

ST. PANCRAS CHRISTMAS TREE SPONSORSHIP

2025



LONDON ST.PANCRAS
HIGHSPEED

THE
JOURNEY
AHEAD

THE OPPORTUNITY

ST. PANCRAS INTERNATIONAL STATION

A shopping, dining and cultural destination in the heart of London.

- An Iconic London landmark
- Grade I listed building with over 150 years of heritage
- The Green Gateway to Europe
- Direct train links to both the North and South of England
- Breath-taking architecture – an iconic backdrop
- Renowned shopping and dining brands
- Inspiring cultural and community events including public art displays

www.stpancras-highspeed.com



CHRISTMAS IS A PEAK SEASON AND PRIME TIME FOR BRILIANT BRAND ENGAGEMENT

Each year, we bring Christmas to life with...

- A centrally positioned, show-stopping Christmas tree
- Christmas decorations
- Musical festive performances & 'Carolling for Causes' our line-up of fundraising choirs
- Pop-up events & special experiences
- Exclusive products and menus
- Personalisation and gift wrapping
- Shopping events

...and more!

All supported by London St. Pancras Highspeed as an integrated marketing & PR campaign.

London St. Pancras Highspeed



WHY ST. PANCRAS FOR CHRISTMAS 2025?

The launch of St. Pancras' Christmas tree is a highly-anticipated moment in everyone's calendars. It's a unique opportunity to use this iconic space differently to bring your story to life.

Pop-ups spaces are in high-demand, especially during Christmas, as St. Pancras:

- Attracts over 40m visitors per year
- Offers access to multiple markets under one roof
- Has a wide appeal - welcomes a diverse demographic profile of visitors across all ages.
- Visitors with a dwell time of 45 minutes on average across Commuters/business travellers as well as leisure travellers
- Attracts visitors & spend through having an array of well-known brands across retail & F&B
- An Iconic London landmark

To boost visitor volume in 2025, we continue to work closely with partners on our common mission to encourage people to travel via train in a bid to reduce their carbon emissions and boost tourism. In 2025, our station's brand portfolio expands, and we continue to work closely with our retail partners to develop campaigns to drive footfall and spend. We also dedicate resource to ensure that art and culture can always be found in St. Pancras.



OUR SHOW-STOPPING INSTALLATIONS OF PREVIOUS YEARS



2023

Hatchards

2022

The Prince's Trust

2021

ZSL London Zoo

2020

EL&N London

2019

Lancôme

2018

Tiffany & Co

2017

Moyses Stevens

2016

Cirque du Soleil

2015

Disney

2024

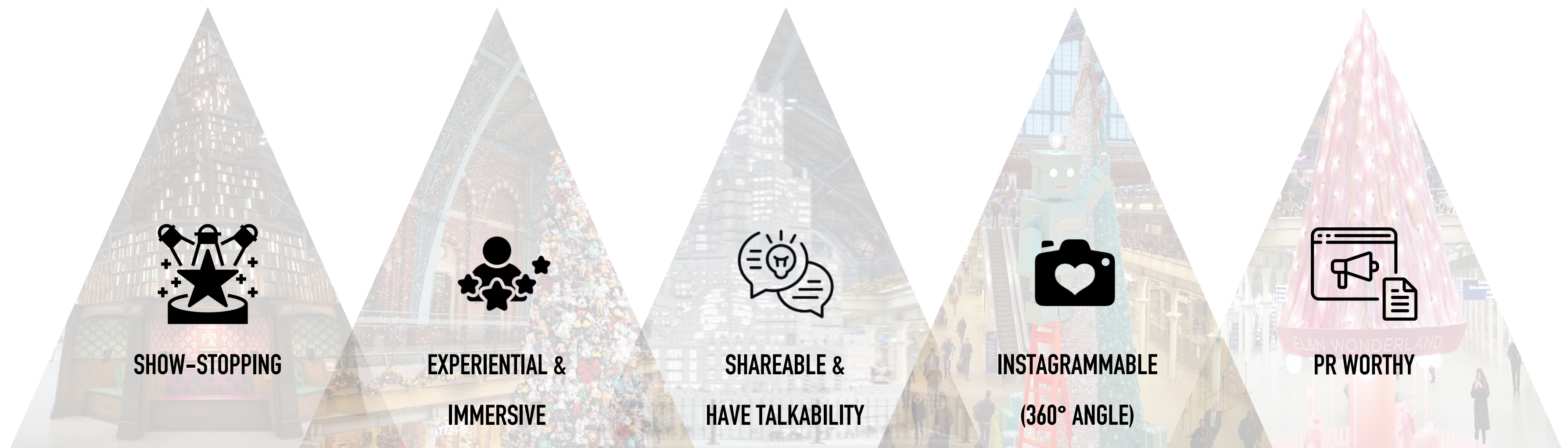
WICKED

UNIVERSAL PICTURES UK



MAKE THE TREE YOURS THIS CHRISTMAS

We're looking forward to seeing the wild and wonderful ideas that you have this year. When reviewing potential designs, think about the impact. Is it...



