

**ST. PANCRAS
CHRISTMAS TREE
SPONSORSHIP 2024**

ST. PANCRAS INTERNATIONAL

A WORLD-CLASS INTERNATIONAL STATION A SHOPPING, DINING & CULTURAL DESTINATION

- An Iconic London landmark
- Grade I listed building with over 150 years of heritage
- The Green Gateway to Europe
- Direct train links to both the North and South of England
- Breath-taking architecture – an iconic backdrop
- Renowned shopping and dining brands
- Inspiring cultural and community events including public art displays

www.stpancras.com



CHRISTMAS IS A PEAK SEASON AND PRIME TIME FOR BRILLIANT BRAND ENGAGEMENT.

Each year, we bring Christmas to life with...

- **A centrally positioned, show-stopping Christmas tree**
- Christmas decorations
- Musical festive performances & 'Caroling for Causes' our line-up of fundraising choirs
- Pop-up events & special experiences
- Exclusive products and menus
- Personalisation and gift wrapping
- Shopping events
- ... and More!

All supported by HS1 as an integrated marketing & PR campaign



WHY ST. PANCRAS FOR CHRISTMAS 2024?

The launch of St. Pancras' Christmas tree is a highly-anticipated moment in everyone's calendars. It's a unique opportunity to use this iconic space differently to bring your story to life.

Pop-ups spaces are in high-demand, especially during Christmas, as St. Pancras:
(As of October 2023)

- Attracts over 40m visitors per year
- Offers access to multiple markets under one roof
- Has a wide appeal - welcomes a diverse demographic profile of visitors across all ages.
- Visitors with a dwell time of 45 minutes on average across Commuters/business travellers as well as leisure travellers
- Attracts visitors & spend through having an array of well-known brands across retail & F&B

To boost visitor volume in 2024, we continue to work closely with partners on our common mission to encourage people to travel via train in a bid to reduce their carbon emissions and boost tourism. In 2024, our station's brand portfolio expands, and we continue to work closely with our retail partners to develop campaigns to drive footfall and spend. We also dedicate resource to ensure that art and culture can always be found in St. Pancras.



OUR SHOW-STOPPING INSTALLATIONS



2023

Hatchards

2022

The Prince's Trust

2021

ZSL London Zoo

2020

EL&N London

2019

Lancôme

2018

Tiffany & Co

2017

Moyses Stevens

2016

Cirque du Soleil

2015

Disney

MAKE THE TREE YOURS THIS CHRISTMAS

We're looking forward to seeing the wild and wonderful ideas that you have this year.

When reviewing potential designs, think about the impact. Is it...



Themes for consideration, although not essential to comply with, include **Arts & Culture, Music, Sustainability, Wellbeing, Community & Charity.**

TREE SPONSORSHIP BENEFITS

There is a sponsorship fee for this incredible opportunity, but in return, we offer a host of benefits and work closely with your brand to maximise impact.

BRAND EXPOSURE:

- Much more than a standard advertising opportunity.
- Highly anticipated, stand-out campaign amongst the public & media.
- Public plan trips to just see the installation.
- Impact is huge both from physical visitors and digital awareness.
- Visible from multiple locations of the station including train platforms, The Grand Terrace and main shopping arcade.
- Proven record of boosting sales or engagement aligning with the purpose of a brand's theme/direction.

AUDIENCE:

Towards the end of 2023, we saw:

- Fairly even gender split - 47% male and 53% female
- 75% national and 25% international visitors
- A slightly higher proportion of 25–35-year-olds, but still high number of 18 – 24's and 35 +.
- A strong leisure audience, with commuter/business as per hybrid work schedules. All primary segments for targeting regularly.



TREE SPONSORSHIP BENEFITS

PR & SPECIAL EVENTS:

We will launch the Tree with the sponsor and make sure St. Pancras remains the most talked about Christmas destination throughout the festive period.

