



Place Activation

DS.EMOTION

About DS.Emotion

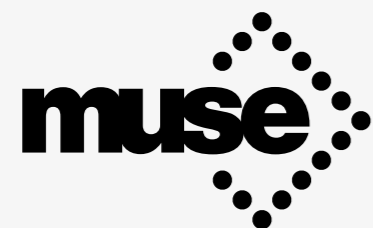
DS.Emotion is an independent brand and marketing agency which specialises in destination and place marketing.

We have successfully branded and marketed some of the UK's best residential, retail, leisure and commercial destinations.

Place Activation through resident engagement is a fundamental part of placemaking. Create community through interaction and shared interests, while creating successful places where people want to work and business want to locate to.

We design and curate activity fit for the place and for the people who occupy it.

Some of our clients include:



Some of our places:



Benefits of an Active Workplace

Active workplaces aid recruitment, retention and encourage creativity. They also attract the best businesses, and employees whilst also ensuring the retention of them.



Benefits to Residents

- Increased concentration and productivity
- Higher levels of engagement
- Increased job satisfaction
- Decreased stress
- Improved sleep and energy levels
- Fun and engaging
- Increased self esteem
- Increased health knowledge

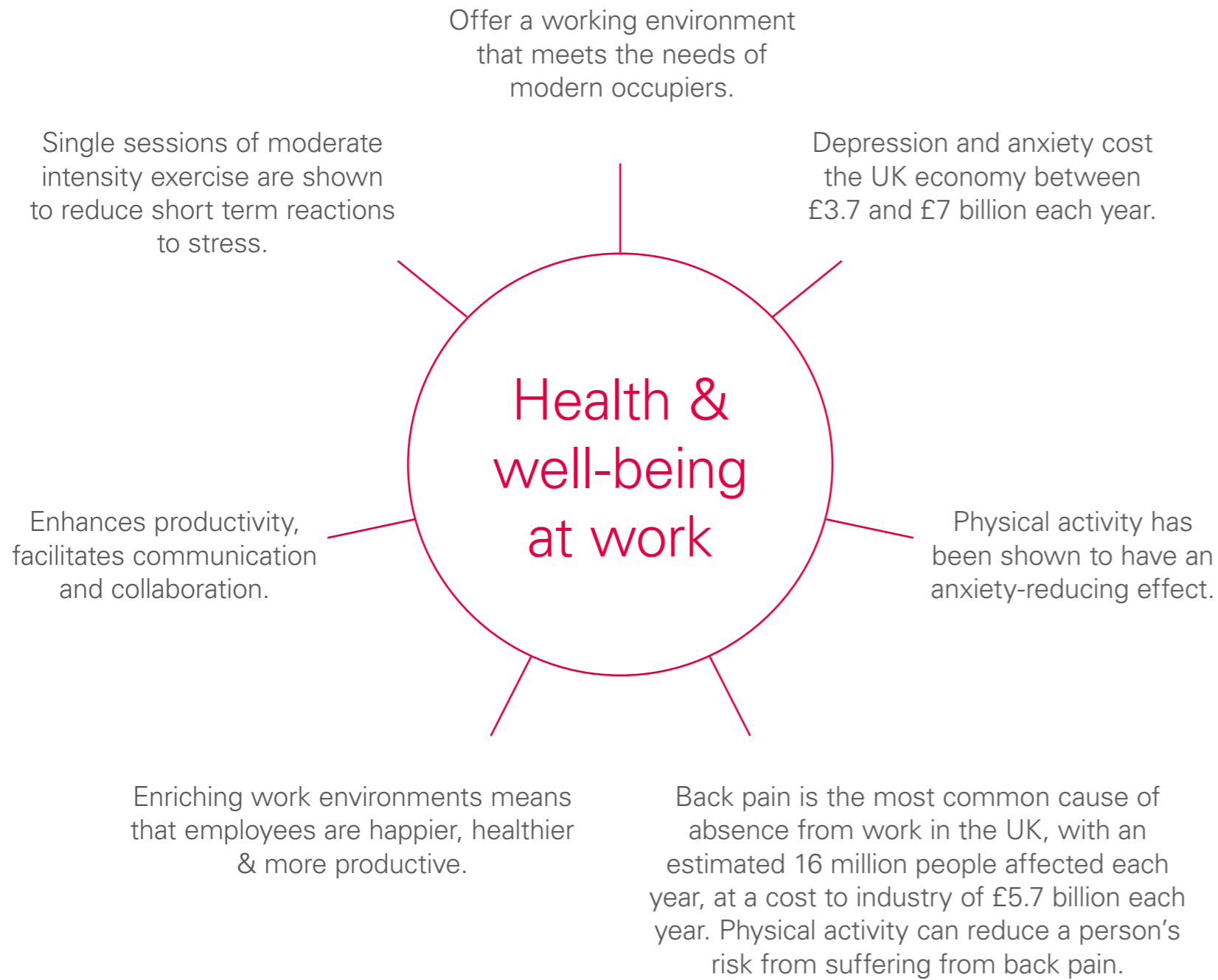


Benefits to Businesses

- Improved corporate image
- Increased productivity
- Reduced employee turnover
- Increased staff moral and team work
- Invaluable networking opportunities
- Employee wellness
- Higher levels of engagement
- Better communication across levels
- Achieve unified goals
- Creates a community



