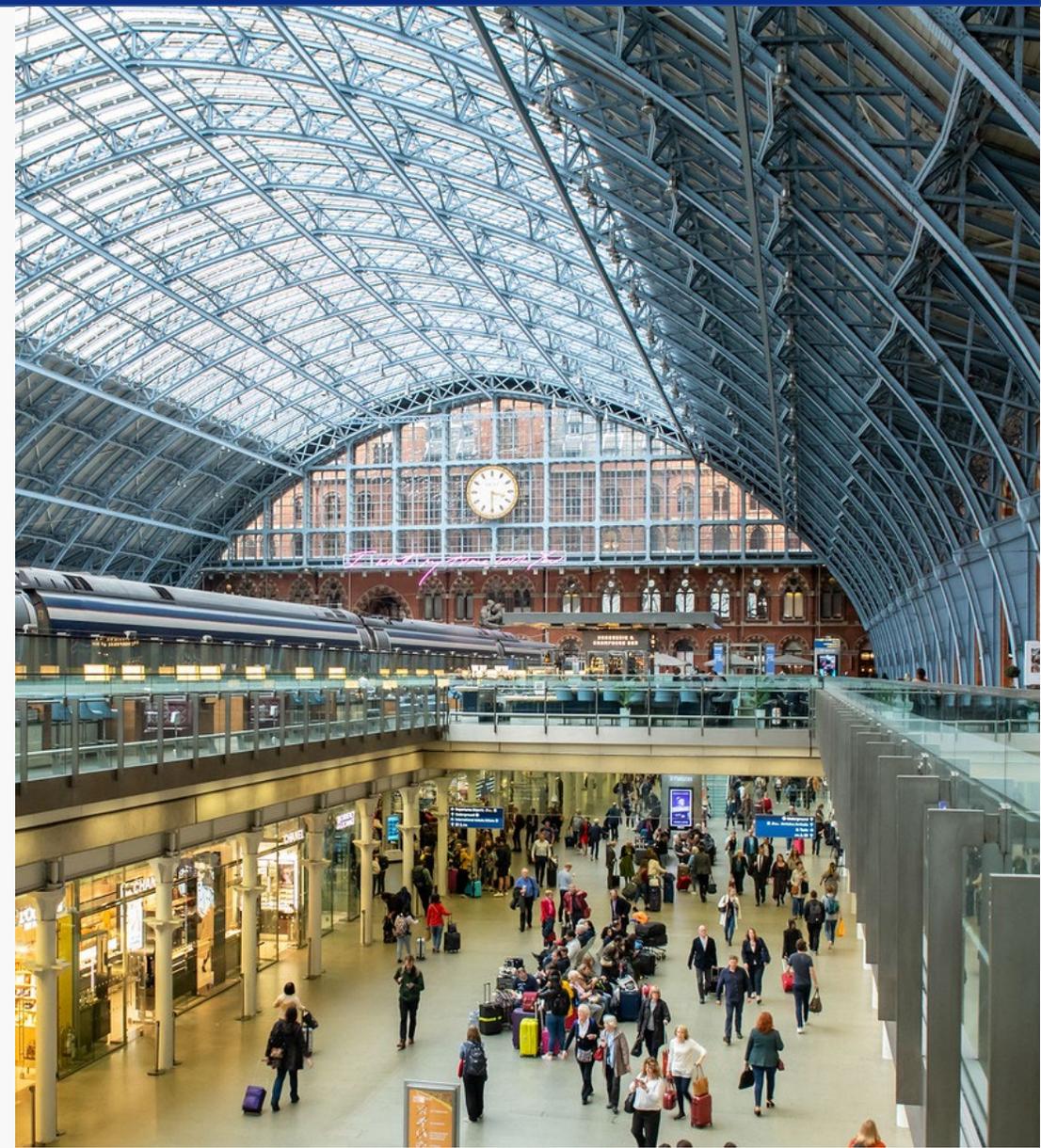


**ST. PANCRAS  
CHRISTMAS TREE  
SPONSORSHIP 2021**

# ST. PANCRAS INTERNATIONAL

**A WORLD-CLASS INTERNATIONAL STATION  
A SHOPPING, DINING & CULTURAL DESTINATION**

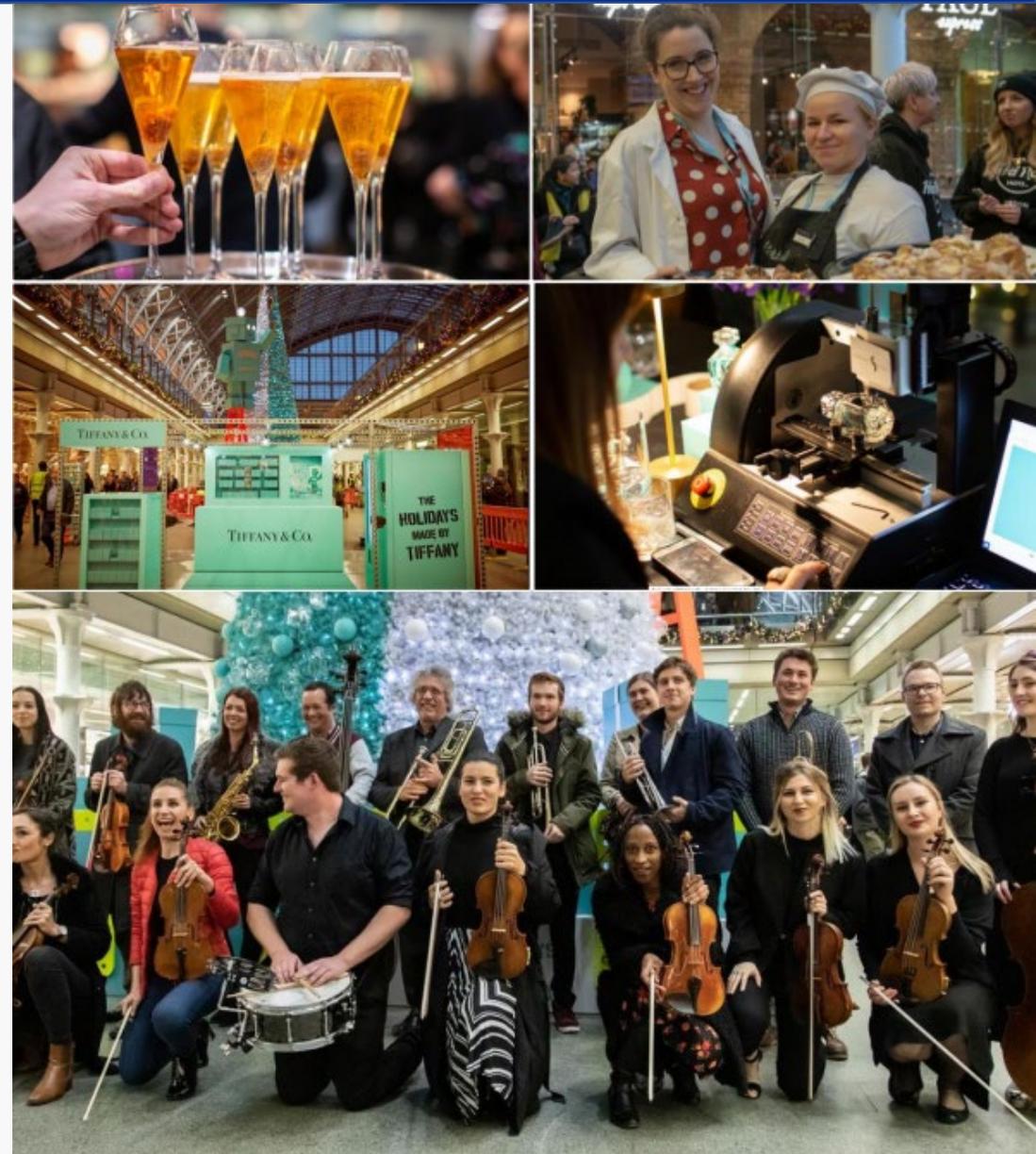
- Iconic London landmark
- Grade I listed building with 150 years of heritage
- Direct train links to both the North and South of England
- Gateway to Europe
- Breath-taking architecture
- Renowned shopping and dining brands
- Inspiring cultural and community events throughout the year



