



# CHRISTMAS TOY PARADE

ON REGENT STREET

**sky** CINEMA

**Magic**

## Contents

- ★ Event Overview
- ★ The Parade
- ★ Brand Activation
- ★ The Hamleys Main Stage
- ★ PR, Advertising and Social Media
- ★ Hamleys Contact



**“We came back bigger and better this year. We were overwhelmed by the support we received from all of our partners, brands and performers. Together we created a magical experience for families and I can’t wait to do it again in 2017!”**

**Grant Yuill, Hamleys Event Project Manager**



## Event Overview

**When:** Sunday 20th November 2016

**Where:** Regent Street, London

### Timings:

**10:30 - 12:00** Hamleys Christmas Toy Parade

**12:00 - 16:30** Come and see your favourite characters from TV and Film

**16:15 - 16:30** Hamleys Main Stage Finale

**Attendance  
+750,000**

**The UK's biggest  
ever Toy Parade**

**Content from  
over 60 brands**

**Traffic free family  
day supported by:**



City of Westminster

REGENT  
STREET  
ASSOCIATION



## The Parade

- The Parade line up included **70 mascot characters, 20 vehicles, 11 Parade Blimps, Marching Bands and Dancers**. This adds up to over **500 people** who took part in the parade.
- Starting at Air Street the procession moved north up Regent Street, passing Hamleys and ending at Great Marlborough Street.
- Over **750,000 people** attended the parade in 2016.
















**“I saw the advert a couple of weeks ago online and I thought... I have to take my children along. It’s my nephews first Christmas so we brought him along too. It was amazing!”**

Katie Waddell, a very happy Mum

**“The parade makes the kids understand the culture of Christmas. The lights are on, it’s a great day for parents and children!”**

Mark Adamson, a very happy Daddy



## Brand Activation

Following the parade activation zones are set up along the length of Regent Street. This gives brands an opportunity to entertain and get up close with children and families from midday through to the evening finale.













## The Hamleys Main Stage

- Located directly outside Hamleys on Regent Street, the main stage hosted entertainment from 10:00 – 16:30.
- The stage content was the best it has ever been. Hosted by the wonderful Harriet Scott and Nick Snaith from Magic Radio, with a helping hand from the one and only Basil Brush. Throughout the day we had fantastic performances from Sylvanian Families, Marvin's Magic, West End Kids, Stagecoach Dance School, West End Music Choir and a thrilling finale from South London's own Jodie Abacus.













## PR, Advertising & Social Media

The event was televised and received positive pre/post PR coverage in national, International and consumer press, as well as across social media channels.

### Press Achieved

- Print national & international
- Online national & international
- Online consumer
- Print regional
- Online regional
- Broadcast
- Online trade
- Social (Twitter, Instagram and Facebook)



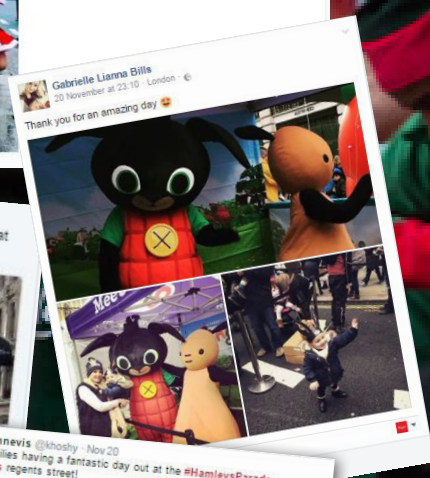
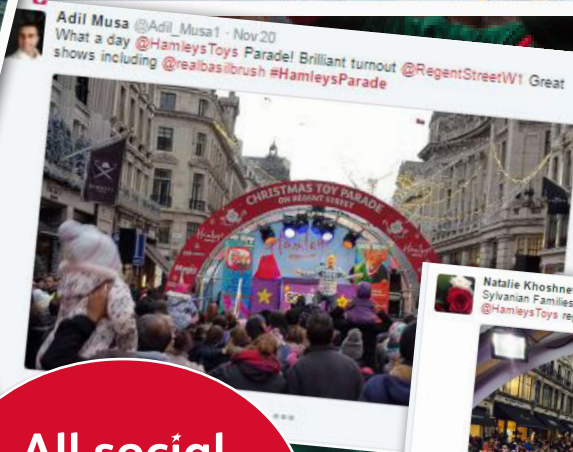
### Opportunities to See