Themes for consideration, although not essential to comply with, include...
Arts & Culture, Music, Sustainability, Wellbeing, Community & Charity.

TREE SPONSORSHIP BENEFITS

TREE SPONSORSHIP BENEFITS

There is a sponsorship fee for this incredible opportunity, but in return, we offer a host of benefits and work closely with your brand to maximise impact.

Brand Exposure:

- Much more than a standard advertising opportunity.
- Highly anticipated, stand-out campaign amongst the public & media.
- Public plan trips to just see the installation.
- Impact is huge both from physical visitors and digital awareness.
- Visible from multiple locations of the station including train platforms, The Grand Terrace and main shopping arcade.
- Proven record of boosting sales or engagement aligning with the purpose of a brand's theme/direction.

Audience:

In a typical year we will see

- Fairly even gender split
- 75% national and 25% international visitors
- A slightly higher proportion of 25–35-year-olds, but still high number of 18 – 24's and 35 +.
- A strong leisure audience, with commuter/business as per hybrid work schedules. All primary segments for targeting regularly.





PR & SPECIAL EVENTS

We will launch the Tree with the sponsor and make sure St. Pancras remains the most talked about Christmas destination throughout the festive period.

Our PR team work closely with the sponsor to decide on the best media outreach approach. This includes:

- Use media, influencers and passers-by to amplify the conversation and drive footfall to the tree
- Includes the drafting and issuing of press release & hosting media.
- Managing the official photo shoot of the tree on behalf of the sponsor to secure a professional gallery of newsworthy images available for all parties to use.
- Can support/partner with the sponsor's launch party at the station and supply or brief spokespeople.
- Can create or support sustain activity via news releases, media and influencer visits.

Our media targets are wider than just London; we target media in multiple counties across the UK including Kent, Sussex, Surrey, Hampshire, Gloucestershire, Nottinghamshire, Leicestershire, Yorkshire, Devon, Cornwall, as well as national and internationals for the greatest exposure for the brand and campaign.

TREE SPONSORSHIP BENEFITS

In-Station Screens

To drive footfall to the tree from various locations of the station, it is:

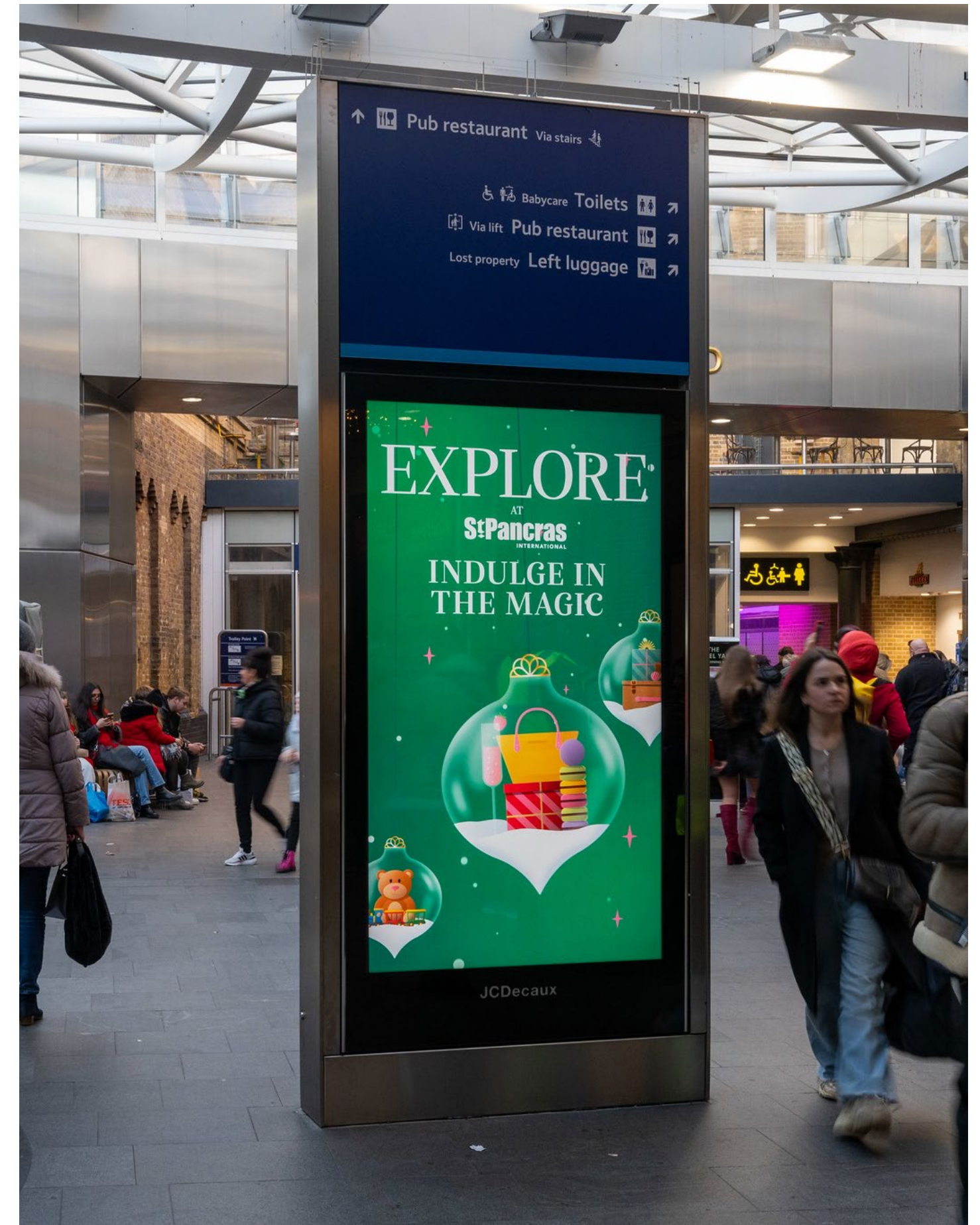
- Promoted on the 10 x Passenger Information Screens (PIPs)
- On rotation on 6 x double sided digital screens.
- Where possible, the tree will be included in Christmas advertorials and advertisements by London St. Pancras Highspeed in media over the Christmas period. 2024 saw multiple slots taken across OOH sites and several features in Metro (advertisements and an advertorial).