# WE BRING CHRISTMAS TO LIFE WITH...

- A show-stopping Christmas tree
- Christmas decorations
- Live Christmas music performances
- Pop-up events
- Special experiences
- Exclusive products and menus
- Personalisation and gift wrapping
- Shopping events
- And More!

*All supported with a marketing & PR campaign...*



*\* 2021 activity, including pop-ups, must be COVID safe*

# OUR ICONIC TREES TAKE CENTRE STAGE

The launch of the tree is the most highly anticipated moment in our annual events calendar, and due to previous successes, the media's calendar too. Due to lack of a consumer Christmas in 2020, we foresee there to be even bigger anticipation for installations such as this later in 2021.

**In 2018** - the tree achieved over 190 pieces of broadcast, print and digital coverage and, as a unique physical and experiential opportunity, it contributed to Coty Luxury UK and Tiffany & Co. Fragrances winning the Glossy award for 'Best Non-Digital Marketing Campaign' and 'Best Physical Retail Launch, Beauty.'

**In 2019** - the Eiffel tower tree in collaboration with Lancôme was widely covered across a range of media including Good Morning Britain, Daily Mail, Daily Express and London Live.

**In 2020** - Even though overall engagement was impacted due to the national lockdown, the 'Tree of Hope' by EL&N London was still picked up by several national and international publications including BBC News, The Times, The New York Times, The Guardian and The Telegraph.



# PREVIOUS CHRISTMAS TREES



**2020**  
EL&N London



**2019**  
Lancôme



**2018**  
Tiffany & Co



**2017**  
Moyes Stevens



**2016**  
Cirque du Soleil



**2015**  
Disney



**2014**  
Eurostar

# CHRISTMAS 2021

With the planned easing of restrictions over the coming months, and with the continuation of the vaccine rollout, insights show that there is pent up demand for physical retail and domestic leisure trips this year. We'll be launching a re-opening campaign from April to encourage travel and welcome visitors back to our station leading up to the Christmas season.

Welcoming people back safely throughout 2021:

- We have introduced state-of-the-art cleaning technology - The first station to launch 2 new cleaning robots and additional technology to ensure the highest standard of hygiene is kept throughout.
- We're under a roof, but open ended allowing for plenty of ventilation vs other shopping malls.
- We're already directly linked to a large domestic audience (North and South of the UK) as well as International (France, Netherlands and Belgium) and work closely with train operators to welcome customers back.
- The 'Rail Safety Standards Board' analysis in Aug 2020 also showed that rail was still safer than road during COVID. It's also a more sustainable way to travel which is beneficial for the more eco-conscious consumer.

According to pre-COVID customer profile data 2019/20, across our 50m+ annual visitors, we saw that:

- Most visitors stayed between 1 and 2 hours
- 80% of visitors shopped
- There was a 42% male and 55% female ratio
- Core customers were ages 35 – 64 plus a large proportion of 25-34's.

*As our audience evolves post-COVID, we will evolve re-opening communications too.*

# EVOLVING THE OBJECTIVES

New trends have evolved so we must too.

The tree must be:



A show-stopper



PR worthy & Instagrammable



Impactful with a strong 360° view



Interactive & fun



A great talking point



COVID compliant

But it could also reflect 2021 consumer trends:



Community or charity link



Eco-conscious



Inclusion

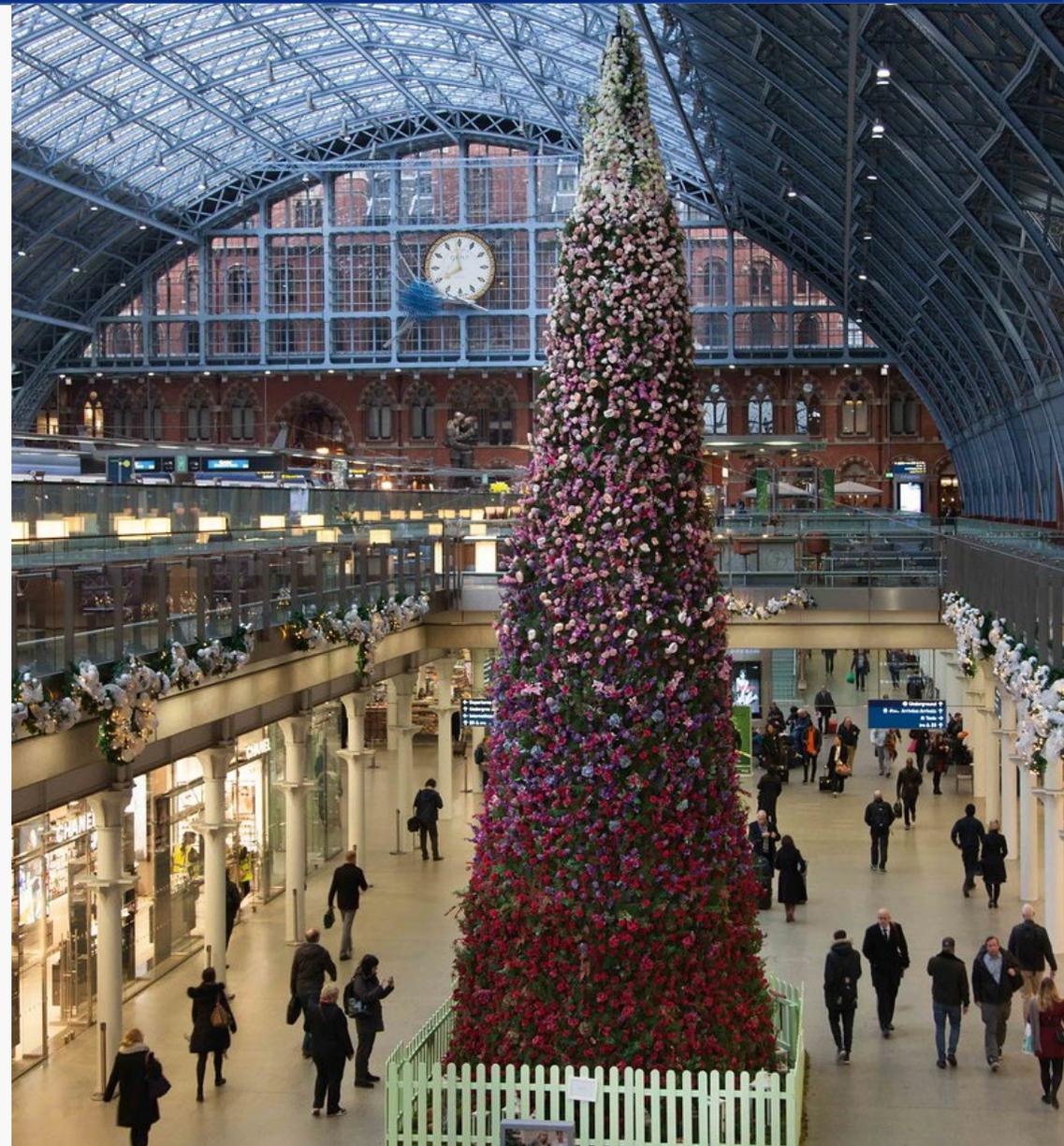


Selfcare



# TOP LINE TREE DETAILS

- A **6m x 5m** area can be used for the tree installation (Site C)
- The Christmas Tree would usually launch after remembrance day, **Thursday 11th November 2021** and must be deconstructed by **Monday 3<sup>rd</sup> January 2022**
- Maximum height is up to **40ft**
- Could be created by a single brand, or a collaboration.
- Power and data available at site (upgrades available dependent on requirements)
- Need to consider **360-degree views** of the tree as well as views from the both the Grand Terrace above and the Arcade as it can be seen from all angles
- Opportunity for a retail pop up site for the duration of the installation (Site B)
- All proposals are subject to approval from the station operator (NRHS), train operating companies and Heritage England
- HS1 looks for the 'wow factor' in tree proposals
- Further site details for Site C can be found in the St Pancras Installation Guidelines  
<https://highspeed1.co.uk/commercial/temporary-installations-guide>



