

Love Football Love Fashion - case study for BCSC

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Background – what we look like outside



 **BRENT CROSS**

Background – what we trade like



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Background – what we're protecting

- 120+ stores
- John Lewis, Fenwick, 'High St' plus Waitrose, Hollister, Apple
- Representative retail: Rigby & Peller, All Saints, Jaeger, Kurt Geiger, Whistles
- £600m pa turnover
- Highest mall Zone As and densities
- Among highest ATVs
- 75% top MOSAICs



Background – set the scene

- The judges don't know your centre so set the scene but make it relevant
- Macro/micro issues you face
- What's the opportunity?
- What data/research/measure has informed your decisions?
- What's worked before (and hasn't)? Eg World Cup at BX
- Clear, measurable objectives which inform the activity
- *Objectives/performance measures almost always include budget, sales/footfall, and usually marketing/retail measures*

Creativity & implementation – what, when and why

- Is it really that good? – be honest, now...
- Your chance to show how integrated and appropriate it was...but for a multi-faceted programme, word count's a problem so concentrate on core elements
- Should always be about retail, not 'creative' for creative's sake
- How does it all relate to the objectives?
- *This is for 'tell'; the appendices are for 'show'*

Results & expenditure – measure and report

- ...against each objective
- Be honest and realistic; no BBB (I've seen some real porkies!)
- (Over)-achieved? Made savings? Say so and explain how
- If not, why not; why is your submission still worth an award?
- Include real feedback from retailers and customers
- Use budget analysis to highlight savings made and how

Other info

- Use the extra files to flesh out your written submission
- Include narrative which helps tell the story and anything which shows why your submission is a winner
- Use images, sound, anything to portray the size/excitement/creativity of your activity
- *If it's a complicated programme, here's your one chance to show all the elements not just the 'highlights'*

Love Football Love Fashion

- World Cup enables BX to outperform v portfolio and BRC
- Needed something multi-faceted and iconic: classy customers demand something more than 'big screens'
- Very limited space; limited budget
- Increased competition
- What about those who hate football?
- Had to be commercial yet creative, involve retailers and partners yet deliver a core promise
- Do something never done before?
- How to make comms stand out in crowded, expensive marketplace



Love Football Love Fashion



 **BRENT CROSS**

Love Football Love Fashion –

86 pages of exclusive retailer offers & ‘money can’t buy’ comps

Win
a luxury weekend stay at The Grove hotel, worth £2,050

THE GROVE

MY BRENT CROSS

Free Zoo ticket*

ZSL London Zoo
Get closer to the Animal Kingdom in the heart of the capital. Sit in Regent's Park, ZSL London Zoo's beautifully landscaped gardens are an escape in central London's green lungs and offer fabulous touring. With over 750 different species to choose, the LK's is the perfect way to immerse yourself in the Animal Kingdom.
For more information visit [zsl.org](#)

ZSL LONDON ZOO

MY BRENT CROSS

30% Off*

POLARN O. PYRET
Discover the best in Swedish clothing for newborn to 11 years

MY BRENT CROSS

Win
a family ticket to the Britten Music Experience at The O2

BRITTEN MUSIC EXPERIENCE

MY BRENT CROSS

OFFERS BOOKLET

LOVE FOOTBALL LOVE FASHION

It's win-win this Summer!
11 June – 11 July

Unbeatable savings and prizes inside!

MY BRENT CROSS

day 11th
me and
bind
you

HOBBS
LONDON

MY BRENT CROSS

Win
a Magic JPL4. More than just a breakfast. Includes food, meet your host, plus breakfast in Carnivals

MAGIC

MY BRENT CROSS

Keepers
Give an
shirt

Timberland

MY BRENT CROSS

MY BRENT CROSS

Results

- Footfall:
 - +5.1% v Footfall Index
 - +27,000 shoppers v BX rolling 4-week average (adj seasonally)
- Sales:
 - +1.7% v BRC
 - +£1.05m during event; in-event ROI 3.3; £10.2m annualised; ROI 32.2
- Event cost:
 - -13% v budget incl £13,000 direct savings via in-house work
- Media:
 - -30% v budget via various savings
 - Online +27%; Facebook +11%



Results

- PR:
 - +50% v objective
- Customer involvement:
 - +80% v target redemptions (target = industry standard levels)
 - Redemption 1.8%
 - Competitions 4.6%
- Retailer and customer feedback

In summary

- Doing the day job shouldn't win
- Explain: why, what, when, how, how much, impact, measures
- Have clear objectives, measures, process
- Tell the truth!
- Use the additional entry files wisely – images/sound (and limited copy) very effective
- Get someone uninvolved to read submission and comment
- *Use the mentors*
- GOOD LUCK!