Partner Outreach

As an anticipated installation, content is shared to our train operator's engaged audiences. This includes East Midlands Railway, Southeastern Railway, Eurostar and Thameslink.

We will always share the release with our neighbours at St. Pancras Renaissance hotel too, including their concierge.

We always encourage our tree partner to leverage their own brand relationships to further this reach.



TREE SPONSORSHIP BENEFITS

Social Media

Bespoke posts to our audiences in London, the wider UK and internationally on Facebook, TikTok and Facebook. As well as the following...

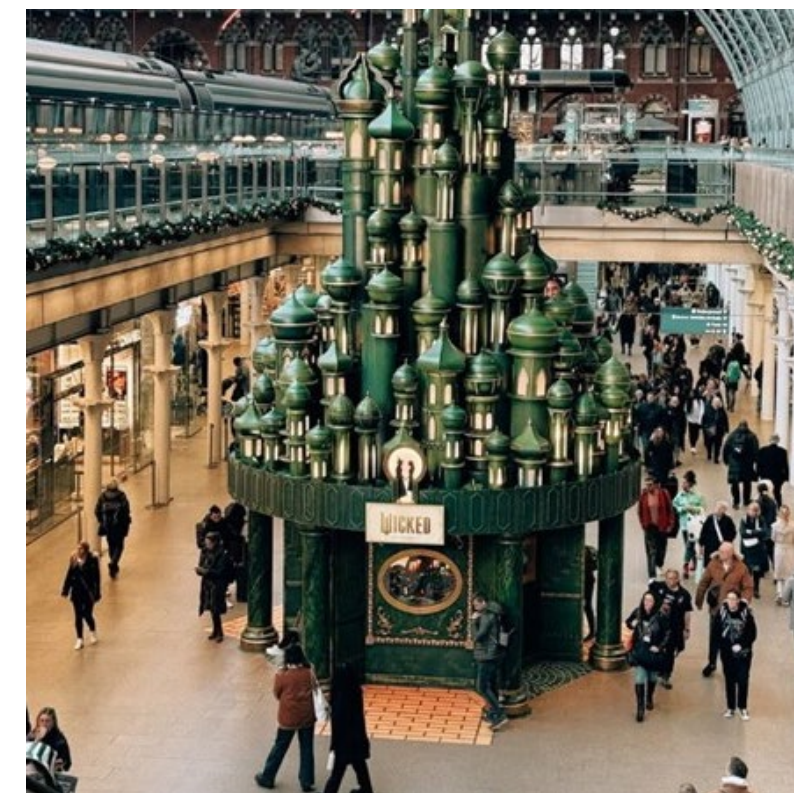
- User generated content shared through to our own channels.
- Owned and third-party influencer campaigns to tie the Christmas activation in with station experiences (retail, pop-up activations and travel) and wider London attractions.

