

INSIGHTS & MEDIA INSTORE

JOHN LEWIS

JOHN LEWIS
PARTNERSHIP





INTRODUCTION TO JLP INSIGHTS AND MEDIA

A UNIQUE OPPORTUNITY

- The John Lewis Partnership is the UK's largest employee-owned business and parent company of our **two cherished retail brands** - John Lewis and Waitrose, which are owned in Trust by 80,000 Partners
- As one of the UK's most loved and trusted retailers, our shoppers consistently rank us in the top 3 retailer brands in the UK, and **is the top scoring UK retailer in the latest Customer Satisfaction Index**
- We provide brand partners a unique way to engage this highly engaged shopper base and build lasting relationships



HIGH VALUE AUDIENCES

Connect with a highly engaged & loyal shopper base at scale.

Typically older, affluent professionals, with many earning £75k+ and holding £10k+ in savings

38% of Customers shop with us online only and **43%** of Customers shop in branch only

Excluding one-time customers, **the average customer visits 3.3 a year**

Approx. one third of our customers stay in the partnership by shopping at **Waitrose also**



12.6M
Customers /
5.4m new



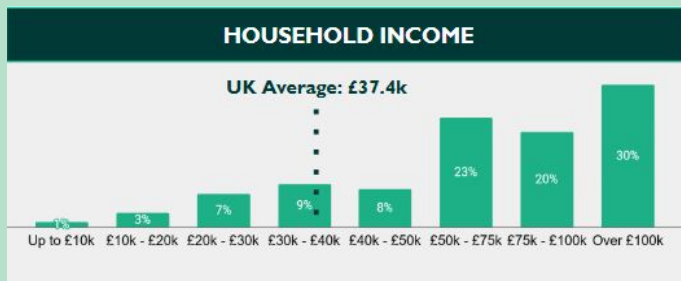
£106 Avg.
Basket Value