Our PR team work closely with the sponsor to decide on the best media outreach approach. This includes:

- Use media, influencers and passers-by to amplify the conversation and drive footfall to the tree
- Includes the drafting and issuing of press release & hosting media.
- Managing the official photo shoot of the tree on behalf of the sponsor to secure a professional gallery of newsworthy images available for all parties to use.
- Can support/partner with the sponsor's launch party at the station and supply or brief spokespeople.
- Can create or support sustain activity via news releases, media and influencer visits.

Our media targets are wider than just London; we target media in multiple counties across the UK including Kent, Sussex, Surrey, Hampshire, Gloucestershire, Nottinghamshire, Leicestershire, Yorkshire, Devon, Cornwall, as well as national and internationals for the greatest exposure for the brand and campaign.



TREE SPONSORSHIP BENEFITS

IN-STATION SCREENS:

To drive footfall to the tree from various locations of the station, it is:

- Promoted on the 10 x Passenger Information Screens (PIPs)
- On rotation on 6 x double sided digital screens.
- Where possible, the tree to be included in Christmas advertorials and advertisements by HS1 in media over the Christmas period (*tbc in 2024*)

PARTNER OUTREACH

As an anticipated installation, content is shared to our train operator's engaged audiences. This includes East Midlands Railway, Southeastern Railway, Eurostar and Thameslink. We will always share the release with our neighbours at St. Pancras Renaissance hotel too, including their concierge.

SOCIAL MEDIA

- Owned content - Bespoke posts to our audiences located in London, the wider UK and Internationally, as well as sharing user generated content and influencer posts (audience stats as of January 2024.)
- User generated content – substantial potential for UGC with strong designs. In 2023, 3.2M social media engagements generated by 678 pieces of social coverage from key media publications in the UK alone.

INSTAGRAM
51.2+ followers

FACEBOOK
66k+ page followers

X
15.3k+ followers

2023:

The **beauty of the tree** fuelled positive commentary throughout the festive period and the image went viral on social media. Users celebrated the tree's unique design, and the opportunity to listen to audiobooks, and even noted that they had **gone to the station purely to see the tree.**

Top Emojis in Positive Posts



Such a destination in more ways than the obvious!! Love it! ❤️

LOVE this! Let's plan a visit

I cannot wait to see this soon 🤩

The famous Christmas tree made of books in St. Pancras.

And just like that, Christmas has arrived at St, Pancras!

Just magical! Best one yet

TREE SPONSORSHIP BENEFITS

E-NEWSLETTERS

Exposure at key times in our St Pancras e-newsletter including launch and sustain activity promotion. We have a very engaged audience and our open rates for 2023 averaged 48.1%.

STPANCRAS.COM

321k users visited stpancras.com throughout Nov-Dec 2023. Over 81% of users were from the UK, with over 58% based in London

Brand exposure through:

- Highlight/masthead image of the tree on our homepage
- Dedicated news and events page for the tree and supporting activity. In 2023, this dedicated page achieved 85.3k views
- Additional links to page throughout the site

GOOGLE ADS

Throughout the duration of the Christmas tree, we promote the display with both Paid Search and Display Adverts.

- In 2023, these generated 11.8m impressions
- The best performing placements included dailymail.co.uk, gbnews.com, the guardian, yahoo.com

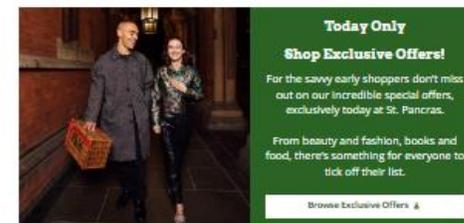


Ready, or not, the time has come!

We're proud to present this year's 33ft centrepiece in partnership with [Hatchback](#)! Christmas has been an inspiration for many writers, and much like train travel, their words transport readers to exciting new places.

For the first time ever, sit within the tree and let famous voices whisk you to wonderful worlds of literature with an excerpt from new or renowned audiobooks provided exclusively by Penguin Books.