Online Advertising

Throughout the Christmas period (two months from the start of November through to the end of December), we promote the station activation through a mix of paid search and display ads on Google.

In past years these have seen over 13 million impressions, driving traffic through to our website.

The best performing placements have included dailymail.co.uk and the Guardian.



TREE SPONSORSHIP BENEFITS

E-Newsletters

Exposure at key times in our St Pancras e-newsletter including launch and sustain activity promotion.

We have a very engaged audience spread across the United Kingdom, The Netherlands, USA, Canada and France (key markets for international travel from St. Pancras International). Our open rates for 2024 averaged at 48%.

St. Pancras Website

Over 200k users visited stpancras.com throughout Nov-Dec 2024. Over 84% of users were from the UK, with over 63% based in London.

Brand exposure through:

- Highlight/masthead image of the tree on our homepage
- Dedicated news and events page for the tree and supporting activity. In 2024, this dedicated page achieved over 26k views
- Additional links to page throughout the site and partner content



Experience the magic of Christmas in a *Wicked* way at St. Pancras International

We're proud to unveil our much-loved Christmas Tree, partnering with Universal Pictures UK to celebrate the release of the new cinematic event and the most highly anticipated film of the season: *Wicked*.

Christmas is about experiences and this tree, fuelled by imagination, immersion and a little bit of festive magic, is an unmissable spectacle to see this Christmas.

Fantabulous Features

Musical Moment



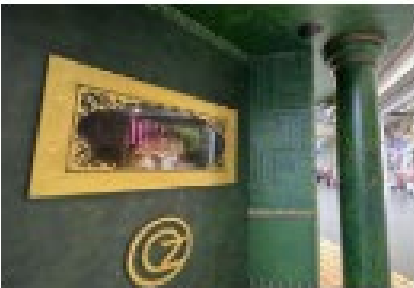
Take a break from the hustle and bustle of the vibrant station and lose yourself in the music and score from the film in this immersive seating area.

The Wonderful Wizard of Oz



Get up close and personal with the Wizard of Oz and grab a selfie in front of this gilded wizard head as seen in the film.

Made in Oz



See the leading ladies of the film, Cynthia Erivo as Elphaba and Ariana Grande as Glinda, deliver a recorded message directly to St. Pancras. Watch trailers and behind-the-scenes footage from the making of *Wicked*.

Munchkinland and beyond



Hidden in windows at the bottom of the tree, visitors will find a to-scale replica of the entire land of Oz. Linked by an illuminated yellow brick road, visitors can view the Emerald City, Shiz University and Munchkinland.

MAKING THE MOST OF THE PROMOTION

A Shoppable Experience

There is an additional opportunity to create a pop-up shop or an experiential stand on an adjacent site within the station – the image shows Site B located next to the tree.

This is an exceptional opportunity for a sponsor to run experiences or capitalise on gifting opportunities at a key time of year. Site B measures 5m x 5m with a maximum height of 2.2m.

Collaboration With Tenants

London St. Pancras Highspeed can help facilitate partnerships with tenants at St. Pancras International. Opportunities could include:

- A collaboration to create a Christmas cocktail or special product.
- Promotional offers on behalf of your brand.
- Events and activations to tie in with the theme of your tree.



LOOKING BACK AT CHRISTMAS 2024

CHRISTMAS 2024 – A BRIEF OVERVIEW

2024 saw a collaboration with Universal Pictures UK for the cinema release of Wicked.



BRAND PARTNERSHIPS

Lego and Wicked showcased their partnership with a Lego installation and Make & Take interactive play stations.



RETAIL EXPERIENCES

The only unique LUSH X Wicked store popped up in St. Pancras International for the duration of the Christmas campaign, featuring an exclusive soap of the station tree.



STATION ACTIVATIONS

Weekly Wicked Wednesday events featuring the original Wicked move score play on our station piano.

CHRISTMAS 2024 – A BRIEF OVERVIEW

2024 saw a collaboration with Universal Pictures UK for the cinema release of Wicked.



SPECIAL PERFORMANCES

The station saw a record number of musical performances last Christmas, Christmas number 1 contenders flocked to the station to perform their hit tracks. Including the likes of Jeff Goldblum, Tom Grennan and Laufey.



SEASONAL DISPLAYS

The Christmas campaign, 'The Magic of Christmas' was inspired by this year's tree sponsor and turned the station pink and green in celebration of the collaboration.



FESTIVE FAVOURITES

As a seasonal tradition for the visitors of St. Pancras International, Father Christmas made a special appearance to spread some festive cheer and enrich people's journeys on the run up to Christmas.