3.3 Visits



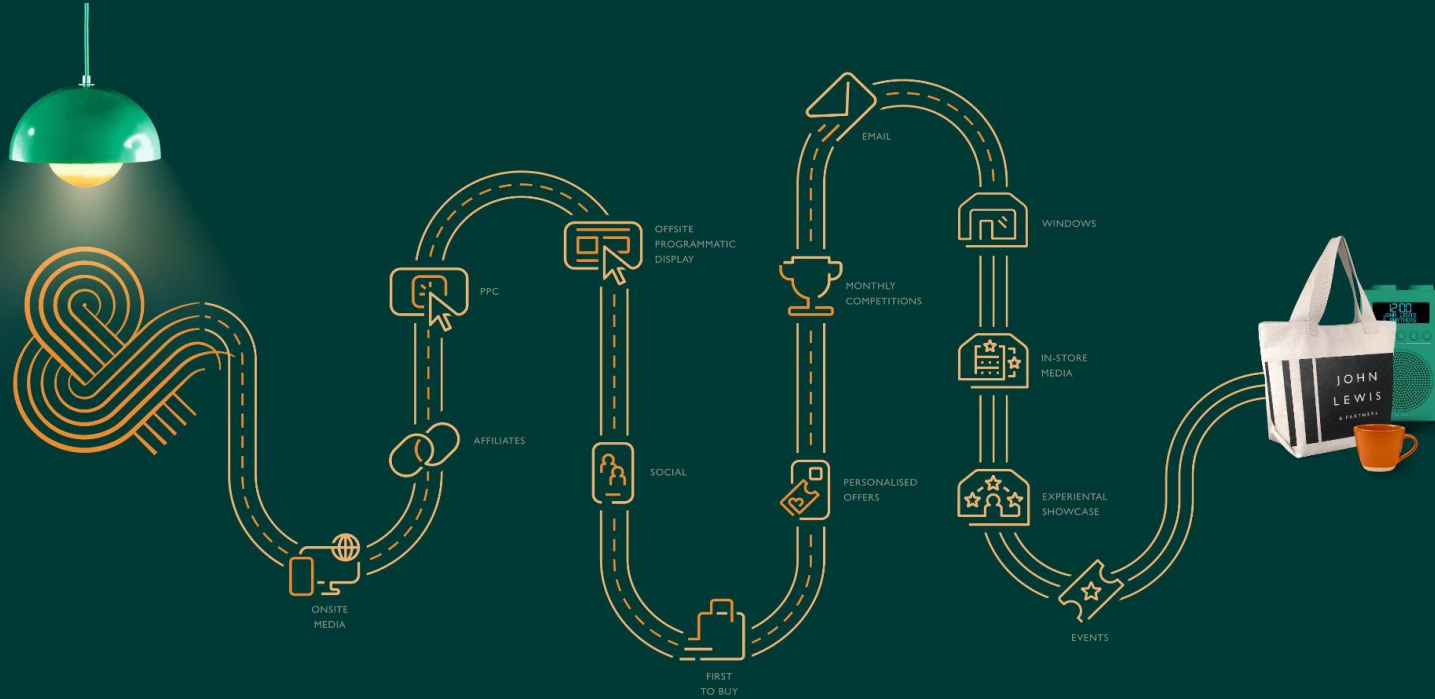
£55 Avg.
Item Price



INTRODUCTION

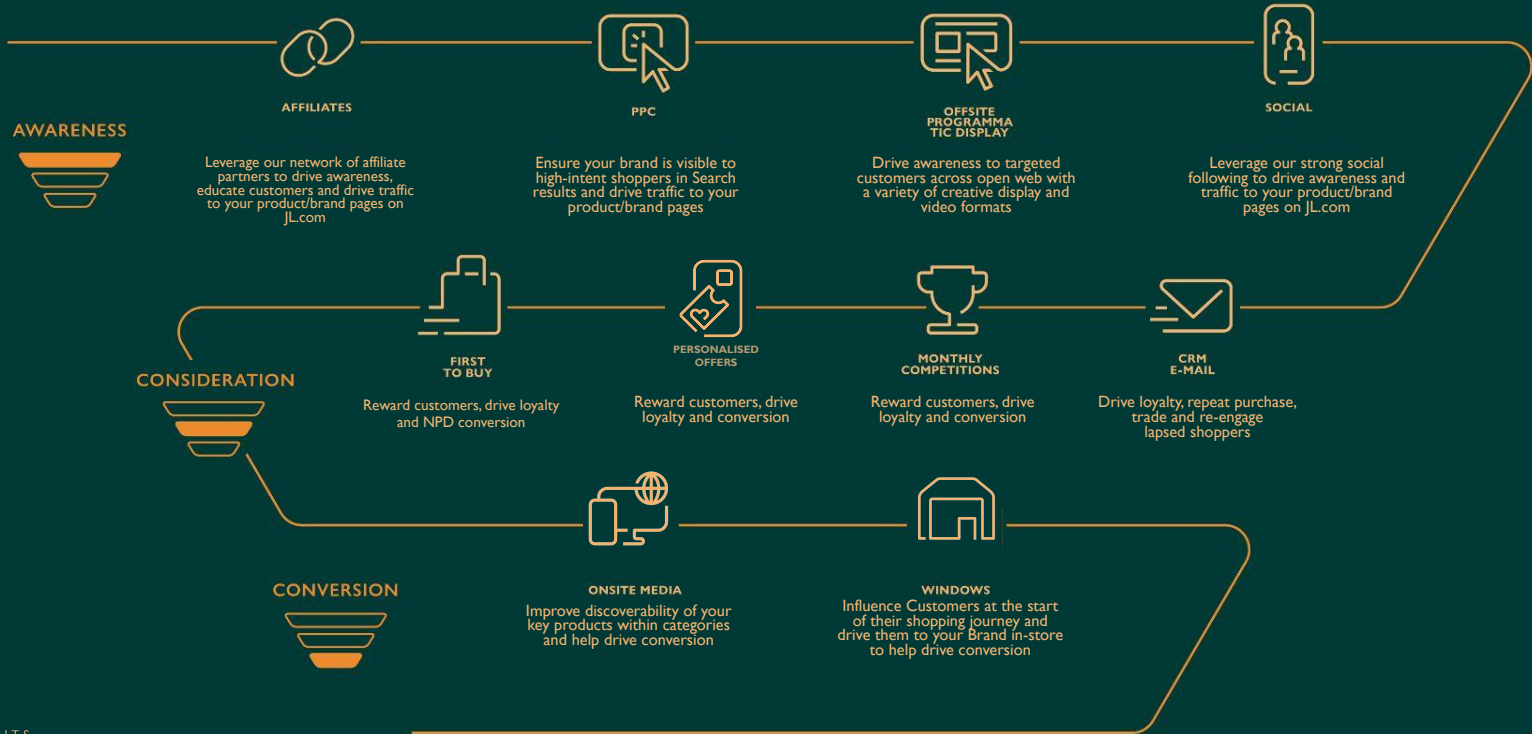
CUSTOMERS SHOPPER JOURNEY

Connect with John Lewis customers throughout their shopper journey, from sofa to store



MARKETING FUNNEL

Our portfolio helps you meet your brand objectives across the marketing funnel



MEDIA CHANNEL PORTFOLIO STORE MEDIA



CHANNEL OVERVIEW

Encourage consideration and conversion at the point of purchase with our impactful media opportunities in store. Generate mass awareness and stand-out in the in-store environment.

Key Objectives

- Boost brand engagement and buzz through direct to customer activity
- Ideal for amplifying in store promotions and offers, generating awareness for new products, or driving purchase consideration at key seasonal moments.

Media opportunities

- Windows
- Sites
- DOOH Proximity Screens

Channel Key Stats / Audience

- Our store network nationwide attracts over 56 million visits a year
- Average 137k visits per store per month



Suppliers have the opportunity to partner with John Lewis across our estate via presence in John Lewis windows

Our windows serve to excite shoppers, highlight the great brands and products within and ultimately drive footfall with educational content.

Brands can participate in a John Lewis Window in one of three ways...

Campaign and flagship windows



Product placement within a JL campaign. Led via marketing directly with suppliers

Brand Residency Windows



Bespoke brand takeover

Beauty windows



Aligned to in-store POS packages

Brand Residency Windows

5 regional stores available for bespoke brand executions booked for 4-8 week campaigns.

Brands may choose the stores to activate within based on brand preference and availability, with John Lewis creative approval.

Rates are based on a 2 week tenancy, with a minimum 4 week residency. The rates varying dependent on average store footfall.

Brands are to cover their own creative costs and delivery inc concept set up, installation and take down. See appendix for guidelines.

Min 4 weeks, max 8 week campaign cycle

Lead time - 12 weeks

Brand
Residency
Windows



Bespoke
Brand Led



Brand Residency Windows Rate Card

2 week av footfall per store: 140k

- Oxford Street - W11 & W12
- Cribbs Causeway - W1
- Liverpool - W11/12 (as one)
- Edinburgh - W1
- Cardiff - W2

