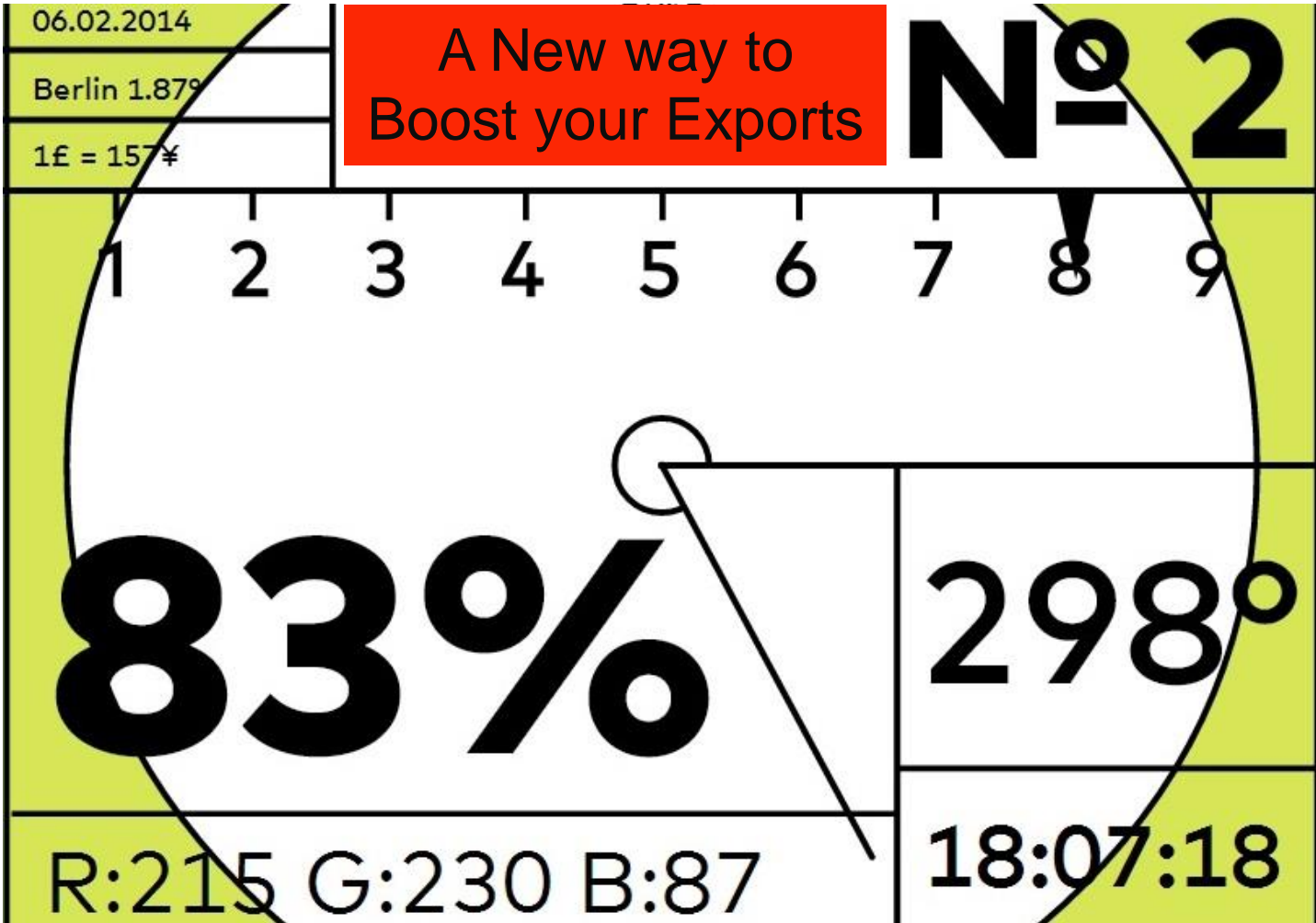


WHAT ARE YOU LOOKING FOR?