# SPONSORSHIP BENEFITS

## THE TREE

### Brand exposure

- The on-site exposure will offer brands an incredible opportunity to be at the forefront of people's minds again after a more difficult 2020. Due to its size, it's visible from multiple locations of the station including platforms, The Grand Terrace and main shopping arcade.
- It can bring your brand, or a collaboration of brands, to life in a unique and impactful way, right in the center of the station.
- The tree receives a substantial amount of media exposure. With social restrictions in place last year, EL&N London still gained national and international coverage.

### Evolving audience:

- With easing of restrictions across the UK from March/April onwards, it's likely that leisure traffic through St Pancras will increase. The benefit of this would be longer dwell time and more unique customers.

### February 2020:

- Over a million national and international visitors to the station each week.
- Our core customers are aged 35-64 plus a large proportion of 25-34s.
- Our audience is 42% male and 55% female.
- Majority of our visitors spend 1-2 hours in the station and enjoy the array of shops, restaurants and activities that we offer. All workshops and pop-up activity are pre-promoted.
- We are likely to see a strong domestic audience throughout 2021.



# SPONSORSHIP BENEFITS

## PR & MARKETING

### PR & Special Events

- HS1's PR team would work closely with the sponsor to decide on the best media outreach approach when launching the tree & sustain PR plans. This would include drafting and issuing of press release & hosting media.
- HS1 can manage the official photo shoot of the tree on behalf of the sponsor to secure a professional gallery of newsworthy images available for all parties to use. We can support the sponsor's launch party at the station and brief spokespeople.
- We would invite influencers to see the tree to guarantee coverage.
- Our media targets are wider than just London; we target media in multiple counties across the UK including Kent, Sussex, Surrey, Hampshire, Gloucestershire, Nottinghamshire, Leicestershire, Yorkshire, Devon, Cornwall, as well as national and internationals for the greatest exposure for the brand and campaign.

### Advertorials/Adverts

- The tree can be promoted on the 10 x Passenger Information Screens (PIPs) across the station. In December 2019, the PIP Screens had 36,223 users.
- There is an opportunity for the tree to be included in Christmas advertorials and advertisements by HS1 in media over the Christmas period.



# SPONSORSHIP BENEFITS DIGITAL & SOCIAL

## E-newsletters

Exposure when included at key times in our St Pancras e-newsletter. We have a very engaged audience of circa. 3.1k subscribers and our open-rates for 2020 averaged 47% (average open-rates across all industries is around 17.8% - Campaign Monitor).

## Website

Campaign and brand exposure through promotion on the Homepage and News & Events pages on the stpancras.com website:

- 171k+ users visited St. Pancras' site throughout Nov-Dec 2019.
- Over 82% of users from within the UK and over 61% in London.

## Social Media

Campaign & brand exposure through bespoke posts to our audiences located in London, the wider UK and Internationally, as well as sharing user generated content and influencer posts (audience stats as of Jan 2021):

### Facebook

42.7k+ page followers  
49% men / 51% women  
Over 41% live in the UK  
Over 13% live in London

