

Making space for innovation

Specialty Leasing

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- Let us find space for your ideas

Say hello to 135 million shoppers

From the country's most luxurious shopping centres to its finest resorts and prestigious towers, Oxford's lineup of retail, hotel, office and mixed-use development set the ultimate stage to reach and influence an average of 11 million visitors a month.

Innovative sponsorship

opportunities add value to brands by providing access to coveted spaces, amenities, and events.

Engage shoppers in an immersive setting that boosts awareness and expands retailer reach.

Highly-desirable demographic

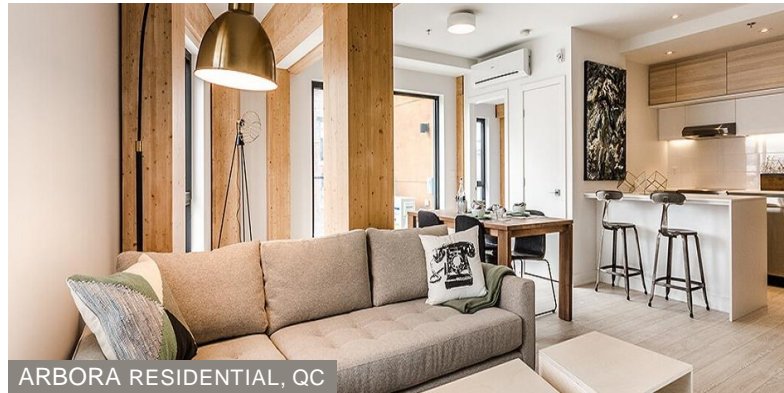
of shoppers who value novel and engaging experiences.

Prime locations offer access to build brand affinity with new and existing shoppers and fans.



Oxford's global portfolio

- A global leader in retail, office, hotel, residential and mixed-use developments, Oxford Properties owns and manages assets across North America and the world.



