

OPERATION LONDON BRIDGE MARKETING ADVICE

There is no doubt that the passing of Her Majesty The Queen has had a huge impact on our places, our tenants and our customers.

As we navigate through the mourning period, the Revo Marketing Committee has met to discuss and share advice for Revo members.

Social media

Normal content should be suspended until after the funeral.

Recommended messaging between now and the 20th September:

- centre / store closures
- bank holiday information
- highlighting the national moment of silence
- any important centre announcements (like car park closed)
- notification of any cancelled / postponed events or campaigns
- information regarding book of condolences or floral tributes

Think about turning off comments.

Imagery and messaging

Be careful around the use of and copyright of images of the Queen. Consider using illustrations or wording only instead.

If you have posted a photo of Her Majesty to pay respect, consider what your next message says and what it looks like.

Bank holidays are normally a joyous occasion, so consider your tone of voice and imagery for the 19th September.



General

All events and campaigns should be cancelled or postponed until after the funeral.

If the Queen visited your place, share the memories.

If you are still playing music through the malls, ensure a sombre or mellow playlist.

Consider removing Jubilee bunting or graphics.

Ensure your internal communication is clear, concise and regular.

Think about your parking enforcements on the bank holiday, as it isn't a regular Monday.

By no means should you shoehorn your place or brand into messaging.

Key dates

Sunday 18th September, 8pm - 1 minute silence

Monday 19th September, 11am - Queen Elizabeth II funeral

Useful information

[National moment of reflection](#)

[Flags](#)

[Online book of condolence](#)

Forward thinking

The Coronation of King Charles III.

The gradual changeover of monarchs on coins, notes, stamps, passports and more.

Contributors

Alisa Fleischmann, Head of Marketing, Group Nexus

Ben Hammond, Marketing Manager, Mallcomm

Chantal Taylor, Marketing Manager, Wellington Square Shopping Centre

Chloe Keith, Managing Director, Toolbox Marketing

Donna Callander, Founder, Know Your Niche

Rachael Mooney, Account Director, Frogbox Marketing

Sarah Gregory, Client Services Director, AL Marketing