

COMPLETELY  
RETAIL  
**marketplace**  
United Kingdom



Soapbox provides retail & leisure brands with a platform to showcase their business and present their property requirements & plans for the future, to a targeted audience of agents, landlords, Investors and retail destinations.



# THE COMPETITION

## WHERE?

During our UK deal-making Marketplace event taking place on 25th April 2023 at Old Billingsgate Market, London

## WHY?

Showcase your business in front of an audience of retail property professionals to gain exposure and new industry connections for your brand. As well as being in with the chance of winning an unmissable prize!

## HOW?

10 shortlisted brands will take to the stage for 3 -4 minutes to pitch their story, providing the audience & judges with an insight into their brands history and plans for the future. Judges will be looking for brands that demonstrate their passion and innovation for their business, and how they'd utilise the space if they were to win the giveaway.

## Past participant videos



**[Enter Competition](#)**

# THE PRIZE



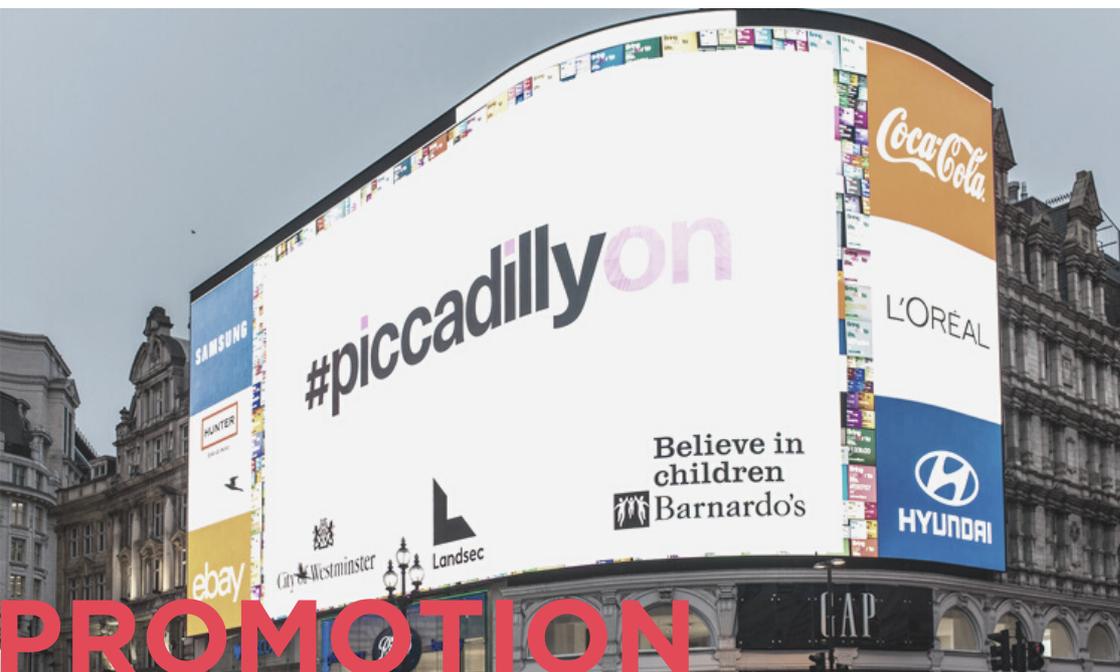
The winning brand will receive the opportunity to take up residency within either Trinity Leeds shopping centre OR Southside Wandsworth for up to 1 month tenure!



The Trinity Leeds unit is a fully equipped (Platform+) plug and play space with furniture.

The Southside Wandsworth unit is a white box space and is not equipped with furniture.

# THE SPACE



If that wasn't enough...

The winning brand will receive a 10 minute full screen domination of the iconic Piccadilly Lights!\*

\*See pages 7 - 9 for full terms and conditions.

# PROMOTION

# COMPETITION ENTRY REQUIREMENTS

A maximum of 10 brands will be shorted listed to participate in the competition and present their brand to the audience and panel of judges on the day of the competition. Information that will need to be provided prior to the day to confirm your brands entry include:

## Company details

- Company Name
- Presenter Name, Job Title and Headshot (Colour image in high quality)
- Company logo (supplied as an EPS or ai file)
- Company biography (maximum 100 words)
- Photographs, brand imagery or video content that can be used on social media (if suitable)

## Presentations

All speaker presentations are to be produced in English and to be supplied no later than 5 working days before the event date.

