

theEword's

PROPERTY MARKETING ROUNDTABLE PLACEMAKING AND EXPERIENTIAL MARKETING



theEword

theEword's PROPERTY MARKETING ROUNDTABLE

THE ATTENDEES



Angela Fielding

Director at Crowd UK | a service-led real estate advisory company with a clear focus on extracting value from property assets through clever, innovative & creative management of space



Chris Reay

Group Property Director at Allied London | a property development & investment company, creating inspiring places that dynamically change the way we work



Gavin Prince

CEO at VeriLet | a company that aims to revolutionise how tenants, letting agents & landlords interact



John McHugh

Head of Strategic & Commercial Marketing at MAG Property | a property & development arm of the UK's largest owned airport operator



Libby Witherden
Managing Director at Solid
Ground | a creative
placemaking & property
marketing agency,
specialising in big
buildings, mixed-use
estates and public realm



Sophie Chadwick
Account Director at
Peppermint Soda | a multi
award-winning marketing
communications agency



Will Lewis
Director at OBI | a provider
of real estate solutions for
both landlords & occupiers



Daniel Nolan
Managing Director at theEword |
the digital agency for lifestyle &
leisure

theEword's

PROPERTY

MARKETING ROUNDTABLE

PLACEMAKING AND EXPERIENTIAL MARKETING

Daniel Nolan



Placemaking and experiential marketing has become big news. What are you guys doing in this space?

Angela Fielding



Now people have seen placemaking done really well, they don't want to move into, or buy a place unless the placemaking has been executed really well.

Chris Reay



You need to look at the context of the building. These days you've got to have a proper story. I think people are looking for a quality story for the reason why they would go to a development more than ever before. As a result we're seeing developers going to greater lengths to make that story more attractive to prospective buyers.

Will Lewis



It's a bit like Shoosmiths. We always thought it would be just because tech businesses in XYZ, but we had a sort of light bulb moment where we realised it was actually businesses with the right ethos. It was forward-thinking businesses from any sector that wanted to change the way they worked, and that was a big moment. When we worked that out it went a long way in helping us design and work out what the building was going to be, what the story was.

Gavin Prince



Yeah, I'd say people don't just want a job anymore. They want something that they're getting a culture out of.

Sophie Chadwick



I think people are increasingly buying into the brand, whether it's commercial or residential. People used to just look at square foot and the address, whereas now you could say, "I work in Spinningfields" or "I live in Spinningfields." No one asks you where, or no one cares. It's just the destination.

It's nurturing that independent offering, so that you get potential tenants into the space, which is the ideal situation. It's an opportunity to build your community, your own database, so that when people do want to come there, you've already got an existing, loyal fan-base of people that go to regular events, so yeah.

I think it's about making use of the space while you're in the interim period, whether it's art and culture events or pop-ups, thinking about who your target audience is, and what you want them to desire from the building, and teasing them almost with a little bit of what they're going to get, so that's something that people like Capital Centric are very good at. It's PR essentially, it's building the buzz before it arrives.

And it's so important because there's so much going on in terms of development in Manchester, that if you don't do anything from taking over the space to completing it then you've missed out on a huge window of opportunity.

Angela Fielding



There's also the strategic approach to it. What do the security guards look like? Are they on rounds? Are they on with our message? Someone could go up to the guard who says the wrong thing, they'll never come back. So it's a really considered piece of work before you get to that actual, "Let's do a market. Let's do an ice rink." Is it actually going to work, and are people there?

Daniel Nolan



I'll tell you whose security is on brand. GRUB, they greet you like old friends, and they've clearly been briefed and vetted, you know?

Angela Fielding



Yeah. It's the first point of call, the first point of interaction. You know, you have a question, you come to an event, you don't know where you're going. You look for someone who's branded and they have to be completely on point with your brand and your ethos.



John McHugh

From an airport perspective, we've got 20,000 people that work there already every day obviously. A lot of security guards, but a lot of them are in office buildings and whatever, so it's kind of a big critical mass who are all probably thinking, "Where do I go at lunchtime?" "Do you want to go to T1 Arrivals?" and stuff. So we get six, seven-hundred people coming to the pop-up events, which then shows people actually there's a demand of people who are there already. Add more businesses into that, then grow.

theEword's

PROPERTY

MARKETING ROUNDTABLE

PLACEMAKING & EXPERIENTIAL MARKETING

Takeaway points

What are the panel's thoughts on the evolution of placemaking?

- People now expect to see really well executed placemaking before they buy or rent a property.
- As consumers now expect storytelling, developers now need to sell a lifestyle not a product.
- People increasingly buy into a development's brand, so get placemaking before clients or tenants even move in. Make use of the space in the interim and tease new businesses into your developments. Use events to build your database and make sure your planning suits your target demographics.



Angela Fielding



Chris Reay



Libby Witherden



Sophie Chadwick



Gavin Prince



John McHugh



Will Lewis



Daniel Nolan