

# Santa's Studio



## EVENT OVERVIEW

- Installation of mock-up TV studio set to enable visitors to talk directly to Santa in the North Pole
- Entrance and studio area are dressed with Christmas lights, trees and artificial snow
- Interaction with on-site elves and Santa
- Santa is given key facts about the children (from the parents, in advance) so that he can prove that he knows the children and is always watching!
- Full PA / technical support
- Each visit is filmed and visitors can download their video from the Santa's studio website a few days later
- Each child is given a gift from Santa before leaving.



## BENEFITS

- Retained footfall, keeping customers on site for longer
- Family friendly activities
- Great opportunity for retailer involvement
- Can also be provided as a mobile event if a retail unit is not available.

## ADDITIONAL ACTIVITIES



- Make and take activities for children to do before or after their visit to Santa
- Christmas colouring walls
- Christmas wishing wall
- Elfie Selfie photo frame



## COMMERCIALISATION OPPORTUNITIES



- Charity involvement, donations to supported charities for visits to Santa
- Paid for on screen advertising from retailers/branding on videos/website
- Branded videos to download of the families visit to see Santa.
- Drive traffic to your website.
- Social media competitions
- Branded entrance and shop window graphics



### BRANDING

Full branding opportunities available



### TAKE AWAYS

Free gifts and photos for all families to take away. Branded gifts and vouchers from stakeholders



### AVAILABILITY

Available from mid-November until Christmas Eve.



### REPORTING

Full breakdown of visitor numbers and engagements