Tenancy rate per window per 2 weeks: £10K

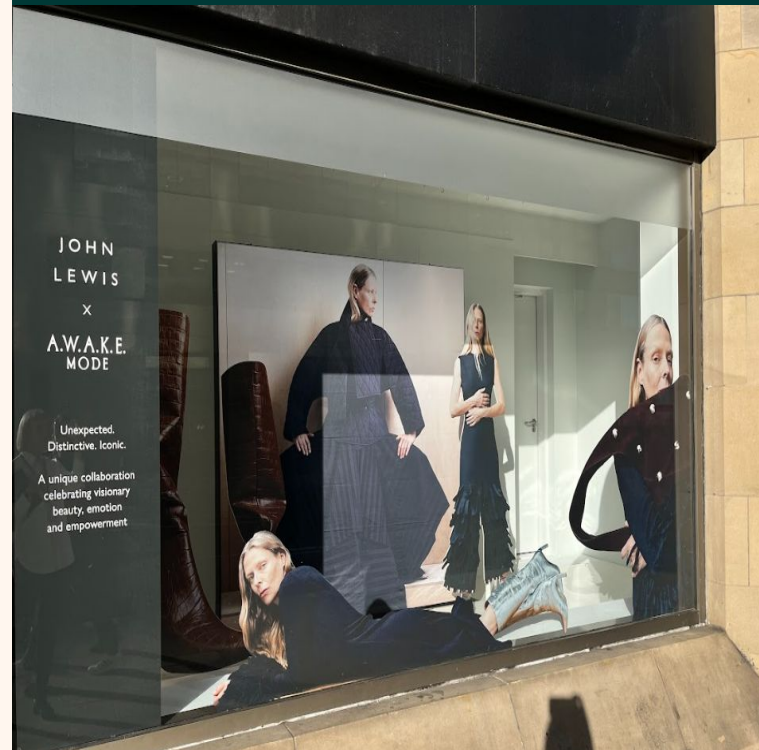


NB: Brands are to cover their own creative costs inc concept set up, installation and take down

Brand
Residency
Windows



Bespoke
Brand Led



INSTORE SITES

Media Overview

- Drive consideration and conversion with high impact instore media placements throughout our premium estate.

Perfect For...

- Driving inspiration, new product launches and seasonal messages

Formats

- Flagship Platinum package
- Flagship Gold package
- Flagship Bronze Beauty Trio
- Brand Feature - Platinum
- Brand Feature - Gold sites
- Brand Feature - Gold windows
- Captivation - Platinum sites
- Captivation - Gold sites
- Captivation - Silver sites
- Bluewater Beauty showcase
- Nursery hero plinths
- Nursery Brand beacons
- Cooks tables
- Seasonal Coffrets



FLAGSHIP PACKAGES

FLAGSHIP PLATINUM

Position your brand at the pinnacle of retail visibility with our Flagship Platinum package at John Lewis Oxford Street. Located in one of London's most iconic shopping destinations, this exclusive 360° space combines 4 x high-impact digital screens, halo and elegant plinths for bespoke brand integration delivering a luxurious, immersive showcase for prestige launches and elevated storytelling. This is in conjunction with a Window within the beauty asset run to layer into.

>Flagship Platinum Site & Window

FLAGSHIP GOLD

Command attention at John Lewis Oxford Street our Flagship Gold Package in the heart of London. This premier space offers high-footfall exposure with dynamic digital screen, plinths for custom branding opportunities perfect for hero launches and bold brand moments. This is in conjunction with a Window within the beauty asset run to layer into.

> Flagship Gold Site & window

FLAGSHIP BRONZE TRIO

The Flagship trio offer a snapshot of your brand and sit as three separate cylinders within the flagship store at Oxford street in the busiest part of the branch.



BRAND FEATURE - PLATINUM

The Brand Feature Platinum Package offers unparalleled visibility in our highest-footfall, top-performing locations most notably, front-and-centre at key entrances including our flagship Oxford Street store. These premium sites are designed to make an immediate impression, featuring large-format assets, dynamic digital screens, and fixtures that allow for bold creative expression and elevated brand integration.

9 Sites

- Bluewater
- Cambridge
- Cardiff
- Edinburgh
- High wycombe
- Liverpool
- Oxford Street
- Stratford
- White City

5 windows

- Cambridge
- Cardiff
- Liverpool
- Oxford St
- White City

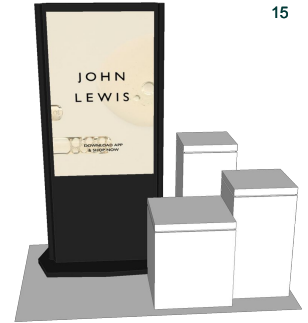


BRAND FEATURE GOLD - SITES

The Brand Feature Gold sites package offers countrywide visibility in our largest Beauty location package. All sites are in high footfall areas or in front-and-centre positions at key locations, most notably including 5 of our top-performing beauty shops. These sites are specifically designed to make an immediate impression, featuring designated areas for brand assets, dynamic digital screens, and fixtures that allow for brands to elevate their product.

