign. London wide packages sold in conjunction with LU

## Showcase Squares

Package	No of Sites	Rate card cost
London Wide *	67	£52,193
Westfield	7	£5,593

\* Sold in conjunction with LU