RESULTS AT A GLANCE

MEDIA COVERAGE

395 total mainstream media mentions of the St. Pancras International Christmas campaigns with a potential mainstream media reach of over 5 billion.

SOCIAL MEDIA

142 pieces of permanent social coverage generated from key influencers and media publications in the UK, reaching over 118 million followers.

BROADCAST

112 pieces of broadcast coverage in the likes of BBC, London News, BBC Radio, Sky News and ITV. With a potential broadcast reach of 183 million.

PERFORMANCES

Six unique musical performances, each generating coverage in mainstream media in the UK and internationally.



IMPORTANT INFORMATION

NEED TO KNOW

- A 6m x 5m area can be used for the tree installation (Site C)
- The Christmas tree would be in situ for **up to 8-weeks**
- Maximum height is up to **14m**
- This could be created by a single brand, or as a collaboration
- Power and data available at site (upgrades available dependent on requirements)
- Need to consider **360-degree views** of the tree as well as views from the both the Grand Terrace above and the Arcade as it can be seen from all angles
- Separate opportunity for a retail pop up site next to the tree for the duration of the installation (Site B)
- All proposals are subject to approval from London St. Pancras Highspeed, the station operator (NRHS) and Historic England.

Further guidelines and site details for Site C available upon request. Please email specialevents@stpancras-highspeed.com



FOR THE SUBMISSION

We understand the resource required to create proposals, so this does not need to be a substantial presentation or include detailed production drawings but for the initial submission, we do need to know:

- Who the brand is
- The general design concept, story/theme (initial drawings)
- Size – giving us an idea of how impactful it would be from a 360-degree view
- Overarching objectives - so that we can assess how we can best support it over Christmas.
- Importantly - the ‘WOW’ factor. What will make it stand out from the crowd and different to other years.

Proposals should be shared with London St. Pancras Highspeed by May; however, a sponsor could be selected prior to this.

Feel free to contact us should you have any questions regarding the opportunity or would like more information on the timeline of activity, or alternatively, submit your proposal to:

Wendy.Spinks@stpancras-highspeed.com



2024 COVERAGE HIGHLIGHTS

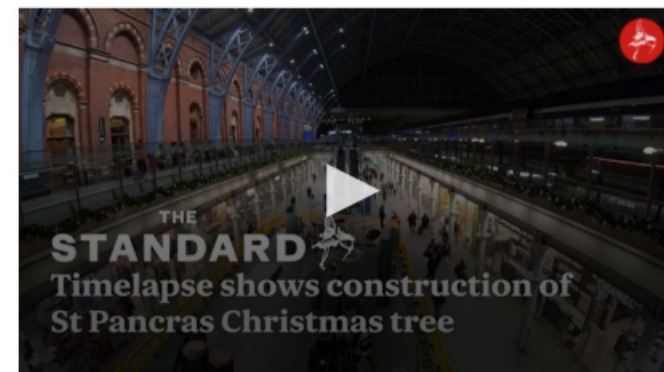
MEDIA COVERAGE HIGHLIGHTS



NEWS | LONDON

St Pancras Station unveils its Wicked-themed Christmas tree

The 11-foot tree took more than 4,000 hours to be built and hand-painted



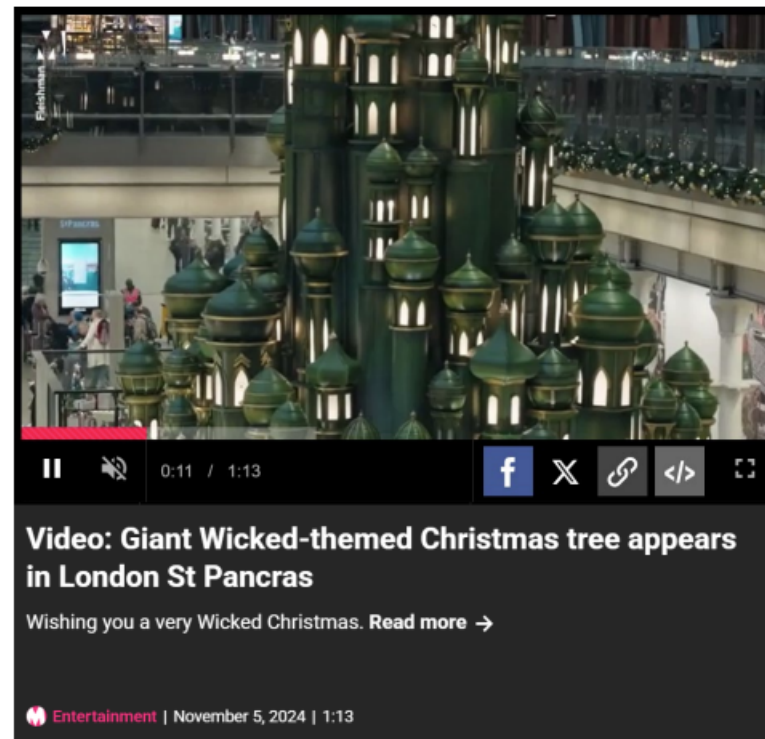
St Pancras International has unveiled its Christmas tree for 2024, in partnership with film studio Universal Pictures UK.