21 Doors - 23 shop sites

Brent Cross, Cambridge, Cardiff, Cheadle, Chelmsford, Cheltenham, Edinburgh, Glasgow, High Wycombe, Horsham, Kingston, Leeds, Leicester, Liverpool, Newcastle, Nottingham, Oxford, Peter Jones, Solihull (2), Welwyn, White City



Bluewater Beauty

Showcase (Available late October)

We're excited to unveil a stunning new 360-degree beauty site located at the heart of the revamped Beauty Hall in John Lewis Bluewater. This dynamic, high-impact space features:

- Four 75-inch digital screens delivering immersive content from every angle
- Six elegant plinths perfect for showcasing hero products and seasonal storytelling
- A striking raised halo structure that draws attention and creates a premium feel

This flexible, high-visibility environment is designed for brands to make their mark — layering on bespoke content, launching new campaigns, and engaging customers in an elevated digital-meets-physical experience.



BRAND FEATURE

GOLD - WINDOWS

The Gold Window Package offers a premium opportunity to feature in 21 high-profile beauty windows across 14 key John Lewis locations.

Strategically positioned at pivotal points in the customer journey across entrances, exits, and high-footfall zones these windows deliver maximum visibility and a lasting first (and final) impression.

With the Gold package, brands can layer in their identity through bespoke props, bold graphics, and storytelling elements, transforming each window into a standout moment that captivates and converts.

This is more than display it's brand theatre at scale, reaching beauty-loving customers in a premium, high-trust retail environment.

14 Doors - 21 windows across

Brent Cross (2), Cardiff ,Glasgow (2), Leeds ,Leicester, Milton Keynes (2), Newcastle, Norwich(2), Nottingham (2), Oxford, Reading, Solihull, Welwyn(3), White city



CAPTIVATION SITES

Captivation sites offer the perfect opportunity to highlight your brands across a number of John Lewis & Partners doors. Packages are across a variety of locations to support strategic launches or key continuity spotlights. Various Sites can feature lightboxes and digital screens for brand-led video content and premium lit plinths to showcase new launches and boost brand expression.

Captivation Platinum sites: 29 Doors (Static & Digital content)

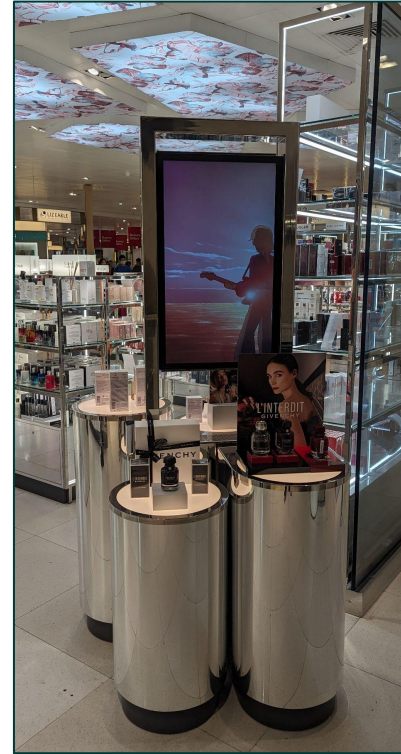
Brent Cross, Cardiff, Cheadle, Leeds, Liverpool, Oxford St, Peter Jones, Southampton, Stratford, Bluewater, Cambridge, Chelmsford, Cribbs Causeway, Edinburgh, Exeter, Glasgow, High Wycombe, Leicester, Milton Keynes, Newcastle, Nottingham, Reading, Solihull, Trafford, Canary Wharf, Cheltenham, Kingston, Oxford, White City