[Read More Here](#)



Festive Finds For Your Christmas List

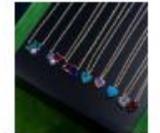
Get ready to deck the halls and embrace the festive spirit without the pressures of gifting. Buy your gifts at the station before you travel and don't stress about deliveries.

Canine Cheer



Treat your furry friend to a festive gift from the pet collection at [Luniochy](#).

Sparkling Elegance



Elevate their style with exquisite jewellery pieces from our [Pearl](#) [Spade](#) pop up.

Bubbly Indulgence



Gift a bubbly experience at Europe's longest champagne bar, [Searcy](#) [St Pancras](#).

MAKE THE MOST OF IT...

A SHOPPABLE EXPERIENCE

There is an additional opportunity to create a pop-up shop or an experiential stand on an adjacent site within the station – the image shows Site B located next to the tree.

This is an exceptional opportunity for a sponsor to run experiences or capitalise on gifting opportunities at a key time of year. Site B measures 5m x 5m with a maximum height of 2.2m.

ADVERTISING SCREENS

HS1 can facilitate opportunities to utilise digital advertising space with JC Decaux:

- 2 x Large-format Trans-vision screens
- 80" state-of-the-art digital screens around the station
- Audio-visual trans-vision screen takeover, leading from St Pancras towards the London Underground

COLLABORATION WITH TENANTS

HS1 can help facilitate partnerships with tenants at St Pancras. Opportunities could include:

- A collaboration to create a Christmas cocktail or special product
- Promotional offers on behalf of your brand
- Book signings / Events



NEED TO KNOW...

- A **6m x 5m** area can be used for the tree installation (Site C)
- The Christmas Tree would be in situ for **up to 8-weeks**
- Maximum height is up to **14m**
- This could be created by a single brand, or as a collaboration
- Power and data available at site (*upgrades available dependent on requirements*)
- Need to consider **360-degree views** of the tree as well as views from the both the Grand Terrace above and the Arcade as it can be seen from all angles
- Separate opportunity for a retail pop up site next to the tree for the duration of the installation (Site B)
- All proposals are subject to approval from HS1 Ltd and the station operator (NRHS) and Historic England.

Please review site details for Site C in the St Pancras Installation Guidelines:
<https://highspeed1.co.uk/media/jquh5tme/temporary-installation-guide-updated-aug-2021.pdf>