Health & Well-being at Work



An aerial photograph of a large group of people sitting on the floor in a circle, engaged in a community meeting or workshop. The people are arranged in a large circle, with some individuals standing and gesturing. The setting appears to be an open, possibly outdoor or semi-outdoor, space with a light-colored floor. The overall scene conveys a sense of community and active participation.

Resident Engagement

Resident Engagement Activity



A warm and friendly welcome from your concierge who can meet and greet on rainy days with branded umbrellas.



Make use of the existing space, use communal spaces, terrace or a courtyard.



Live performances are really well attended forms of entertainment.



Branded launch events, delivered well, offer great exposure.



Guest speakers or panel discussions are educational, engaging and interesting forms of pro-actively motivating residents.



Local businesses catering for events, even offering local produce or themed on a local trend.

Resident Engagement Activity



Use available space for organised sporting events.



Regular coffee and pastry events in a lobby or communal area give residents a treat.



Resident allotments/urban gardens.



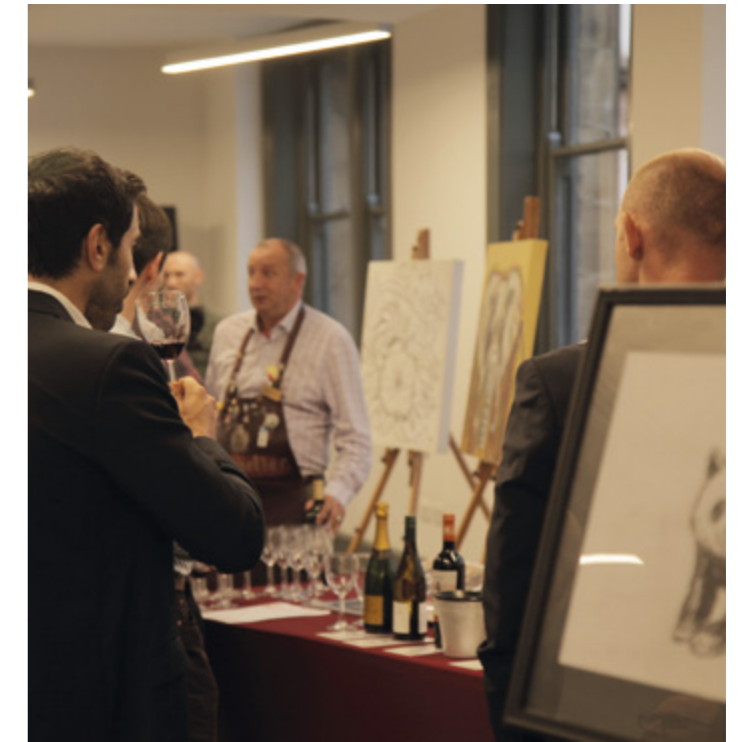
Quirky caterers.



Cookery demonstrations.



Christmas light switch-on events.



Wine tasting and cultural events.

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Place Activation through events and activity is a highly effective way to engage residents and instigate community spirit. We plan a programme of events to run throughout the year, tailored to the place or building and the people within them.

So that there is something for everyone, the events will vary. We can also plan in conjunction with tenant/resident HR functions to ensure relevance.

Fitness

20:20:20 is a lunch time class that provides a 'bootcamp' style workout. Available for residents only, the 20:20:20 offers, three twenty minute classes, two times a week for four weeks.



Entertainment

Example - Towers, Manchester.

A large screen was constructed to host events such as the Euros and Wimbledon. Refreshments such as strawberries and cream or popcorn and picnic blankets can enhance this type of event.



Seasonal Events

Example - Seasonal Events.

Christmas events included a giant snowglobe and Christmas carols, Halloween included a pumpkin carving competition.



Bespoke Events

Bespoke events which are kept relevant, depending on the businesses and location. Below are a few examples of what we could offer (picnics, ice-cream carts, yoga classes, sporting events, book clubs, coffee shop pop ups, bowling, giant foosball, cycle to work scheme, outdoor games, mini festivals, comedy and movie nights).



Video

Watch our Place
Activation video here

We create programmes for resident engagement through Place Activation, tailored to meet the place, buildings and people we are engaging.

Please get in touch with Katie on 0161 711 0632 to discuss how we can activate a place for you.

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