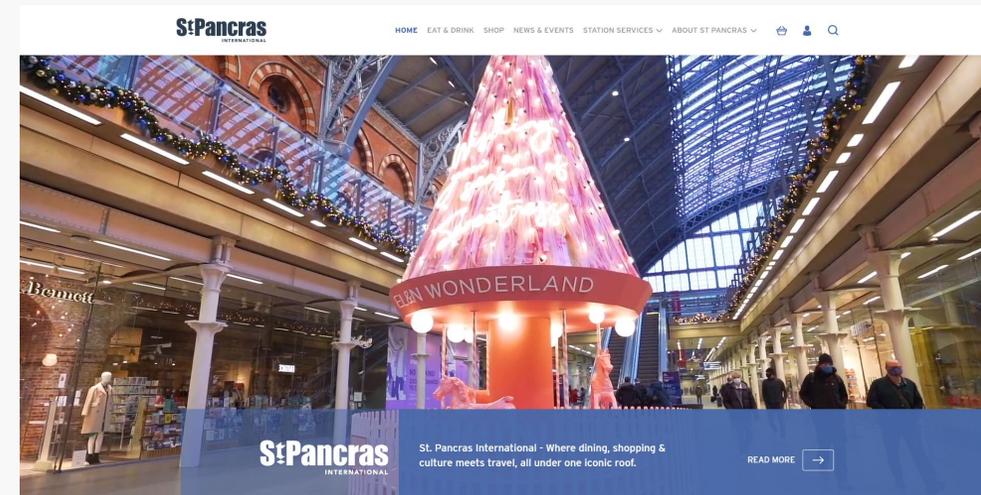
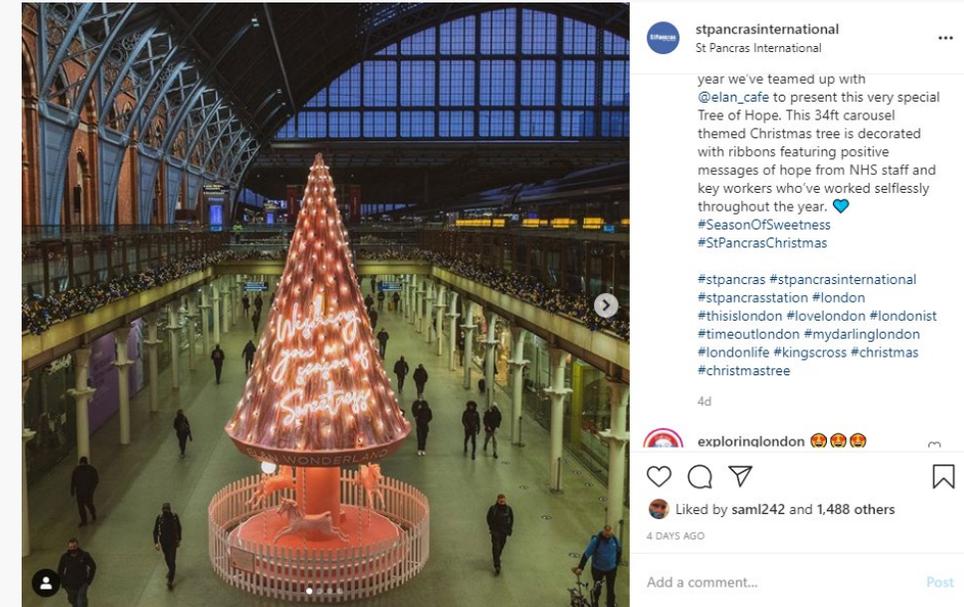
### Instagram

16.1k+ followers  
38% men / 62% women  
Over 44% live in the UK  
Over 18% live in London

### Twitter

14.7k+ followers

**All benefits are for discussion and can be tailored to suit the sponsor and the campaign.**



# ADDITIONAL OPPORTUNITIES

## Pop up stand

There is also an opportunity to create a pop-up shop or an experiential stand on an adjacent site within the station –Site B.

This is an exceptional opportunity for a sponsor to run experiences and sell gifts. Site B measures 5m x 5m with a maximum height of 2.2m and is located next to the tree in the main Arcade.

