

DS.EMOTION

PLACE

ACTIVATION

POP UPS.

THIS

TOO

SHALL

PASS.

We're all now
experts in home
office working,
socially distanced
shopping, digital
dating and long-
distance learning.

DS.Emotion are
experts in what
comes next.

From reopening day queues to takeaway booze, this last year has shown the strength of will and the lengths people will go to just to grasp a little bit of normality.

Imagine the party when we're allowed outside together again.



**THE TIME
TO
PREPARE
IS NOW.**

Our pop ups not only bring diversity, energy and personality to our schemes, but often prove to be the start of something much bigger.

Here are a just a few who seized the opportunity to turn a short term pop up into a long-term lease.

WE

CREATE

LONG-TERM

SUCCESS.

“DS.Emotion’s offer lets us attract interesting start-ups and exciting businesses who aren’t initially looking for a long-term lease. We routinely see DS.Emotion’s pop-ups turn from positive activations of vacant space into interest in longer term contracts.”

Jamie Hall, DTZ Investors



Know The Origin (KTO) is an emerging ethical and sustainable fashion brand with a reputation for delivering successful pop up shops and events in locations across London. As the business grew, there was a requirement to expand to other cities.

DS.Emotion first placed KTO in Brighton, where their pop up was so successful that they returned for a repeat stint. We also placed KTO on King Street, Manchester, and after trialling the area, they are now seeking a permanent lease on King Street with our client, DTZ Investors.

“Having a pop up on King Street has been really great for KTO - you can invite people into a space and start having conversation with customers about sustainability in a really chilled setting.”

Molly James, Digital Marketing Manager

They Made This started life as an online print and photography shop, curating the occasional exhibition. In early 2019, having partnered on an event in Kings Mall, Hammersmith, and impressed by the artists represented, DS.Emotion approached TMT founder Aine Donovan to pop up for a 6 week charity exhibition and print shop in Brighton’s South lanes.

The exhibition, Room for Love, for which we partnered LGBTQ+ youth homelessness charity akt with TMT, was a huge success generating swathes of positive PR for the destination. They Made This extended their pop up contract twice before signing a permanent lease to secure their forever home on Dukes Lane.

“The team at DS.Emotion have been completely amazing. Kate and Laura in particular are so incredibly supportive of TMT and of all the local independent businesses they are nurturing in the area. They are constantly checking in with us and helping us with marketing and partnership opportunities, like our collaborations with the Albert Kennedy Trust which DS.Emotion instigated. We wouldn’t be down in Brighton without them and we certainly would not have succeeded if it was not for their amazing support.”

Aine Donovan, Founder, They Made This



Aquila Jewellery started as an online business supported by market stall trading, so the natural next step was to trial a retail store unit. Dukes Lane was recommended to Stacey by previous pop up businesses as the ideal location to trial her concept. Following a 6 week Christmas pop up and finding the experience invaluable, Aquila Jewellery have now extended their agreement for a further 6 months with a view to secure a permanent lease.

“The pop up has been an invaluable learning experience for me and an amazing opportunity to grow and improve my business. The team at DS.Emotion have supportive throughout the whole process and I can’t thank them enough. I look forward to working with them on the next phase for my businesses and hopefully soon have a permanent shop in the not-so-distant future.”

Stacey Hodkinson, Founder, Aquila Jewellery



King Street,
Pop up Studio

We are experts in placemaking, creating impactful and long-lasting brands and strategies that come to define destinations all over the UK.

We have a unique understanding of what it takes to connect a place with its people, with an authenticity and empathy that develops real, sustainable engagement and community partnerships.

We help create spaces where people want to live and visit.

**WE
UNDERSTAND
PLACES.**



Villiers Street, Food Tasting Event



Villiers Street, London



Dukes Lane, Pride Activation

Dukes Lane, Choose Love Pop Up



**WE BRING
THEM
TO LIFE.**



King Street Festival,
Manchester

Wherever we go, we activate our spaces. Events and activities bring places to life, and great experiences instil an atmosphere that reinforces the brand values of the place.

From charity fundraisers and community outreach, to family friendly activities and celebratory days out; each place becomes a living, breathing entity beyond just bricks and mortar.

**WHO IS
CREATING
YOUR PLACE
ACTIVATION
STRATEGIES?**



**WHO IS
RESPONSIBLE FOR
IMPLEMENTING &
MANAGING THEM?**



**WE KNOW PLACE
ACTIVATION TEAMS
HAVE BEEN REDUCED.**

**DS.EMOTION HAS THE
KNOWLEDGE, THE
EXPERIENCE, AND THE
TEAM TO DELIVER.**

KING STREET
KLARNA POP UP

193
million
press reach

Over 12
million
influencer
impressions
3,000+
visitors



Over
£16,000
raised for
supported
charities

“DS.Emotion managed to secure x6 pop up stores who successfully opened to trade in the run up to Christmas, which was astonishing given the current climate. We are already in talks with some regarding taking long-term leases.”

Matt Beardall,
Green & Partners



ANGEL CENTRAL
CHARITY PRIDE
FACE MASKS
500,000+
social media reach
13.7%
increase in
engagements

We've won awards through changing perspectives & transforming destinations.

From helping to attract the biggest household name brands, to creating an environment for grass-roots retail to evolve and thrive – everywhere we go, we make a difference.

WHAT

WE DO

WORKS.



DUKES LANE
WINTER 2020

422%
increase in online
engagement
month-on-month

26%
increase in footfall
week-on-week

PROPERTY MARKETING
AWARDS 2019

Winners
Best Place-Making
Marketing Campaign
including Retail
–
Dukes Lane

11—
Place Activation & Pop Ups

DS.EMOTION



King Street, Pride Totes



Angel Central, Magazine

“DS.Emotion’s activation programme has been a catalyst for change on King Street, and has assisted in establishing a strong destination brand. One particular event generated 15 pieces of coverage, reaching over 193 million people.”

WE DO IT

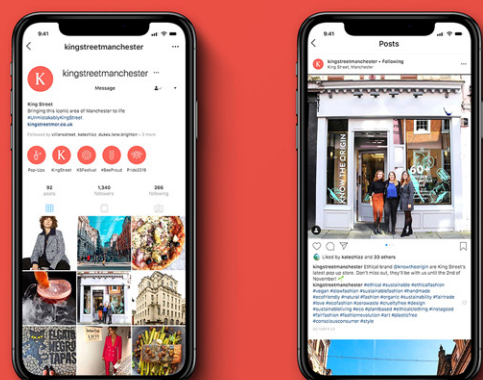
ALL.



King Street, Pride Pins



Kings Mall, Kids' Workshop



King Street, Social Media



Dukes Lane, Pop-Up Club



Angel Central, Christmas Instagram Filter

Our activation team is further supported by full creative and social media teams – allowing complete integration of services, magnifying each brand and campaign’s effectiveness and reach.

With studios across London, Leeds and Manchester, and over 25 years of experience, our creativity and insight is matched by our deep knowledge of the UK property market.

WE'RE

READY

TO HELP.

GET IN TOUCH

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