Captivation Gold sites: 21 Doors (Static & Digital content)

Brent Cross, Cambridge, Cheadle, Chelmsford, Cheltenham, Cribbs Causeway, Edinburgh, Glasgow, Kingston, Leicester, Leeds, Nottingham, Milton Keynes, Norwich, Oxford St, Oxford, Solihull, Southampton, Stratford, Trafford, White City

Captivation Silver sites: 14 Doors (Digital)

Bluewater (Oct 25) Cambridge, Cardiff, Cheadle, Cribbs, Kingston, Liverpool, Milton Keynes, Nottingham, Reading, Southampton, Stratford, Welwyn, Edinburgh



NURSERY - HERO PLINTHS

Hero Plinths are available across the John Lewis estate within the Nursery department to support strategic launches or showcase newness and innovations for pushchairs and car seats.

Package A

Oxford Street, Peter Jones, Leicester, Stratford, Solihull, Nottingham, Brent Cross, Newcastle, White City, Cambridge

Package B

Peter Jones, Cheadle, Kingston, Southampton, Bluewater, Leeds



NURSERY - BRAND BEACONS

Our new Brand Beacon in Oxford Street is a fantastic opportunity for brands to secure a prominent VM site on the shopfloor, offering more flexibility in terms of brand expression and concept design.

Oxford Street only - 3 months minimum

Designs will be reviewed on an individual basis by Concept Design within the parameters of feeling engaging, interactive and playful.

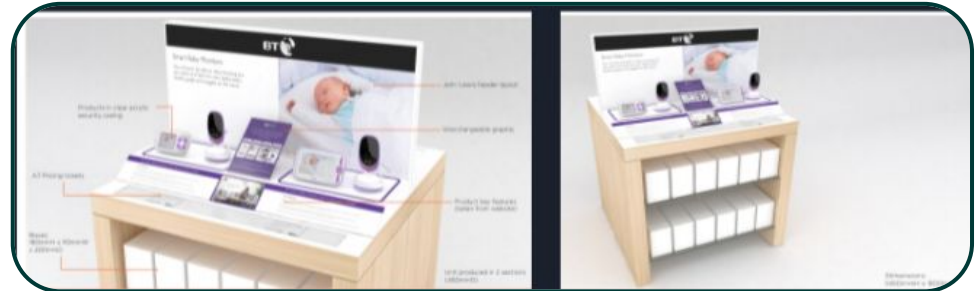


NURSERY - SMART PARENTING UNITS

Our Smart Parenting units are strategically placed in the department to showcase newness and innovation within the Nursery baby monitor assortment.

Peter Jones, Southampton, Cambridge, Cribbs Causeway, Brent Cross, Milton Keynes, Reading, Trafford, Welwyn, Glasgow, Cheadle, Bluewater, Stratford and White City.

Install on the first Monday of the month and are available for 12 months.



COOKS TABLES

Our Cooks Tables are situated at the front of the Cookshop department, and are a great way to showcase new ranges, seasonal products & promotions.

Perfect For driving awareness and inspiration, New product launches and Seasonal messages. On average we see a 30% sales uplift on products featured on Cook's Tables.

Formats

- A variety of packages are available depending on; the available level of investment and category
- Cook's Tables are packaged into three tiers that span across 13 to all 35 Branches.



| PACKAGE | BRANCHES |
|----------------|---|
| Cook's Table 1 | All Branches (36 Shops) |
| Cook's Table 2 | 32 branches (excluding Canary Wharf, Chichester & Horsham) |
| Cook's Table 3 | Oxford Street, Peter Jones, Nottingham, Edinburgh, Cribbs Causeway, Trafford, Welwyn, Glasgow, Cheadle, Newcastle, Solihull, Leicester, Stratford (13 Branches) |

Digital Signage Bluewater

Media Overview

This pioneering initiative is set to transform the in-store shopping experience at Bluewater, blending innovation and impact to captivate shoppers and unlock powerful new possibilities for immersive brand engagement.