### Time slot

3 - 4 minutes (per speaker)

A session time will be given once presentations have been confirmed

### Format

- Must be provided as a Powerpoint presentation & a PDF
- If a unique font has been used font files will need to be supplied (these can not be guaranteed)
- Screen ratio 16:9
- 10 - 12 slides (recommended)
- 20 point (recommended minimum font size)
- Headlines and bullet points (recommended)
- Videos can be included which include sound. The original MP4 file will also need to be supplied as well as the video being embedded into the presentation

### Presentation recommendations

We recommend creating a presentation that can also be used as a standalone document and be sent on to any potential business partners. Key information we would recommend for an informative presentation include:

- Company history / brand story
- Personal introduction / role in the business
- Products sold / services available
- Profile of consumer / target audience
- Current locations / locations required (if applicable)
- Physical store design / requirements
- Key locations
- Thank you & contact information

# JUDGING CRITERIA

Brands will be pitching to a panel of industry judges that have experience working with brands across all different levels.

There will be certain areas the judges will be making sure are covered during the brands pitches, in order for them to select the overall winner!

These areas include:



Judging panel for the 2022 Soapbox competition

## **USP & Features**

How well has the brand demonstrated any unique features of their business, and why would they be attractive to a physical audience?

## **Target audience & appropriate marketing strategy**

How well has the brand demonstrated who its target audience is and its overall strategy to reach them?

## **Execution and brand activation within the space**

How well has the brand demonstrated its plan to use the pop-up space and any creative innovations?

## **Key metrics and measurements**

How well has the brand demonstrated any key metrics to show that a physical store is right for its brand/business?

## **Reasons they feel their business should win**

How well has the brand demonstrated specific reasons why they feel their business should win the pop-up location & the Piccadilly Lights opportunity?



# WINNER 2022

“ We are the UK’s first subscription brand and one-off shop all about inclusivity and diversity. I wanted to disrupt the underwear market and create a new product for young and progressive woman who want more from their underwear. I saw a gap in the market, there was a lack of brands offering slow fashion, comfortable and affordable but still contemporary and feminine pieces in an inclusive size range! Women now want underwear to take over the world and wanted to help with that!

Having a popup shop can bring our brand to a bigger audience and allow them to try on and discover our products in person. A real life changing room to demonstrate the quality, fit & feel of product - what more could we ask for? We can also put on our live Tit Talks in store for our community.

”

**Lemon Fuller, Founder of Lemonade Dolls**



# COMPETITION PRIZE TERMS & CONDITIONS

## Popup Space Terms And Conditions

The winning brand will be given the opportunity to occupy either;

A) A Platform+ space in Trinity Leeds - up to 1 month tenure\*

Or

B) A white box unit in Southside Wandsworth - up to 1 month tenure\*\*

\*Platform+ in Trinity Leeds is a fully equipped plug and play space with a full suite of fixtures and fittings making you ready to retail.

\*\*The white box unit in Southside is not equipped with fixtures and fittings – the winner who chooses this space will need to make arrangements to furnish it at their own cost by contacting [Oliver.Duthie@landsec.com](mailto:Oliver.Duthie@landsec.com).

Both locations are subject to availability and the dates of occupancy will need to be agreed upon directly with Landsec ([Oliver.Duthie@landsec.com](mailto:Oliver.Duthie@landsec.com)), and taken up within 12 months of the competition winner being announced. If the space isn't utilised within the 12-month deadline the prize will expire. Unfortunately the units are not suitable for Food & Beverage brands. The winner cannot exchange the prize for money, sell the prize to another brand, or broker / share the space with another brand.

