

Covent Garden London – a world class venue for brand experiences

BRAND space



Covent Garden London's strategy is to create a flagship destination for Londoners and visitors to the capital, building on its already iconic status.

The strategy, which began in 2007, has already reinvigorated Covent Garden. Covent Garden London's own exciting programme of events – which is based on its four 'pillars' of heritage, entertainment & culture, retail & food, and architecture – aims to attract discriminating, sophisticated Londoners back to the area.

The ambition is to provide visitors with a constant succession of experiences, which inspire the imagination, offering an unequalled, world class mix of retail, dining and entertainment.

We are inviting relevant brands to create interactive experiences to bring to Covent Garden London, giving you the opportunity to showcase your brand in one of the highest footfall areas in London.



Host your event in one of the five bespoke event spaces to reach significant numbers of sophisticated Londoners and visitors to the capital, in this inspiring cultural and retail district.

Key facts

- Primary target audience: discriminating, sophisticated Londoners between 25 and 44 years old with and without children. Domestic and non-UK visitors are also important.
- Average weekly footfall: 800,000 (*in the Market Building itself*)
- 70% of visitors are from the UK (*with just over half of these being from London*)*
- 64% of visitors are female
- Retailers include Nicole Farhi, Paul Smith, French Connection, Karen Millen, Mulberry, L'Occitane and Molton Brown.
- 4 prime external spaces in the Piazzas available for brand experiences.
- 1 extensive internal brand launch / domination space in the heart of Covent Garden.
- Bespoke event sponsorship & marketing communication programmes.



*December 2007 survey

**BRAND
space**

Contact **Louise Compton** on **020 7227 3712**
or louise.compton@brandspace.co.uk
www.brandspace.co.uk/spaces/detail/covent_garden