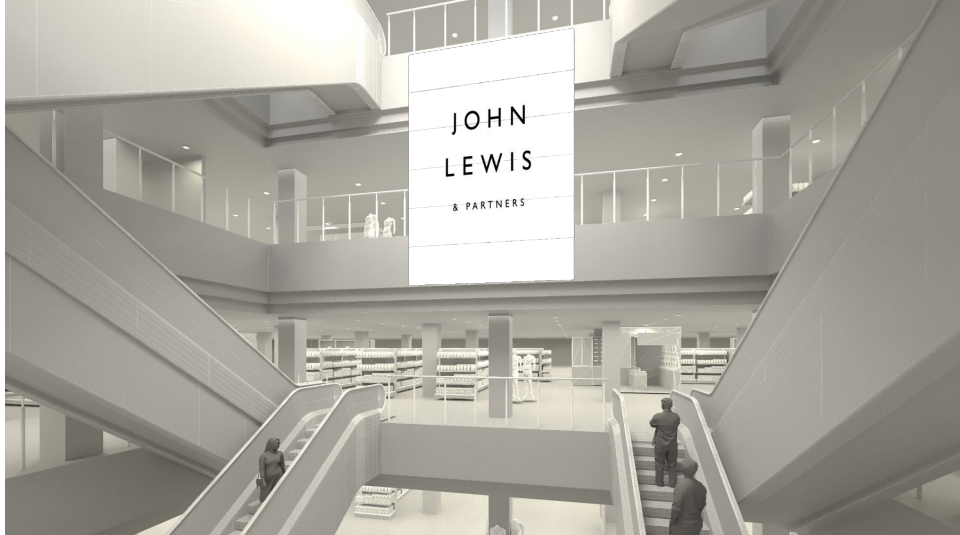
Placements

- 7m Atrium Screen
- Pillar screens in the highest footfall areas
- Entrance windows

Key Highlights

- **Exclusive to Bluewater** and represents a pioneering effort for John Lewis, bringing cutting-edge digital advertising into the physical retail space.
- Digital screens have been **strategically located in high-footfall areas**.
- **Optimised shopper engagement** by showcasing products dynamically, we aim to capture shopper attention and influence purchasing decisions while they are in a conversion mindset.
- **Seamless ATL integration into the store environment:** Enable partner brands to seamlessly integrate Above-the-Line (ATL) marketing activities directly into the store environment, transcending traditional category boundaries.





MEDIA CHANNEL PORTFOLIO

DooH



THE OPPORTUNITY

Media Overview

- With impactful digital video formats, 6-sheets located in the city centre/shopping centres around and in front of our shops offer the opportunity to engage customers at a crucial moment in the customer journey.

