

MANY MAJOR FESTIVALS ALREADY
SOLD OUT
DUE TO HUGE DEMAND

CONSUMERS SCRAMBLE FOR TICKETS
POST GOV ROADMAP ANNOUNCEMENT.
SEARCH & SALES UP

800%

STADIUMS GEAR UP FOR POSSIBLE

90,000

STRONG CROWD AT THE EUROS



ROAD TO LIVE!

2 0 2 1

Are you ready for summer 2021?

After the long months of lockdown there is finally light at the end of the tunnel and your consumers are eager to get back out there and celebrate this summer and beyond.

Don't let your brand be left out of the conversation, memories and moments that will make this summer unforgettable.

Let us help you with our
Roadmap to Live...

GOVERNMENT AIMS TO
VACCINATE ALL UK ADULTS BY

31 JULY

HIGH STREET HOPES AS
SHOPS & HOSPITALITY PLAN
REOPENING WITH

£5BN

OF GOVERNMENT ASSISTANCE

90%

OF FESTIVAL TICKET HOLDERS RETAIN
TICKETS FOR THE 2021 SEASON

POTENTIAL ACTIVATIONS



PR
STUNTS



VR
EXPERIENCES



ONLINE
ACTIVATIONS



EVENT TICKET
ACTIVATIONS

1

MARCH 29

KEY CHANGES

In March six people or two households will be allowed to mix outside, including in private gardens. Socialising is back and summer planning will be in full swing.

APRIL 12

KEY CHANGES

With (hopefully) warmer weather, outdoor hospitality / pub gardens are back. Outdoor attractions such as zoos, theme parks and drive-in cinemas will also open along with non-essential retail.

2

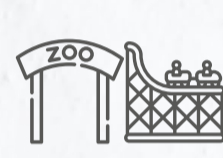
POTENTIAL ACTIVATIONS



PUB GARDEN
VISIBILITY



POP-UP SHOPS
AND FRONT OF
STORE



PARTNERSHIP
OPPORTUNITIES
WITH OUTDOOR
ATTRACTIONS



SHOPPING
CENTRE AND
CITY CENTRE
ACTIVATIONS

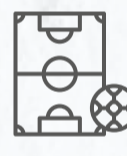


DRIVE IN
ACTIVATIONS

POTENTIAL ACTIVATIONS



INDOOR
ON-TRADE
VISIBILITY



SPORTS
GROUND
ACTIVATIONS



SAMPLING + BRAND
ACTIVATIONS IN
CITY CENTRES,
PARKS AND
COMMUTER HUBS



BRAND
ACTIVATIONS
AT STAYCATION
HOTSPOTS

3

MAY 17

KEY CHANGES

- 30 people now allowed to socialise outdoors
- Domestic overnight stays
- Indoor hospitality is planned to return with table service, rule of six and no curfew
- Outdoor theatres and cinemas
- Indoor entertainment, such as museums, cinemas and children's play areas
- Accommodation eg hotels, hostels and B&Bs
- Indoor group sports and exercise classes
- Some large events, including conferences, theatre & concert performances and sports events

JUNE 21

KEY CHANGES

Larger events and nightclubs can return with **no legal limits on social contact**.
NORMAL LIFE RESUMES!

4

WE ARE FULLY LIVE!

ALL ACTIVATIONS NOW POSSIBLE



FESTIVALS

The industry is bouncing back and festivals promoters are committing to multiple shows with maximum capacity. All precautions are being explored for crowds safely returning to festival sites in huge numbers this summer. No Glastonbury means huge interest in those festivals that are forging ahead and some major shows have sold out already.



EVENTS

Many major events are back and committed to activating at scale; Euro 2021, Wimbledon, Goodwood Festival of Speed, Taste of London, London Coffee Festival and London Cocktail Week to name just a few. Get in touch for sponsorship, partnership and activation info.



VENUES

Key event venues are returning, including Somerset House with its immensely popular Summer Screenings, Winter Skate and multiple exhibits and experiences in between. The Warehouse Project will be back in summer at scale. Shopping Centres & City Centres will be welcoming brand activations back and don't forget to book early for regional Christmas Markets as space is going fast!



OWNED EVENTS

All varieties of pop-up shops, bars, experiences and owned events are now possible and high street venue options have expanded. Book early for your choice of locations and to take advantage of summer footfall.



ACTIVATIONS

With commuters and tourists returning and a huge increase in staycations, there will be an increased opportunity for sampling, stunts, travel and holiday hotspot activations.



UNIVERSITIES

Currently planning for a September return, providing an opportunity for involvement in nationwide Freshers' Fayres, targeting students keen to make up for lost time.

RPM

GET IN TOUCH AND LET US HELP YOU MAXIMISE 2021.

Be assured we are up to date on all government guidelines and can create flexible and adaptable plans to suit your needs.

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Certified



Corporation