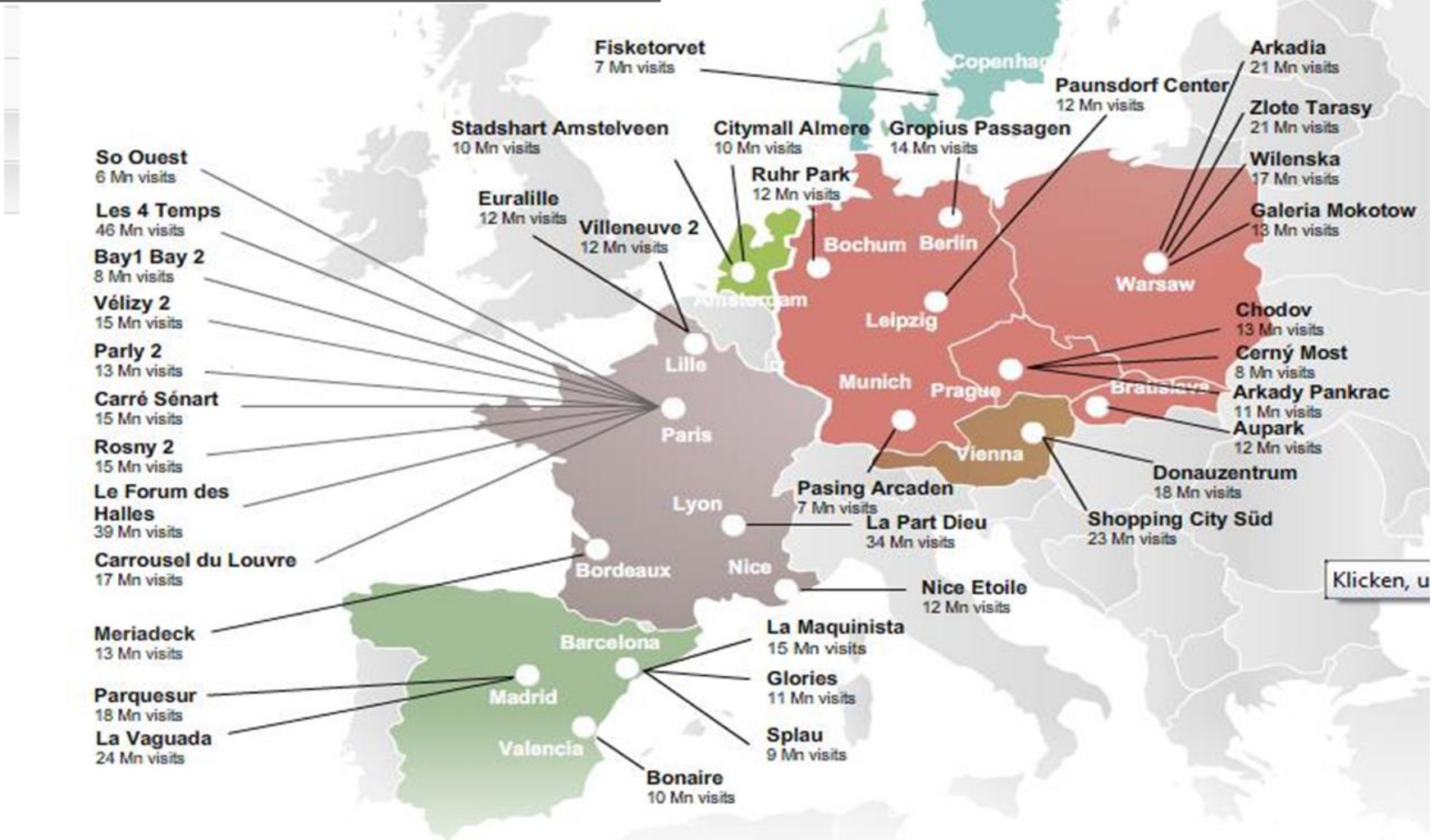


SOMETHING NEW TO TRY.  
SOMETHING TO SHARE YOUR IDEAS.

global

WE PROMOTE YOUR PRODUCTS IN  
THE EUROPEAN MARKETS  
EFFECTIVELY

WITH PRESENCE IN MORE THAN 50 SHOPPING MALLS IN THE MAJOR EUROPEAN CITIES



Klicken, u

## OUR PROVIDED SERVICES



- points of presence and retailing in shopping centers on weekly or monthly basis
- exhibition of selected Greek premium products
- food tasting and other promotional events
- distribution of promotional material
- B2B and B2C events

# BENEFITS FOR YOUR BUSINESS



- low cost retail point of sales in shopping malls
- competitive pricing in comparison with the traditional distribution channels
  - targeted visitors and commercial contacts (consumers and potential distributors or partners)
  - creation of consumers' trends
- products testing and possible improvement before their entrance in the foreign markets

## BENEFITS FOR YOUR BUSINESS



- immediate payback of action's cost
  - lower costs (transportation, warehouse etc.)
- word of mouth advertisement due to the large number of mall's visitors
  - Strength of the brand's awareness

# Promotional Opportunities One New Change



# One New Change London

One New Change, owned by Land Securities, is located in the heart of London. The contemporary building has a total of eight floors including a public roof terrace with views over the iconic St. James' Cathedral.

One New Change has five promotional sites and boasts 60 stores, with a mix of high end, speciality and high street retailers, alongside an impressive range of eateries including Jamie Oliver's Barbecoa and Bread Street Kitchen, a lively restaurant and bar from the team at Gordon Ramsay.

The predominant ACORN Group of visitors to One New Change are Educated Urbanites who work in close proximity to the venue, with many coming to the centre multiple times in a week.



