

Westfield

THE AIM:

To raise awareness of Westfield's London centres amongst passengers arriving from the Middle East, a market that now accounts for a significant 25% of non-EU spend at Westfield. Post-Ramadan spend in Westfield London's luxury quarter, The Village, has risen 64% annually, with spend up 75% in the mall.

THE DETAILS:

The targeted campaign, planned by Arena Media, ran for a week following Eid al-Fitr, the festival that marks the end of Ramadan. Adverts on Eye Airports' digital Arrivals Gallery and arrivals digital 6-sheets were timed to coincide with the landing of the thrice-daily Emirates flights from Dubai. Digital OOH was chosen to target specific passengers at specific times and minimise wastage.

The creative used a mixture of English and Arabic language to encourage shoppers to visit Westfield's shopping malls at Shepherd's Bush and Stratford using the message "Welcome to London! Discover the ultimate world class shopping experience."

TESTIMONIAL:

"With shopping power from the Middle East becoming increasingly significant at Westfield, this campaign demonstrates that, yet again, Westfield is fully in tune with its audience, and putting customers first."

Abi Ward, Group Business Director at Arena Media

KEY FACTS

Client: **Westfield**

Date: **July 2015**

Campaign: **A Dual Language
Airport Media First**

Location: **London Gatwick**

Target Audience:
**Arriving Middle Eastern
Passengers**



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