FOR THE SUBMISSION

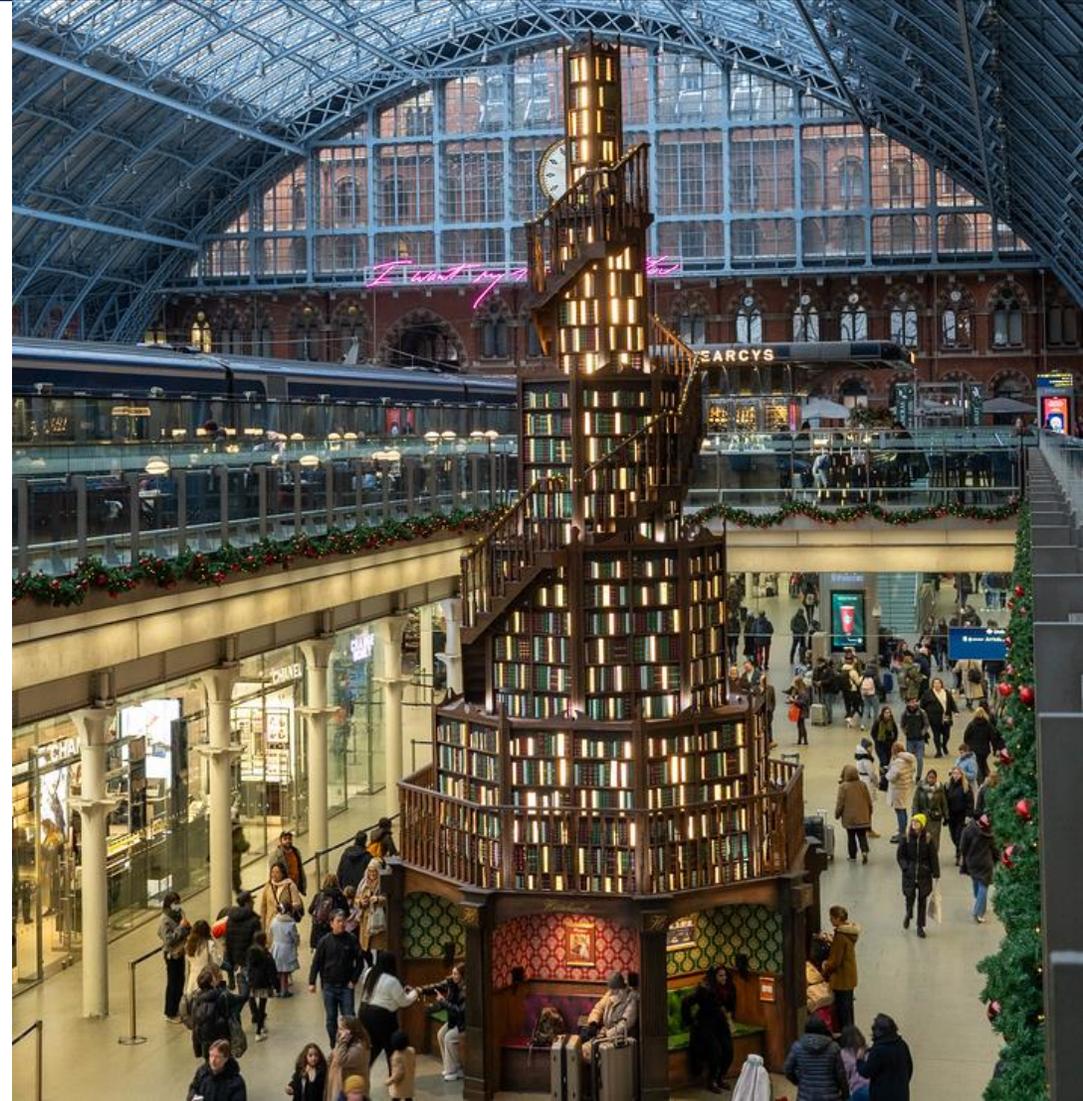
We understand the resource required to create proposals, so this does not need to be a substantial presentation or include detailed production drawings but for the initial submission, we do need to know:

- Who the brand is
- The general design concept, story/theme (initial drawings)
- Size – giving us an idea of how impactful it would be from a 360° view
- Overarching objectives - so that we can assess how we can best support it over Christmas.
- Importantly - the 'WOW' factor. What will make it stand out from the crowd and different to other years.

Proposals should be shared with HS1 by April; however, a sponsor could be selected prior to this.

Feel free to contact us should you have any questions regarding the opportunity or would like more information on the timeline of activity, or alternatively, submit your proposal to:

wendy.spinks@highspeed1.co.uk



CHRISTMAS 2023 – A BRIEF OVERVIEW

TREE BRAND CAMPAIGN

ST. PANCRAS CHRISTMAS TREE IN PARTNERSHIP WITH HATCHARDS



HATCHARDS BOOK SIGNINGS AND CHARACTER APPEARANCES, SUPPORTING TREE CAMPAIGN



ST. PANCRAS GROTTO IN PARTNERSHIP WITH SHARKY & GEORGE



ST. PANCRAS' ADDITIONAL EVENTS

SURPRISE STAR PERFORMANCES



STATION CHRISTMAS CAMPAIGN TO PROMOTE FASHION, GIFTING AND DINING

AT ST. PANCRAS, SHOPPING WAS CONVENIENT, BRANDS WERE PLENTIFUL, AND PICKING UP GIFTS ON THE GO, KEPT YOUR ENVIRONMENTAL IMPACT LOW.