Total Pre-Event  
407,768,840

Total Post-Event  
9,160,398,099

Total  
9,568,956,129

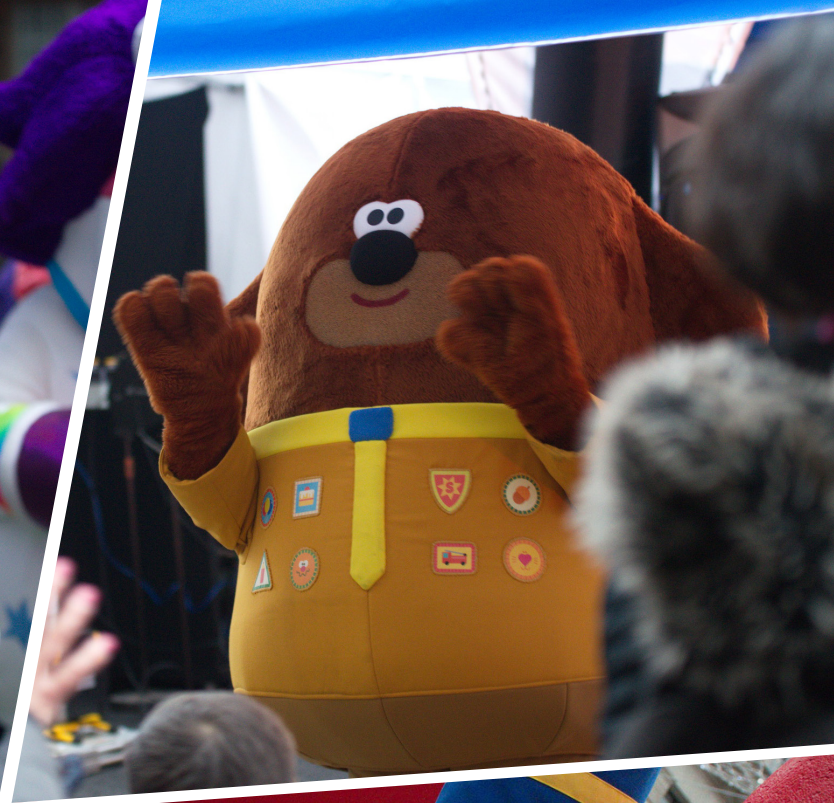




**All social media reach +10 million**

# #HAMLEYS PARADE






**“It was fantastic to be part of the event and bring such joy to so many families on the day. Working with Hamleys was a pleasure and we’re looking forward to 2017!”**

Nancy Twynam, Head of Marketing, BBC Worldwide



A photograph of three large Sonic the Hedgehog character mascots. Tails is on the left, wearing his signature yellow and white outfit with a red visor. Sonic is in the center, wearing his blue suit. Amy Rose is on the right, wearing her pink dress. They are standing on a city street with people in the background.

**“Such an amazing day, the atmosphere was incredible, it was great to see so many Sonic fans!”**

Kay Ferneyhough, Retail Licensing Manager, SEGA Europe









## Hamleys Contact

If you have any questions regarding Hamleys Christmas Toy Parade 2016 or are interested in participating in the event in 2017 please contact:

Grant Yuill, Event Project Manager, [gyuill@hamleys.co.uk](mailto:gyuill@hamleys.co.uk), +44 (0) 7825 670 556







alan field associates