The towering 'tree' has been created to mark the launch of upcoming film Wicked, and is described as "an ode to the Emerald City" where it is set.

The Standard

(Circulation: 11,411,501)

Using the time-lapse to show the scale of this year's tree, The Standard published a piece on the unveiling of the tree, going live the day of the launch.



Metro

(Circulation: 15,589,707)

Metro published the official promo film of the St. Pancras International tree to announce the display on the week of the media launch.



How Wicked became this year's Barbie

From dolls to road signs and an interactive Christmas tree, the Wicked marketing machine is becoming as big as Barbie's. Was it necessary?

One week before Jon M Chu's long-awaited film, which is split into two parts, opens in London, the marketing buzz has already begun. A short tube journey from the Apollo Victoria Theatre, where *Wicked* has been getting bums onto velvet seats since 2006, will take you to St Pancras, now home to a towering green wooden Christmas tree designed to look like it has been transported straight from Emerald City.

Standing at 11-metres high and made in partnership with Universal Pictures, it has a range of Instagram-ready features: 'immersive seating areas' where visitors can sit and listen to songs like Defying Gravity and Popular; a selfie station complete with the Wizard of Oz's head, protruding from the wall; and a hidden window at the bottom that, once you peek inside, contains a to-scale replica of the land of Oz, including the sights of Shiz University (attended by Grande's Glimda and Cynthia Erivo's



The Telegraph

(Circulation: 24,702,412)

In a feature on the marketing behind the film Wicked, The Telegraph uses phrasing from the official press release to describe the St. Pancras International Christmas tree.



FORBES > LIFESTYLE > TRAVEL

13 Of The Best Festive Trees And Displays In London

From the iconic Christmas tree in Trafalgar Square, to the grand displays at Covent Garden and Kew Gardens, the capital's streets, parks and landmarks sparkle with holiday cheer.

2.St Pancras International, Wicked Christmas Tree



Standing at 11 meters tall, this impressive hand-painted tree is a collaboration with Universal Pictures to mark the release of the *Wicked* film. The design features a stunning emerald green theme, inspired by the movie, with 100 illuminated towers encircling a diorama of the magical land of Oz at its core. The tree also includes windows showcasing iconic elements from the film, while booths at its base provide perfect photo opportunities and play music from the movie, adding to the festive atmosphere. The tree was a real labor of love, featuring hand-painted gold and green details, which took more than 4,000 hours to create.

Forbes

(Circulation:113,000,000)

The tree was listed second in this round-up of the best festive displays in London by media event attendee Joanne Shurvell.

MEDIA COVERAGE HIGHLIGHTS



Jeff Goldblum plays piano at London rail station

Actor Jeff Goldblum surprised London commuters with a surprise piano performance at St Pancras International.

Celebrating the upcoming release of movie Wicked, in which he plays the Wizard, Goldblum performed Christmas songs on the piano.

But it is not the first time Goldblum has performed for commuters at St Pancras, in **September 2018 he tinkled the ivories** while describing London as one of his "favourite places on earth."

Follow BBC London on [Facebook](#), [Twitter](#) and [Instagram](#). Send your story ideas to hellobbclondon@bbc.co.uk.

BBC News
(Circulation: 79,161,003)

Featuring an interview with Jeff himself, BBC attended the performance and posted a feature on the news page.

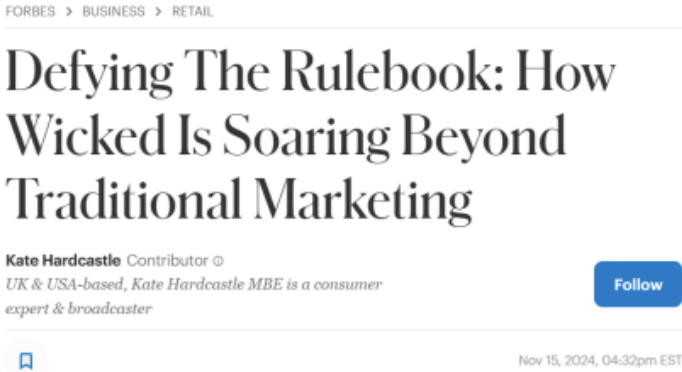


Jeff Goldblum shocked passersby with an impromptu piano performance at London's **St. Pancras International** train station on Wednesday, in celebration of the release of *Wicked*.