L-R: JIGSAW SUIT, KATE SPADE BAG, WHISTLES SHOES, GANT SHIRT, LEVIS JEANS, TED BAKER BOOTS, LOCATION BENUGO

HATCHARDS TREE 2023 - IMPACT



132 mainstream media mentions for the St. Pancras Christmas Tree. Highlights included the Daily Telegraph and iNews features in print.



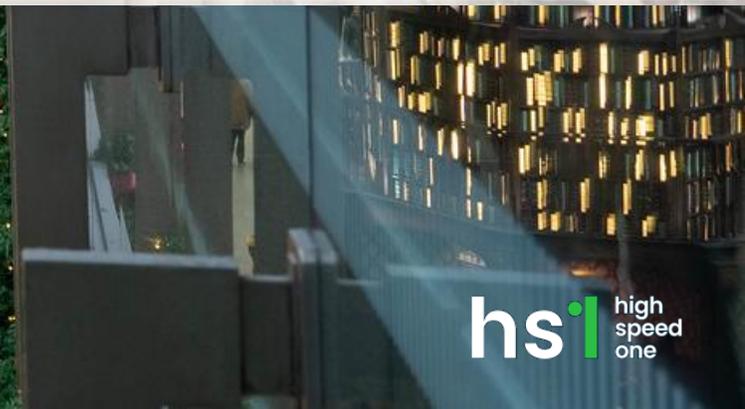
29 pieces of coverage within national publications, with **103** mentions from consumer lifestyle and regional / other titles.



747M potential media reach across national, regional, lifestyle and broadcast coverage over the Christmas period.



536 mentions generated on social channels for the St. Pancras Tree in permanent posts (plus thousands more in story content!)



MEDIA HIGHLIGHTS

theguardian

Photos of the day



The Guardian
(MUU: 81,189,629)

Inclusion within The Guardian's "photos of the day" in mid-December was a fantastic win, celebrating the unique, cultural appeal of the tree.

The Telegraph



Daily Telegraph
(Circulation: 317,817)

Prominently displayed in print on Nov 2nd (the day following the launch), this image-lead coverage demonstrated the importance of strong visuals.

BBC



BBC Radio London
(Listeners: 800,000
MUU: 67,897,277)

Coverage in BBC Radio London appeared in broadcast + online via the BBC website following the attendance of several producers + journalists to our launch event.

MEDIA HIGHLIGHTS

COUNTRY & TOWNHOUSE

HOME | CULTURE

The Prettiest Christmas Trees In London 2023

The city's most magnificent trees

By Olivia Emily | 1 Day Ago



St Pancras International

The internet is (rightly) obsessed with this train station tree, once again rethinking the parameters of what a Christmas tree really needs to be. (According to St Pancras in recent years, a 'tree' merely needs to be a tall pyramidal-ish shape.)

On 1 November, St Pancras International kicked off the festive season with their bookish tree. A haven for bookworms – and inspired by the magical ability of both books and train travel to transport people to exciting new places – the tree is a result of a collaboration with iconic bookseller Hatchards and publishing house Penguin. Standing 12 metres tall, the 'tree' is a library of books, featuring 270 shelves, more than 3,800 books, a winding staircase climbing to the top, plus eight cubby holes that visitors can sit inside. In those bays are speakers, and customers can listen to a five minute excerpt from an audiobook or reading provided exclusively by Penguin Books, featuring authors including Charles Dickens, Beatrix Potter, Zadie Smith, Robin Stevens, Gabrielle Charbon, Alice Waters, Rick Riordan, Michael Morpurgo, Richard Osman and Tom Fletcher.

Country & Townhouse

(MUU: 465,000)

St. Pancras & Battersea were the only stations to be included in this roundup alongside luxury destinations such as the Rosewood, and Claridges.

