

L'Oréal signs deal to advertise at the new Piccadilly Lights

London, 2nd October 2017: Landsec, the UK's largest listed commercial property company and owner of Piccadilly Lights, today announces that L'Oréal has signed a deal to advertise on the brand new screen when it is switched back on this October.

L'Oréal will be one of six advertisers at the premium site and joins Coca-Cola, Hyundai, Samsung and two further brands, to be announced. L'Oréal Paris x Balmain Paris Color Riche Lipstick Collection will be the launch brand, showcasing 12 limited-edition edgy, matte shades.

The world-famous Piccadilly Lights have been switched off since January for major renovation work that will see the original patchwork of screens replaced with a single state-of-the-art 4K LED digital screen and live technology hub. It will be the largest screen of its kind in Europe and will have the ability to divide into six full and subtle motion segments. Advertisers will be able to stream live videos, lifestyle updates, such as weather and sports results, and real time social media feeds.

The countdown to switch on is being supported by the #PiccadillyOn campaign which invites people around the world to be part of this remarkable moment in London's history in aid of Barnardo's, the UK's largest children's charity and Landsec's national charity partner for 2017. For a minimum donation of £2.00, people can bring colour to life by sponsoring a unique colour chip which will form part of a 3D countdown clock on the screen, before forming part of a choreographed reveal moment in October.

At the moment of relaunch, the screens will be powered up with a spectacular display of the sponsored colours, each of which will be shown on screen and live streamed on Facebook for fans across the globe to watch.

Anyone can own a unique piece of London's digital history by visiting www.PiccadillyOn.London, where they can choose their colour to support Barnardo's and be part of this historic moment. Supporters will receive their unique digital colour chip to post on their social media channels.

Gayle Noah, Media Director at L'Oréal UK & Ireland said:

"L'Oréal are looking forward to using the technologies available to showcase our brands through beautiful, innovative and impactful content on such an iconic London landmark. We are proud to be part of this new chapter in Digital Out of Home advertising. To support the #PiccadillyOn campaign we are delighted to sponsor the 12 shades of our L'Oréal Paris x Balmain Paris Color Riche Lipstick Collection."

Vasiliki Arvaniti, Portfolio Director at Landsec said:

"We're delighted to welcome L'Oréal to Piccadilly Lights to be part of this exciting milestone. We are continuing the tradition for innovation by offering brands pioneering technology to connect with and create new experiences for the 100 million people who pass through Piccadilly Circus every year. It's a privilege to be able to fundraise for Barnardo's through the #PiccadillyOn campaign as we deliver such a historic moment for London."

Landsec worked with premium digital out-of-home media owner Ocean Outdoor to secure permission from Westminster City Council to undertake the major upgrade.

To get involved and be a part of the iconic switch-on moment, people can choose their colour and donate at www.PiccadillyOn.London and share their support on social media using #PiccadillyOn.



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Tim Bleakley, Ocean Outdoor CEO, said:

“L’Oreal is a brand new advertiser and also a brand new category for the world’s number one advertising location. The dynamic, live capabilities of the new Piccadilly Lights is a superb canvas for the world’s No 1 beauty brand.”

ENDS

Notes to Editors

For media enquiries please contact the team at Teneo Blue Rubicon on piccadillylights@teneobluerubicon.com and 020 7260 2700

#PiccadillyOn

Visit: www.facebook.com/piccadillyon/, www.instagram.com/piccadillyon/

History of Piccadilly Lights

- An estimated 100million people pass through Piccadilly Circus each year
- The first illuminated advertising hoarding at Piccadilly Circus was a Perrier sign, installed in 1908
- Piccadilly Circus used to be entirely surrounded by illuminated advertising signs which were originally powered by light bulbs, later replaced by neon lights.
- Digital projectors were first introduced in 1998
- LED displays completely replaced neon by 2011
- Coca-Cola has had a sign at Piccadilly Circus since 1954
- Landsec has owned Piccadilly Lights since the 1970s

New screen details

- 17.56m high x 44.62m wide (circ 790m²)
- Greater than 4K Resolution: 5490 x 2160
- 3 in 1 LED packages that generates trillions of colours and exceptional brightness
- 8mm pitch screen

About PiccadillyOn

PiccadillyOn is a charity campaign launched to raise funds for Barnardo’s and mark the switching on of the world-famous Piccadilly Lights after over nine months of renovation works. The campaign is run by Landsec, the UK’s largest listed commercial property company, which has owned the site in London’s West End since the 1970s. For more information and to be part of the campaign, visit PiccadillyOn.London or follow PiccadillyOn on Facebook or Instagram.

About Landsec

At Landsec, we believe great places are for people to experience and are made with the experience of great people. As the UK’s largest listed commercial property company, with 23.2 million sq ft of real estate and a portfolio valued at £14.4 billion, we own and manage some of the most successful and recognisable assets in the country.

In London, our portfolio totals more than £8.3 billion, and consists of 6.5 million sq ft of real estate. From the world-famous Piccadilly Lights to the transformation of Victoria, SW1, we deliver exceptional experiences for the businesses and people that live and work in, and visit, the capital.

In Retail, across our 16.7 million sq ft of assets, we create outstanding experiences for customers and guests alike. Combined with the strength and resilience of our portfolio, this means we regularly outperform industry benchmarks for footfall and sales. We offer more than convenience and choice, recognising that memorable destinations are key to attracting the shoppers and retailers of today, and tomorrow.

We also aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon and climate resilience. Everything we do is grounded in experience and



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begins with people. We deliver value for our shareholders, great experiences for our customers and positive change for our communities. At Landsec, everything is experience.

Find out more at landsec.com

About L'Oréal

L'Oréal established the UK & Ireland subsidiary in 1932 which is **today L'Oréal's fourth largest** subsidiary worldwide. Its 28 international brands are present across all **sectors** of the cosmetics market, including salons, boutiques, mass-market distribution, department stores, pharmacies, medispas, travel retail and e-commerce. L'Oréal UK & Ireland employs 3,500 people in its two distribution centres and corporate offices in London, Dublin and South Wales. It is one of the UK's leading graduate recruiters, providing 1 in 8 graduate placements within UK FMCG. L'Oréal UK & Ireland participates in the International and National For Women In Science programmes and supports youth science education through the L'Oréal Young Scientist Centre at the Royal Institution.

www.loreal.co.uk

About Barnardo's

The charity has helped transform the lives of millions of disadvantaged children in the UK, and continues to help families to build a better future. In 2016/17 more than 272,000 children, young people, parents and carers were supported by Barnardo's through more than 1,000 services across the UK, such as young carers, care leavers, foster carers and adoptive parents, training and skills or parenting classes, as well as young victims of child sexual exploitation and those needing support with emotional health and wellbeing problems.

Registered charity No. 216250 and SC037605