

OXFORD STREET CHRISTMAS CONTENT REQUEST FOR PROMOTIONAL ACTIVITY

BRAND PARTICIPATION FORM

This year Oxford Street will officially light up the capital on Monday, 2 November. Throughout the festive period, we will be promoting Oxford Street's extensive product and experiential offering whilst also communicating our COVID safety measures, **to build customer confidence, motivate visitation and drive spend in your business.**

To ensure we are promoting your brand as part of our customer marketing efforts, please fill out the below form and return to E: westendmarketing@newwestend.com by **Monday 26th October**.

If you have any questions, please call or email Hadas Kulcsar, Campaign Manager.

E: hadas.kulcsar@newwestend.com T: 07510 591976

CONTACT INFORMATION

BRAND NAME

ADDRESS

HEAD OFFICE MARKETING/PR CONTACT

STORE / HOTEL / RESTAURANT CONTACT

HEAD OFFICE MARKETING/PR CONTACT EMAIL

STORE / HOTEL / RESTAURANT EMAIL

HEAD OFFICE MARKETING/PR CONTACT NUMBER

STORE / HOTEL / RESTAURANT NUMBER

DIGITAL CAMPAIGN

WE WISH TO PARTICIPATE IN OXFORD STREET'S ONLINE CAMPAIGN AND WILL PROVIDE:

1. ALWAYS ON FESTIVE CONTENT

PLEASE SHARE DETAILS OF ANY HERO PRODUCT/S, FESTIVE MENUS, SEASONAL POP UPS, STAYCATION PACKAGES OR PLANNED ACTIVITY

PRODUCT, MENUS AND HOTEL PACKAGE DETAILS TO INCLUDE PRICE

PLEASE PROVIDE A MIN OF 1 X HIGH RES SUPPORTING IMAGE (add to your email)



NEW
WEST END
COMPANY

2. SEASONAL SERVICES

PLEASE SHARE DETAILS OF ANY SPECIAL CUSTOMER SERVICES YOU WILL BE PROVIDING OR ANY CHANGES TO NORMAL SERVICES

SEASONAL SERVICES – GIFT WRAPPING, PERSONALISATION, CLICK AND COLLECT, GIFT ADVICE ETC
CHANGES TO NORMAL SERVICES – FITTING ROOMS, RETURN POLICIES, CANCELLATION POLICY ETC

3. FESTIVE SHOPPING HOURS

PLEASE PROVIDE US WITH YOUR OPENING HOURS

BLACK FRIDAY

CHRISTMAS WEEK

BOXING DAY

NEW YEARS EVE

4. SWITCH ON ACTIVITY

THIS YEAR WE WILL NOT HAVE A SWITCH ON EVENT BUT WILL BE PROMOTING DISTRICT ACTIVITY.
PLEASE LET US KNOW IF YOU ARE PLANNING AN OFFER OR ACTIVITY ON MONDAY 2 NOVEMBER

DETAILS OF PROPOSED ACTIVITY

PROVIDE TERMS AND CONDITIONS IF ACTIVITY IS OFFER LED

5. WEST END CLUB OFFER

PLEASE SHARE DETAIL OF ANY SEASONAL OFFER YOU WOULD LIKE TO INCLUDE IN OUR WEST
END WIDE LOYALTY PROGRAMME

OFFER TITLE, OFFER DETAILS, OFFER IMAGE, EXPIRY DATE, TERMS AND CONDITIONS



NEW
WEST END
COMPANY