STYLIST

The best and brightest Christmas trees to visit in London before the 25th



St Pancras Christmas tree

Book lovers, don't miss the 12-metre tall literary wonderland tree at St Pancras International. For 2023, the design features a whimsical design with a winding staircase and 270 shelves adorned with over 3,800 hand-painted books, including timeless classics like Charles Dickens's *A Christmas Carol* and CS Lewis's *The Lion, The Witch And The Wardrobe*.

Address: St Pancras International, Euston Road, London N1C 4QP

Stylist

(MUU 1,425,000)

Inclusion in Stylist's roundup among a number of highly premium + aesthetic trees was a key win.

TimeOut

St Pancras has unveiled its spectacular 2023 Christmas tree – and it's made out of books

What a novel idea



Now that Halloween is out the way, it means it's socially acceptable to start listening to Mariah Carey wearing Christmas jumpers and necking ten pints after work every night. It also means that spectacular Christmas trees will be popping up all around the city, bringing festive joy to all Londoners. The St Pancras Christmas tree for 2023 has just been revealed, and it's a real stunner. This year's St Pancras tree is made out of more than 3,800 books.

Time Out

(MUU: 21,500,000)

A standalone article in TimeOut was published in the wake of the tree's launch, including the full suite of key messaging + imagery from our release.

MEDIA HIGHLIGHTS

Pick Me Up!

Have you heard?



Have you seen the incredible Christmas tree at London's St Pancras International station?
It's not just any old tree though – this 12-metre-tall spectacular is made up of more than 3,800 books!
With a winding staircase wrapping around 270 shelves, with eight cubby holes at the bottom where you can curl up with a festive read or chill out with a five-minute audiobook extract, this is a booklover's Christmas dream!
Courtesy of Penguin Books and in partnership with London's oldest bookshop Hatchards, enjoy tales from a whole range of authors including Charles Dickens, Beatrix Potter, Zadie Smith, Michael Morpurgo, Richard Osman and Tom Fletcher.

• See the St Pancras International Tree in the St Pancras Arcade until January 2024

Pick Me Up
(Circulation: 25,000)

This piece includes great messaging, referring to the installation as "not just any old tree."

LIFE MAGAZINES

St. Pancras international unveils a magical literary experience within its iconic Christmas tree

In partnership with historic bookshop Hatchards



St. Pancras International has unveiled its iconic book and light installation Christmas Tree, a 12m-tall tree made up of more than 3,800 books, which have been hand-painted and wrapped in festive paper. The tree is a magical literary experience, with a winding staircase wrapping around 270 shelves, with eight cubby holes at the bottom where you can curl up with a festive read or chill out with a five-minute audiobook extract. This is a booklover's Christmas dream!

CHRISTMAS AT ST PANCRAS INTERNATIONAL
The tree is a celebration of the St. Pancras International's festive spirit, with the installation of the Christmas Tree, inspired by the bookshop Hatchards, the UK's oldest bookshop, which has been a part of the station since 1905. The tree is a magical literary experience, with a winding staircase wrapping around 270 shelves, with eight cubby holes at the bottom where you can curl up with a festive read or chill out with a five-minute audiobook extract.

Life magazines (x13)
(Circulation: 311,000)

A full page spread across the full suite of regional Life Magazines (13x editions), which details the St. Pancras activation in great detail + mentions the grotto in addition.

*** SECRET LONDON**

St. Pancras International's Magical Christmas Tree Has Been Unveiled

St Pancras International's highly anticipated Christmas tree has been unveiled, and it's doused with the magic of literature this year.



The grand reveal of the St Pancras tree has taken place today (November 1) and as always, there's a distinctly festive feel to the whole affair that allows us to forget about the stresses of daily life, just for a moment. This year, they've once again gone for the slightly unconventional approach, after last year's skyline-resembling tower. Though it's still being referred to as a Christmas tree, it might be fair to say it's more a Christmas bookshelf (still resembling the shape of a tree, of course!).