## Collaboration with Tenants

HS1 can help facilitate partnerships with tenants at St Pancras. Opportunities could include:

- A collaboration to create a Christmas cocktail or special product
- Personal signings

## Advertising Screens

HS1 can facilitate opportunities to utilise digital advertising space via a third party including:

- 2 x Large-format Trans-vision screens
- 80" state-of-the-art digital screens around the station
- Audio-visual trans-vision screen takeover, leading from St Pancras towards the London Underground
- Personalisation



\* 2021 activity, including pop-ups, must be COVID safe

# 2020 EL&N CHRISTMAS TREE



*34ft pink  
wonderland-  
themed carousel  
& ribbon  
adorned tree*

*1,200 metres of  
festive ribbon  
with quotes of  
love & hope  
from NHS staff  
& key workers*

*White neon  
writing to  
promote the  
brand's festive  
menu*



Sponsor: **EL&N LONDON**

The Brand: We teamed up with Instagrammable London café EL&N London who presented a very special Tree of Hope. The brand is well known for their pink-hued coffee shops with fun and quirky interiors, fancy pastries and a large social media following.

Dates live: Early November to Sunday 3<sup>rd</sup> January 2020

Wow factor: To celebrate the heroes of 2020, the carousel themed Christmas tree was decorated with 1,200 meters of festive ribbon with quotes of love & hope from NHS staff & key workers. It also featured EL&N's famed pink horses which were to sit on for photos but unfortunately restrictions impacted the level of engagement here.

Charity link: EL&N created replica 'Tree of Hope' cakes sold in their store and online. 10% of all cake sales went to FareShare to provide food for frontline charities & community groups across the UK.

Launch Due to the November lockdown, we hosted national press and invited a videographer & station photographer to the launch morning instead of a launch event.

# EL&N TREE RESULTS OVERVIEW (HS1 DATA ONLY)

We landed  
**55 pieces**  
of coverage

With a total reach of  
**2,105,675,661**

Promoted as  
**an interactive**  
**photo**  
**location**

It featured in  
**2 x Paid**  
**Advertorials**

**18 x**  
**dedicated**  
**social posts**

from St. Pancras  
Instagram

It featured on  
**4 x St**  
**Pancras**  
**E-comms**

St. Pancras  
tagged in **x**  
**182**  
tree posts  
on Instagram

**94%**  
**positive**  
**social**  
**media**  
sentiment on the  
tree

*The overall level of engagement was unfortunately impacted by the change in social restrictions and the winter lockdown.*

# 2019 LANCÔME TREE & POP UP



*The tree reached  
11m/36-ft...*

*...featured 1,500  
filled bottles of  
LVEB perfume...*

*...and an hourly  
light show*

Sponsor:

**Lancôme**

The Brand:

Lancôme spread joy to St Pancras, the gateway to the city of Love, through an eye catching and inspiring Eiffel Tower Christmas tree and accompanying pop-up shop.

Dates live:

Early November to Friday 3rd January 2019

Charity link:

The 500 'La Vie Est Belle' fragrance bottles were real, and they were donated to the international cancer support charity, [Look Good Feel Better](#) at the end of the campaign.

'Wow' factor:

The installation featured an hourly light show, like that of the real Eiffel tower.

Other:

Lancôme partnered with St Pancras Champagne Bar by Searcys to create an exclusive Le Vie est Belle Cocktail.

Pop-up shop:

Included engraving machine, bespoke illustrations on products & personalised calligraphy events.  
Open daily.

Launch:

Lancôme booked the Kingdom Choir who shot to fame after performing at the Royal Wedding in 2018. This was followed by an media and influencer event at Searcys.

# LANCÔME TREE RESULTS OVERVIEW (HS1 DATA ONLY)

We landed  
**98 pieces of coverage**

It featured in  
**2 x Paid Advertorials**

Promoted as  
**a photo location**  
for St Pancras' first ever  
Christmas shopping event

