

EXHIBITION WHITE CITY



WESTFIELD RISE PARTNERSHIP

Westfield London is the UK’s leading retail, leisure and destination. Following the completion of the Westfield London expansion, the centre is now the largest retail destination in Europe. It was the first centre in the UK to create a major events space, The Atrium, which has hosted world movie premieres, international music performances and fashion shows.

300+ stores

CENTRE PROFILE

27.2m

annual footfall

95 mins

avg. dwell time

£128

avg. customer retail spend

CUSTOMER PROFILE



THE OPPORTUNITY

Place your brand and/or experience centre-stage to Westfield London’s 28M annual footfall, utilising industry leading OOH advertising opportunities to capture an audience with an immediate purchase mindset, uniquely located directly on the doorstep of Exhibition London.

From Experiential and Media campaigns of all scales to Solus E-Newsletters (1M+ Database. 45%+ Open Rate). We offer 360° touch points across the consumer journey to boost awareness at scale and increase ticket sales.

Contact Exhibition White City for more information.

AMBASSADOR / SAMPLING SITES



LARGE FORMAT DIGITAL MEDIA



Exhibition White City

STATIC & DIGITAL MEDIA



Westfield Rise Partnership

EXPERIENTIAL SITES



MARKETING AMPLIFICATION

Westfield London

2,048 posts 74.7K followers 513 following

#westfieldlondon is Europe's largest shopping and leisure destination. Over 400 stores, 80 places to eat & a 20-screen cinema await your visit!
Ariel Way, White City, London, United Kingdom
www.westfield.com/united-kingdom/london

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LunarNewY...

HereWeGlow

Eat

Play

Shop

ADDITIONAL DIGITAL MEDIA