Secret London
(MUU: 1,130,000)

Secret London's standalone piece refers to the tree as "highly anticipated" and "doused with the magic of literature this year."

Muddy Stilletoes

'Tis the season! Festive events to book in London this Christmas 2023

PSA Christmas is seven weeks away! To get you in the festive spirit, grab a mulled wine and book the best yuletide shows, events and general festive happenings sweeping the capital.

FOR FREEBIE FUN
The Christmas Tree at Kings Cross St Pancras Station



The Christmas tree at St Pancras Station is normally pretty special. (In the past there's been a Disney, Tiffany and Cirque Du Soleil themed tree), but this year may just beat them all. In collaboration with the UK's oldest bookshop, Hatchards, the tree is made out of 3,800 books! Standing at 12-metres-high and featuring a winding staircase, 270 book shelves stacked with hand-painted books, there's also comfy booths at the bottom to sit and read or listen to audio excerpts from books by Charles Dickens, Beatrix Potter, Zadie Smith and Richard Osman. Absolutely stunning and will make travel this Christmas way less hellish than usual!

Muddy Stilletoes
(MUU: 150,000)

MEDIA HIGHLIGHTS

france.tv

Sapins de Noël : la Grande-Bretagne fait son palmarès



Sapins de Noël : la Grande-Bretagne fait son palmarès

France Télévisions is a French public broadcast service. [Help](#)

284 views · 1 month ago

Un « La Presse » britannique a fait son palmarès des plus beaux de Noël du pays. Découvrez les spectacles qui font couler les larmes... »

France TV
(MUU: 17,000,000)

DAILY NEWS
MEDIA GROUP

PHOTOS: 2023 Christmas decorations around the world

Christmas is considered the most wonderful time of year. Filled with sparkling lights and a magic you can only feel during the holiday season. From the Vatican to Moscow, the world is ready to welcome Christmas. See all the awe-inspiring decorated landmarks that look straight out of a film.



A large Christmas tree is lit up in the St. Pancras station in London, England, on Nov. 6, 2023. The tree is lit up with lights and ornaments. The tree is lit up with lights and ornaments. The tree is lit up with lights and ornaments.

New York Daily News
(MUU: 5,820,594)

Forbes

FORBES 3 - LIFESTYLE 3 - 4070

20 Spectacular Christmas Trees Around The World In Photos: The Tallest, The Prettiest, The Most Famous

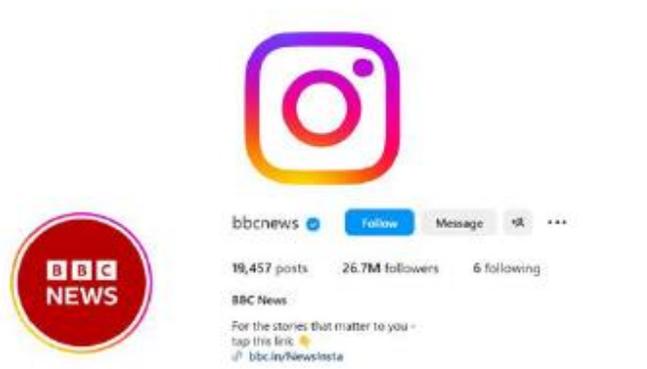


A large Christmas tree is lit up in the St. Pancras station in London, England, on Nov. 6, 2023. The tree is lit up with lights and ornaments. The tree is lit up with lights and ornaments.

Forbes
(MUU: 73,000,000)

Forbes deemed the St. Pancras tree worthy of inclusion in a worldwide roundup.

SOCIAL MEDIA HIGHLIGHTS



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19,457 posts 26.7M followers 6 following

BBC News

For the stories that matter to you - tap this link [👉](#)
[bbc.in/newsista](#)



bbcnews and [More](#)

[Macroweb](#) A Christmas tree with a difference at London's St. Pancras international station 🌲

(No bookies or food here, just a few thousand books!)