## Key Facts

Annual footfall: 13million

Average weekly footfall:  
250,000

### Key tenants:

Reiss, Topshop, Next , H&M

Female : 51%

Average dwell time: 80mins

Average shopper age: 37

Average spend: €96



# ONE NEW CHANGE LONDON

## Catchment

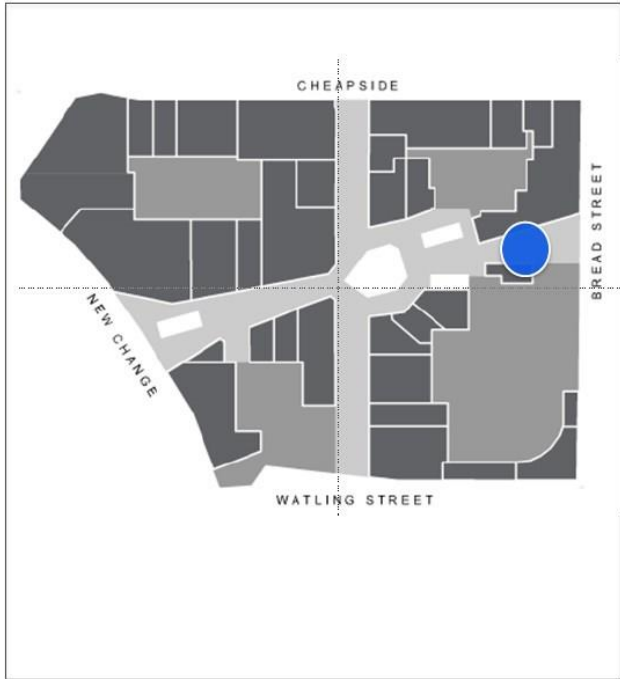
Living within 10 minute drive  
360.000 people  
150.000 households

Living within 20 minute drive  
980.000 people  
500.000 households

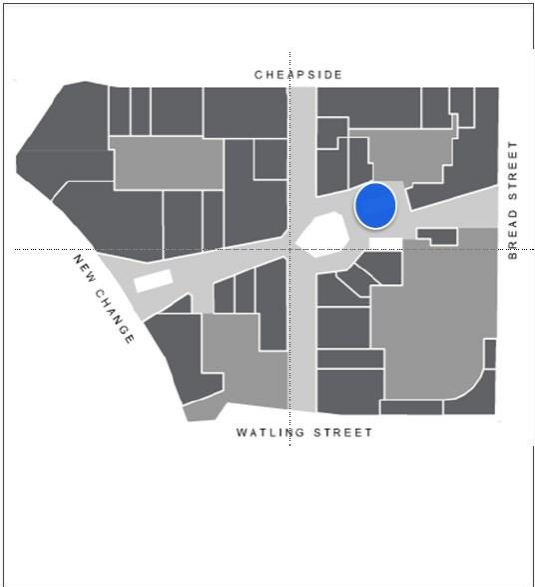
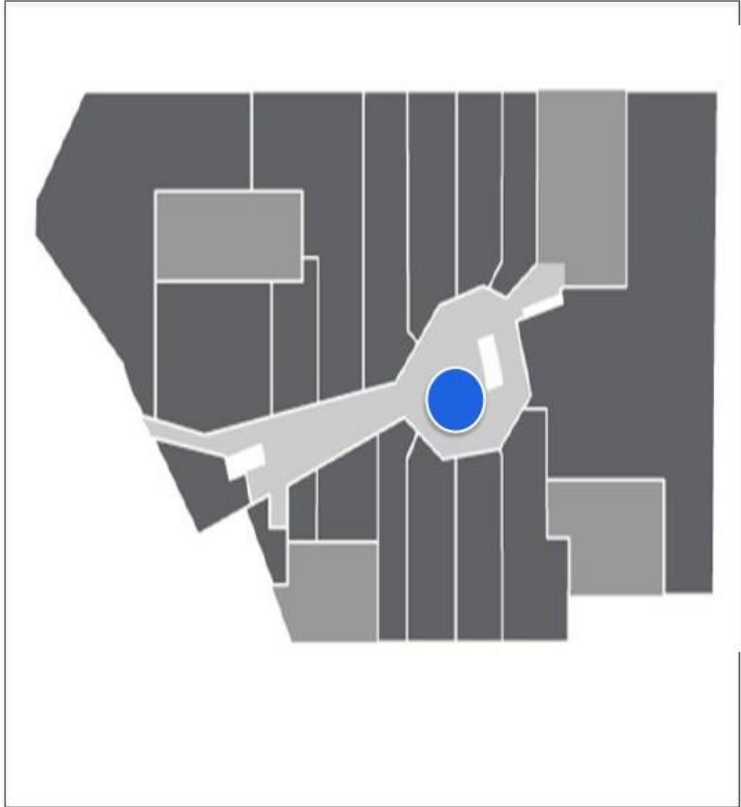
## Shopper Profile

ABC1: 69%  
Women: 51%





MULTIPLE PROMO POSITIONS



# EXAMPLE CASES



Numerous Restaurants , Wine Bistros and Retailers in the near area due to St.Paul's Cathedral. Example are :  
Barbecoa / Madison restaurant / Bread Street Kitchen / Bea's of Bloomsbury / The fine Art / Jamie's / Taberna Etrusca / The Place Below  
Etc.

# START YOUR JOURNEY TODAY

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