The *Jurassic Park* alum, who stars as the Wizard of Oz in Jon M. Chu's impending **musical adaptation**, performed an intimate rendition of a *Wicked* number and two Christmas tunes as travelers and shoppers watched on.

The Hollywood Reporter
(Circulation: 20,543,978)

US based title, *The Hollywood Reporter*, covers the Jeff Goldblum performance.



Immersive Experiences and Cultural Integration

Retail as theatre is a growing trend and Wicked has mastered it. Public activations like St Pancras station's Wicked-themed Christmas tree transform mundane spaces into magical experiences, while the renaming of Greenwich to "GreenWitch" offers a playful nod to the story's themes. These are not just marketing stunts; they are moments which embed the film into everyday life and invite audiences to engage with the story in surprising ways.

Forbes US
(Circulation: 113,000,000)

This feature in *Forbes US* mentions St. Pancras International's Wicked themed Christmas Tree in a round-up of the Wicked film marketing activations.



Sunday Brunch on Channel 4
(Circulation: 1,900,000)

Shortly following the premiere of the Wicked film, St. Pancras International's Wicked Christmas tree was on Sunday Brunch.

MEDIA COVERAGE HIGHLIGHTS



News

St Pancras has unveiled its stunning Christmas tree for 2024 – and it’s ‘Wicked’ themed

See the land of Oz for yourself inside this year’s Christmas installation at St Pancras International



Written by Amy Houghton
Contributing writer
Tuesday 5 November 2024

The annual Christmas tree at St Panras International is less of a tree and more of a sculpture. Last year, it was **constructed out of books** and the **year before** it was a tower of illuminated terrace houses, church yards, ferris wheels, skyscrapers and London landmarks. For 2024, the St Pancras tree is a stunning emerald homage to the *Wicked* film.

People travelling through the station can’t miss the 11-metre tall installation, which has been meticulously designed and hand-painted to match all the details of the film. It took 20 skilled craftspeople and more than 4,000 hours to bring to life.

The ‘tree’ features 100 green and gold illuminated towers with windows showing references to the *Wicked* story and an intricate diorama of the land of Oz at the centre, with over 1,000 miniature flowers, an illuminated yellow brick road and landmarks from the musical.

If all of that wasn’t enough, you can relax ahead of your train journey in the cosy seating area with the movie’s songs and score playing in the background and there’s the chance to take a selfie with the glided head of the Wizard of Oz himself. Take a closer look below:

Time Out

(Circulation: 14,524,287)

Time Out published this dedicated feature on the St. Pancras International Christmas tree following the media launch pitching on the day the tree was unveiled.



Home > Culture

A Huge Wicked Christmas Tree Has Landed At St Pancras

By Olivia Emily
2 Months Ago

Towering over travellers at 11 metres tall

St Pancras Unveils Wicked Christmas Tree

Looming a whopping 11 metres high, it took a band of 20 expert craftspeople more than 4,000 hours to create St Pancras station’s 2024 Christmas tree. Complete with hand-painted details mirroring the action of the upcoming film (in cinemas 22 November), the festive green tree reflects the beauty of the Emerald City which sits at the centre of *Wicked*, a musical delving into the untold story of the witches of Oz which first debuted in 2003.

‘The St. Pancras International Christmas Tree has become a fixture in London’s festive calendar, and we understand the importance of bringing something spectacular and unique to the station for visitors to enjoy,’ shares Wendy Spinks, chief commercial officer at St. Pancras International. ‘This year, the opportunity to partner with Universal Pictures on their only *Wicked* Christmas tree in the UK was an easy choice, and we look forward to welcoming guests from across the country, as well as our international travellers, to experience it.’

Country & Town House

(Circulation: 854,631)

A dedicated feature on the St. Pancras International Christmas tree in Country & Townhouse, following the initial unveiling of the tree.

✖ SECRET LONDON

St. Pancras International Has Unveiled Its Utterly ‘Wicked’ Christmas Tree For The Festive Season

St. Pancras International has unveiled its Christmas Tree for the 2024 festive period, and they’ve pulled something out of the bag that is truly... ‘Wicked’.



Yes, the ‘Wicked’ St Pancras Christmas tree is the linkup we never knew we needed but now can’t get enough of, taking place in centre stage to cast a different type of green over visitors to the capital this winter season and mark the second year where passers-by can wander into the tree. It took an astonishing 4,000+ hours to craft each part of the tree by hand with around 20 people on hand to see its completion – and it’s certain to be all worth it when the finished product is up and looking the part!