## Piccadilly Lights Terms And Conditions

### 1. DEFINITIONS

- “Advertiser” means any person, firm or company who, as an independent media buyer places an order for digital advertising content via Ocean Outdoor UK Limited.
- “Advertising Copy” means any advertising material, in any format, intended for display by the Media Owner on behalf of the Principal Advertiser.
- “Advertising Airtime” means the amount of screen time provided to the Principal Advertiser for Advertising and as otherwise agreed.
- “Agreement” means a legally binding agreement between the Parties consisting of a Booking Confirmation and other terms agreed in writing/email between the Parties from time to time.
- “Booking Confirmation” means the documents headed “Booking Confirmation” and/or “Advertising Contract” which shall be sent to the Principal by the Media Owner.
- “Deadline” means the deadline specified in the Booking Confirmation by when Advertising Copy must be delivered to the Media Owner.
- “Display Period” means the period during which Advertising Copy is to be displayed by the Media Owner in accordance with the Booking Confirmation.
- “Display Period Start Date” means the date from which the Advertising Copy will be displayed.

- “Order” means an order placed by the Principal with the Media Owner for the display of Advertising Copy (which is subject always to the Terms and Conditions).
- “Piccadilly Lights” means the unique physical Landsec asset.
- “Principal” means any Advertiser and shall include their successors in title and agents, who place an Order with the Media Owner and as such is liable for delivery of Advertising Copy.
- “Production Specifications” means the document headed Production Specifications published by the Media Owner in relation to Piccadilly Lights which an Order has been placed.

## 2. APPLICATION OF THESE TERMS AND CONDITIONS

### The Principal:

- Is the announced prize winner of the Completely Retail Soapbox competition held on 25 April 2023. Given Piccadilly Lights has existing exclusive paid contracts with Samsung (category of electrical goods such as mobile handsets, TVs and whitegoods) and Coca Cola (category of non-alcoholic drinks such as soft drinks, energy drinks, tea and coffee) the prize will be null and void if the winner is deemed an industry competitor to either of these brands in these categories.
- Shall receive a '10-minute full-screen domination' advertising time on Piccadilly Lights equivalent to the value of at least £20,000 as the prize.
- Is responsible for booking advertising time directly with Ocean Outdoor within 12 months of being announced the prize winner of the Completely Retail Soapbox competition.
- Cannot exchange the prize for money, sell the prize to another advertiser, or broker / share their advertising copy with another brand.
- Will only be able to book advertising space that is available at time of booking.
- Must book the advertising space within the 12 month deadline or the prize will expire.
- Is responsible for developing and supplying the advertising material to Piccadilly Lights at its own cost to the production specifications and within the deadline for advertising time. The winner or the winner's creative agency should contact [derek.manns@landsec.com](mailto:derek.manns@landsec.com) for a creative overview briefing to ensure the full screen domination is produced and supplied to specification.
- Agrees to supply material that meets public advertising standards, and is without errors.
- Will contact [derek.manns@landsec.com](mailto:derek.manns@landsec.com) for any issues or questions around booking advertising space through Ocean Outdoor or supplying advertising material.

Other obligations:

- The Terms and Conditions set out in the Booking Confirmation will be legally binding on the Media Owner and the Principal in respect of the Order submitted by the Principal one (1) Working Day after the date of the Booking Confirmation.
- Any Orders accepted shall only be used for displaying the Advertising Copy supplied in relation to the Booking Confirmation.
- The Media Owner will display Advertising Copy at Piccadilly Lights as stipulated in the Booking Confirmation, in accordance with the Posting Period. Advertising Copy will be provided by, and at the expense, of the Principal.
- The Media Owner shall have the right to approve any Advertising Copy prior to display, and may refuse any material if, in its reasonable opinion, the Advertising Copy is considered offensive, obscene, blasphemous, racist, sexist, abusive, inappropriate or contrary to any advertising guidelines or regulations.
- All Advertising Copy is to be supplied to the Media Owner in the format(s) and to the place(s) specified by the Media Owner, and no later than the Deadline. All Advertising Copy shall be produced and supplied to the Media Owner in accordance with the Production Specifications of the Piccadilly Lights. If no Deadline is specified in the Booking confirmation, the Advertising Copy shall be submitted no later than 5 working days prior to the Display Period Start Date.
- A part delivery of the Advertising Copy or a delivery not meeting the Production Specification shall be deemed to be non-delivery.
- Delivery of Advertising Copy shall not be deemed to have been made if any proposed bespoke posting instructions have not been finalised and given to and received by the Media Owner.

Piccadilly Lights asset owner: Landsec

Media Owner: Ocean Outdoor UK Limited

Registered Office: 25 Argyll Street, London, W1F 7TU. Registered in England & Wales Registration Number 05309128