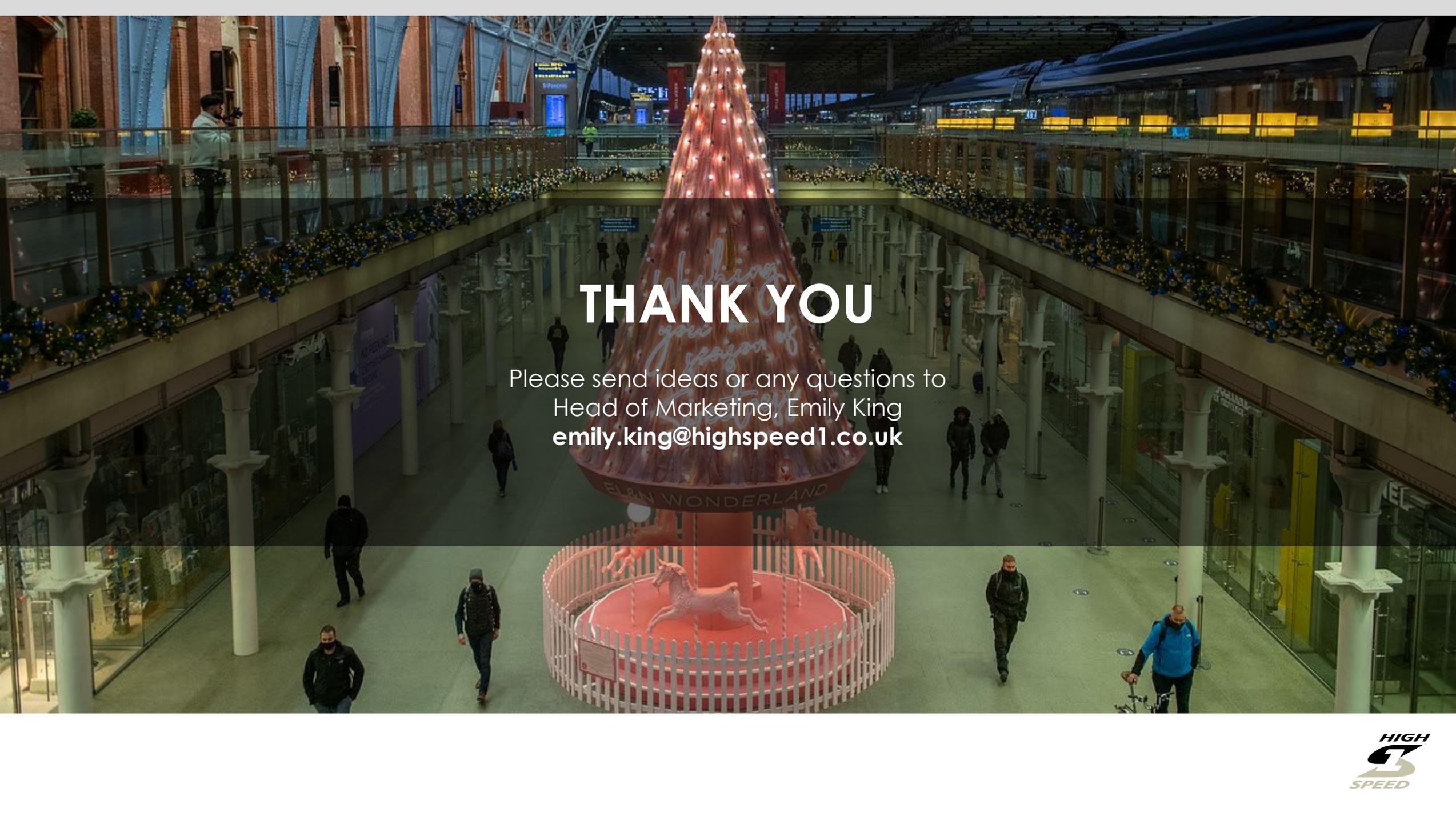
#StPancrasxLancome  
**tagged x 205**  
times on Instagram

**17 x dedicated social posts**  
from St Pancras

It featured on  
**2 x St Pancras E-comms**

Lancôme  
**logo promoted on 2 x station signs**

St Pancras  
**tagged in x 232 tree posts**  
on Instagram



# THANK YOU

Please send ideas or any questions to  
Head of Marketing, Emily King  
[emily.king@highspeed1.co.uk](mailto:emily.king@highspeed1.co.uk)