Described as a nod to **Emerald City** in the new *Wicked* movie, which is hitting cinemas later in the month, it points to the tale of the witches of Oz being told in the upcoming movie. There are details that mirror the tree’s storyline all over the structure, with more than 100 towers built into the tree and 200 lights woven into its display. Within the tree, there are 1,000 miniature flowers as well as a light-up yellow brick road and landmarks including Emerald City and more!

Secret London

(Circulation: 656,710)

St. Pancras International has been featured in a stand-alone article in Secret London which announces the unveiling of the tree.



WICKED AND WHIMSICAL

WATCH JEFF GOLDBLUM PLAY A ‘WICKED’ PIANO TUNE IN LONDON TRAIN STATION

The surprise performance on the Sir Elton John piano coincided with the unveiling of a *Wicked*-themed Christmas tree at the station

By LARISHA PAUL
NOVEMBER 20, 2024



Jeff Goldblum performs on the Sir Elton John piano on Nov. 20.

LIA TORO/GETTY IMAGES

Rolling Stone

(Circulation: 29,138,202)

US based music title, Rolling Stone, reports on the surprise performance by Jeff Goldblum.

SOCIAL MEDIA POST HIGHLIGHTS

secret.london • Follow
London, United Kingdom

secret.london • 5 h
[LINK IN BIO] St. Pancras International has unveiled its magical Christmas tree for 2024, and there's something 'Wicked' about the whole thing... 🎄
📸: Sam Lane Photography

Head to the link in our bio for all the details

chloeannnarcis • 3 h
One short day in the emerald cityyyyyy 🍷

rachelbartlettactor • 1 h
Ohhh I love this! This is so cute! 🍷

4,056 likes
5 hours ago

Add a comment...

about.ldn • 7 h
St. Pancras International

Wicked Movie Christmas Tree

WILL YOU BE VISITING?

Yes
Of course
I already have

radiotimes

Reply to about.ldn...

radiotimes • 22 h
Watch Full Reel >

Wicked Movie Christmas Tree

WILL YOU BE VISITING?

Yes
Of course
I already have

radiotimes

Daily Mail Celebrity
@DailyMailCeleb

A look back at St Pancras Station's most iconic surprise performances with A-listers from Elton John to Jeff Goldblum showing off their piano skills

A look back at St Pancras Station's iconic performances

From dailymail.co.uk

1:51 PM · Nov 21, 2024 · 1,448 Views

fabulousmag • Follow
Original audio

fabulousmag • 5 w
Struggling for some last-minute Christmas gift ideas? Look no further! If you're travelling through St Pancras station this December, you'll find some brilliant beauty popups.

Beauty writer @mia.lyndon stopped by the Lush and Diptique popups and discovered some great beauty products to grab for stocking fillers.

Head over to the Lush popup for Wicked-inspired bathbombs and Diptique for bestselling fragrances and festive giftsets.

Have you done your Christmas shopping yet? Let us know in the comments 🍷

Liked by kellyhewitt_ and others
11 December 2024

Add a comment...

Visit London
@visittlondon

St Pancras has unveiled its Christmas tree for 2024 and it's 'Wicked' themed 🎄

Will you visit the tree at St Pancras International this festive season?

[📸 @russogioacchino]
#LetsDoLondon #VisitLondon
ow.ly/rv2O5OU0wc7

0:07

WICKED CHRISTMAS TREE 🎄

St Pancras International Station

prettylittlelondon • 2024-11-4
First look at St Pancras International's train station's Wicked Christmas... more

Original sound - pretty.little.l

Find related content

WICKED CHRISTMAS TREE

St Pancras International + Camden

London.Moments • 2024-11-24
The Wicked movie is finally here! 🍷
For even more Wicked magic, he... more

Add song: at Is This Feeling? - @Ariar

radiotimes • Follow
Original audio

radiotimes • Come with us to visit the Wicked movie Christmas tree at St Pancras International in London. The Wicked movie part 1 is out everywhere on Friday 22nd November, and the Christmas tree can be seen until Friday 3rd January. #Wicked #WickedMovie

hello_emily It's beautiful I wanna go! 🍷

jbaileydaily So cool 🍷

lovelae

cloclonut

135 likes
22 hours ago

Add a comment...

London Live
@LondonLive · Nov 4, 2024

St. Pancras International has officially unveiled its much-loved Christmas Tree, partnering with Universal Pictures UK to celebrate the release of Wicked.

Towering above two floors of the station and standing at 11 metres-high, it showcases the splendour of the film.

St. Pancras International has officially unveiled its Christmas Tree, partnering with Universal

0:33

LONDON ST. PANCRAS

HIGHSPED