Boasting 270 shelves, more than 2,800 books and winding staircases, the festive display has been put on by the train station and one of London's oldest book shops, Hatchards.

Featuring classics like Charles Dickens' A Christmas Carol and CS Lewis' The Lion, The Witch and the Wardrobe, will your favourite book be there?

Head to the link in @BBCNews's bio to be transported back in time to Christmas in London in the 1950s and 60s.

[Sam Lane Photography](#)

#ChristmasTree #StPancrasInternational #BBCNews

25,153 likes

[Add a comment...](#)

26.7M followers
BBC News and BBC UK IG grid post driving 111K engagements.



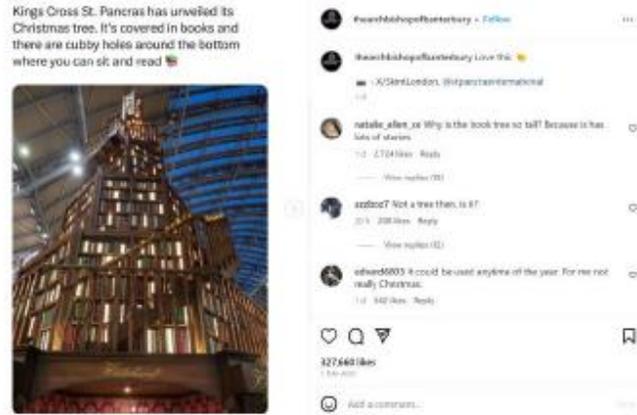
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14,820 posts 4.1M followers 386 following

The Archbishop of Canterbury

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Kings Cross St. Pancras has unveiled its Christmas tree. It's covered in books and there are cubby holes around the bottom where you can sit and read 📖



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[K/SaintLondon](#) [@stpancrasinternational](#)

[natalie_ellen_xo](#) Why is the book tree so tall? Because it has lots of stories. [110](#) 2704 likes · Reply

[sarah7](#) Not a tree then, is it? [20](#) 208 likes · Reply

[sarah5003](#) It could be used anytime of the year. For me not really Christmas. [110](#) 342 likes · Reply

327,660 likes

[Add a comment...](#)

4.1M followers
The Archbishop of Banterbury IG grid post driving 814K engagements.



timeoutlondon [Follow](#) [Message](#) [Share](#) [More](#)

7,519 posts 1M followers 1,518 following

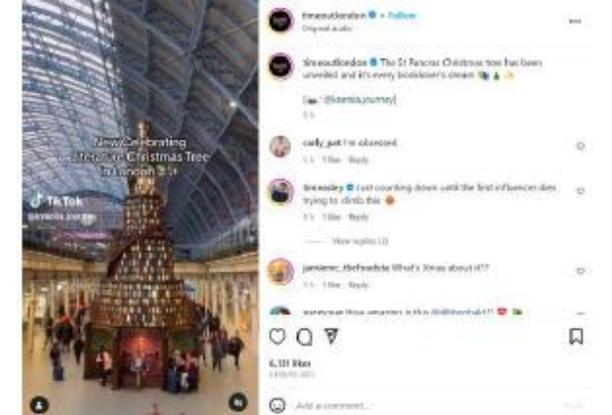
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London's best bits, handpicked by expert editors

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[@sarah5003](#) The St Pancras Christmas tree has been unveiled and it's every booklover's dream 📖🌲 [👉](#)
[@stpancrasinternational](#)

[carly_jett](#) I'm obsessed. [1](#) 110a · Reply

[@sarah5003](#) Just counting down until the first of December, trying to drink tea. [1](#) 110a · Reply

[@sarah5003](#)

[jamesie](#) @freedate Will u let's Xmas about 10? [1](#) 110a · Reply

[@sarah5003](#) How amazing is this @stpancrasinternational? [👉](#)

6,101 likes

[Add a comment...](#)

26.7M followers
BBC News and BBC UK IG grid post driving 6.3K engagements.