Channel Key Stats / Audience

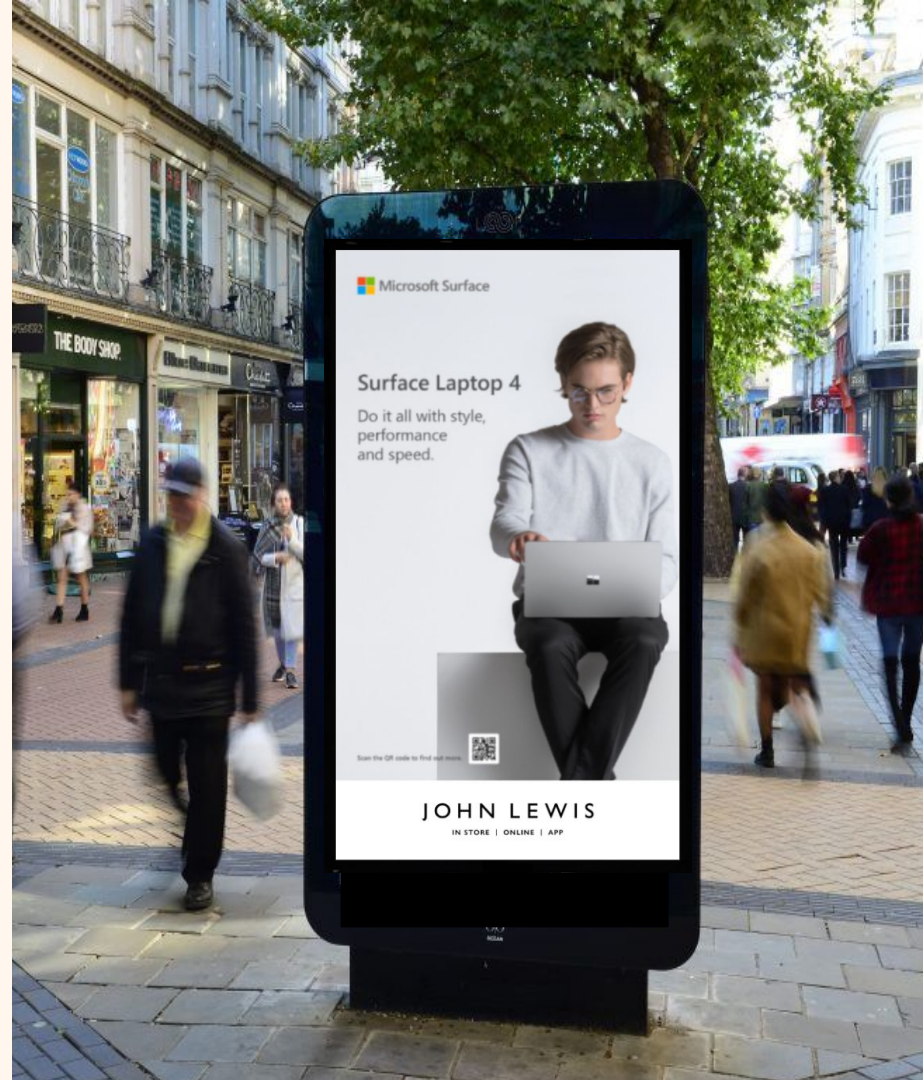
- 34 store network nationwide ...
- 188 screens within 100 meters of store
- 725 screens within 500 meters of store *core offering
- 1,965 total screens

Formats

- D6
- Creative can run on a 10s or 6s loop (out of 60s) and API plug ins can be applied to serve ads at a moment of high contextual relevance.
- SoV (share of voice) offered at either 10% or 15%

Perfect For...

- Raising awareness at key moment in customer journey
- Being front of mind for customers entering store
- Standing out through a high impact format in an uncluttered environment
- Specific store location activity
- Tactical OOH activity that is **not** linked to a central John Lewis campaign



Our evolving Store Media offering will provide a connected brand and shopping experience



Digital proximity screens play a key role at the start of the customer journey, helping to drive footfall into store

LARGE FORMAT STORE SCREENS

We have 20 large format destination screens available to book within 200 metres of a store entrance located in the UK's most prestigious shopping centres.

Locations:

- Westfield Stratford
- Liverpool One
- Eldon Sq - Newcastle
- Westgate - Oxford
- Victoria Mall - Nottingham



CREATIVE SUPPORT

VIM - Visual Impact Measurement tool

Use this free service to optimise creative based on eye tracking and machine learning, improving legibility distance.

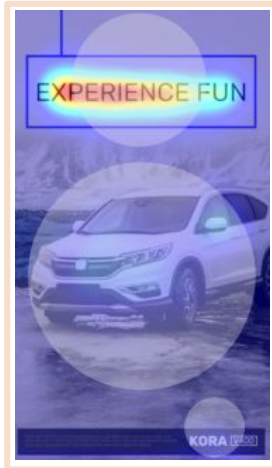
Combine with API feeds to aid creative personalisation in line with weather, temperature, time of day, UV Index, day of week, location and date.



EYE TRACKING STUDIES



MACHINE LEARNING



Original



Legible at 12m

Optimised



Legible at 30m



THANK YOU