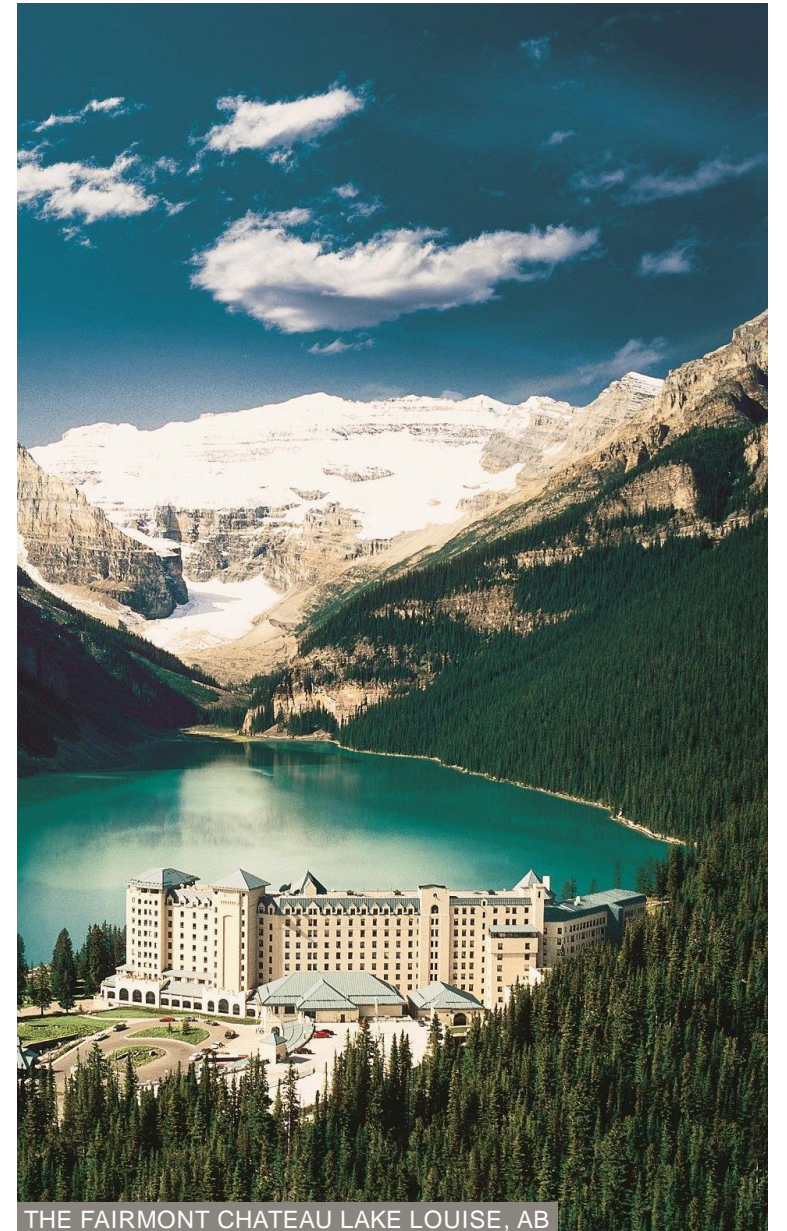
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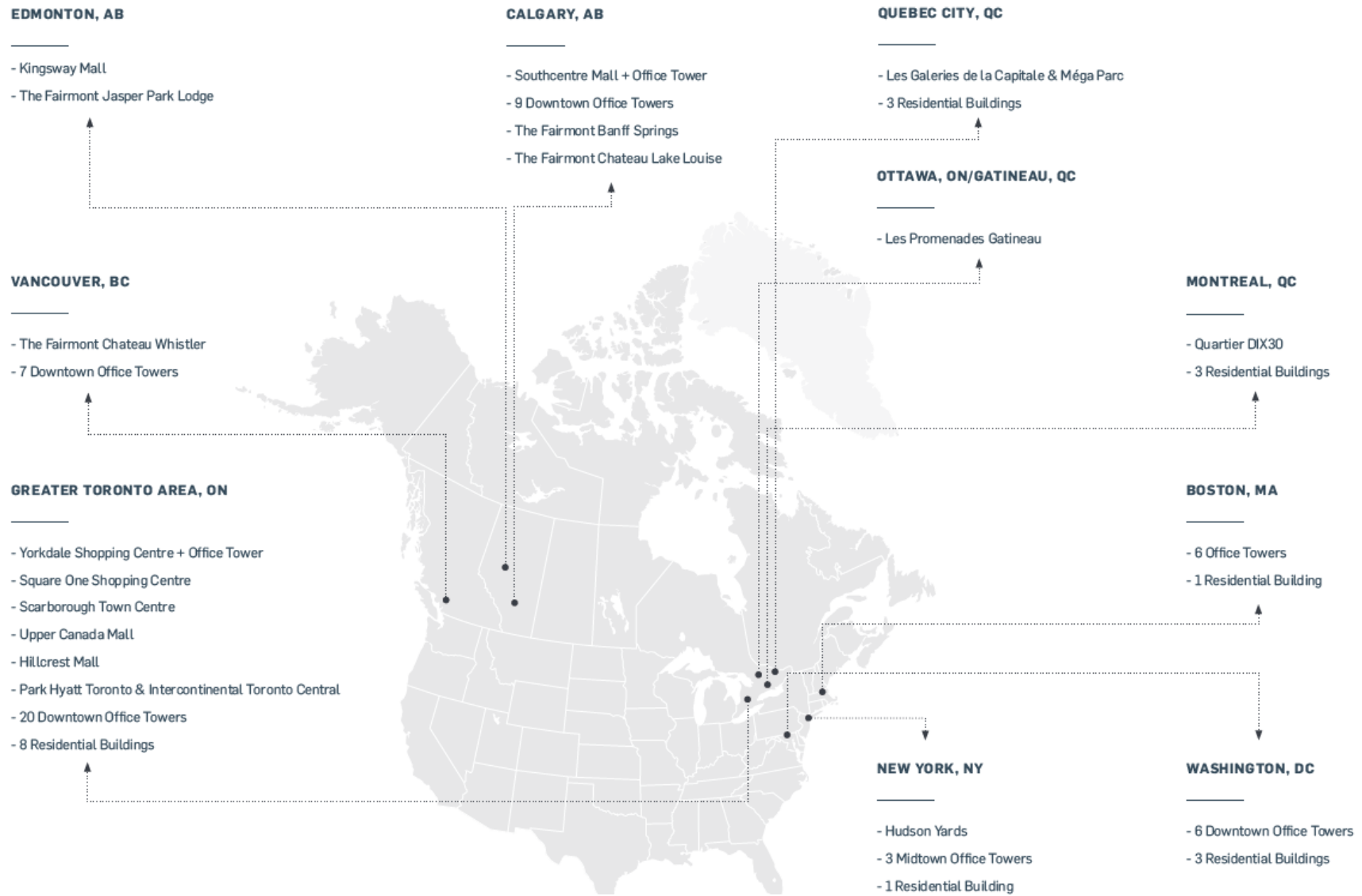
HUDSON YARDS, NY



YORKDALE SHOPPING CENTRE, ON



THE FAIRMONT CHATEAU LAKE LOUISE, AB



Opportunities for innovation



POP-UPS



ACTIVATION AND EVENTS



SPONSORSHIP

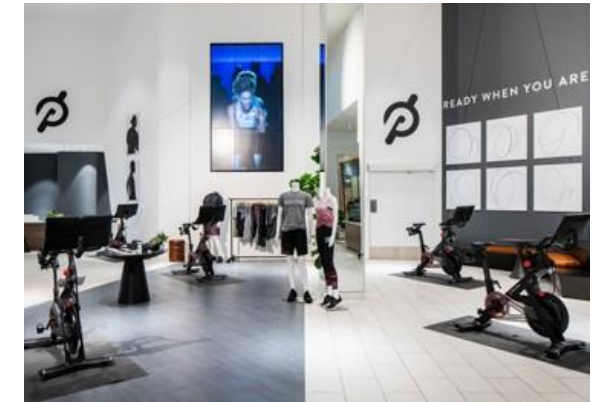


FILM AND TELEVISION



OXFORD MEDIA NETWORK

Pop-ups



Brand dominated space

Oxford offers a diverse range of pop-up space in prime locations that boost brand awareness, traffic and sales.



Shared space

A unique way to explore a new market, Oxford's shared-space pop-ups provide global and emerging businesses to come together as a curated collection of brands.





Shared space – food

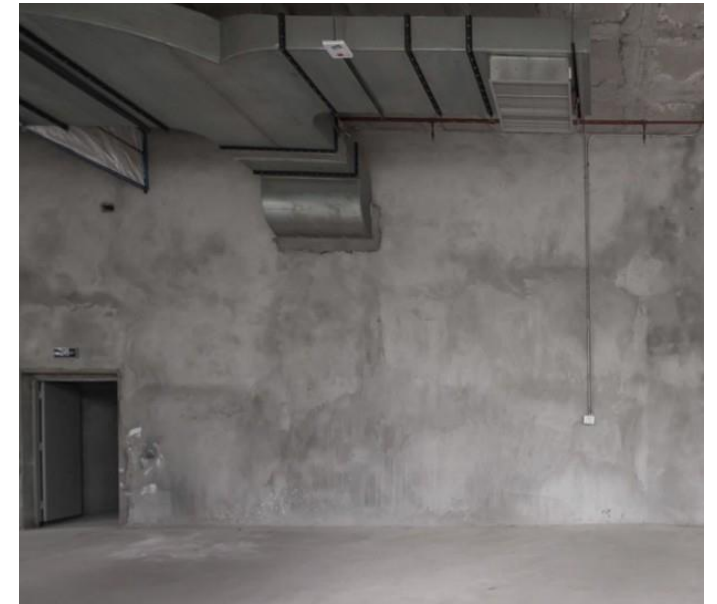
Oxford offers unique space dedicated to the latest food brands and trends.





Unique spaces

Oxford creates unique opportunities for brands to customize spaces, from lakes to roof tops coast to coast.



Activation and events

- What's the point of an impression, if you don't leave one? Activate in key areas with the highest traffic and rich engagement to secure top of mind status with shoppers.





Brand activations

Own more mind share and grow market share. Activate in front of your target audience for product drops, demonstrations, competitions, celebrity appearances, signings and more. Our expert team of marketers have helped to amplify countless campaigns drawing engaged crowds of fans.



Exterior activations

From open-air spaces to downtown streetscapes, Oxford's portfolio includes a variety of out of the ordinary approaches for engaging consumers.



Events

Oxford sets the ultimate stage for special events like concerts, product releases, master classes and more. We welcome brands to collaborate with our creative campaigns or host future events at these unique venues.





Experiential food event space

Take advantage of unique venue space in our food markets complete with test kitchens, equipped with full commercial grade appliances and prep areas.





Markets

For companies exploring new markets, Oxford's shopping centres host multi-merchant events – special markets based on holidays, seasonal occasions and themes – devised to spotlight brands and boost business.

Sponsorship

- Oxford presents a range of sponsorship opportunities to expand reach, gain positive affinity and connect with consumers on a new level – from promoting amenities including valet service and customer lounges to naming rights and partnerships for special attractions, such as holiday trees and an indoor ice trail.



Film and locations

- Oxford's unparalleled portfolio of shopping centres and office towers in major markets provide the ideal locations for feature films, television commercials and music videos.



Oxford media network

- Strategically located throughout Oxford Properties, our media network capitalizes on high-traffic shopping centres to maximize reach and exposure. State-of-the-art large-format video walls, digital posters, static media banners and entrance wraps provide optimal placement to engage millions of on-site visitors.



Turnkey retail solution

- Launch your brand quickly and efficiently with turnkey retail platforms that help businesses gain traction and enhance performance.

- Flexible**, all-in rent opportunities
- Store design** and merchandising support
- Staffing** and resources
- Displays**, fixtures and fittings
- Digital and static media** partner rates
- Marketing** and PR support

The Oxford advantage

Accelerate your retail programming with comprehensive marketing support, analytics and data.

Digital media network

- Oxford’s powerful digital channels reach 10-million online users on their websites, boast 535,000 followers on their social channels and an e-database of 925,000 highly engaged subscribers.



Analytics

- Measuring results matter. Oxford is equipped with the latest technology that provides real-time traffic, engagement analytics and much more. As a valued partner you gain access to dwell time, cross shop and many ways to measure your success.



Public relations

- Each centre has a skilled marketing team to leverage awareness of pop-ups and retail concepts using public relations. Tapping into a network of the market’s best influencers amplifies engagement and awareness.



Brands that trust us with their business



SEPHORA



LOUIS VUITTON



MULBERRY

MIU MIU

FERRERO
ROCHER

MAC



DAVID YURMAN



GUCCI

LEXUS

NESPRESSO.



AMERICAN EXPRESS



MICHAEL KORS



Let us find space for your ideas

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