



# Shine a light on Team Pink

Holly Savage, Content & Creative Executive

**How long have you worked at Toolbox?**  
18 months



## What made you choose a career in placemaking?

I've spent over a decade in online and digital marketing, honing my skills in strategy, engagement, copywriting and graphic design. I felt like I was ready to try something new and take those skills beyond the screen and apply them in the real world. I am a social being and the idea of connecting with people face-to-face and making a tangible impact was something that made me really enthused.

There is a huge crossover between digital and real-world marketing, and I was so excited to use my experience to support the creation of vibrant, engaging spaces through ideas, writing and design work. Building strong relationships with all of our clients and tenants is something that is close to my heart and love that they feel so supported and comforted by our work and presence. It truly is a meaningful and fulfilling role and I feel so lucky to be doing something that I'm so passionate about.

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## Tell us about your role and why it is important:

You could have an incredible item in a store or be hosting the most spectacular event of the year, but if no one knows about it, no one will buy your item or attend your event.

I love bridging the gap between the two and facilitating all elements of marketing, communication and media buying to get our centres' raving fans and dream customers to their events, and places. People don't want to be sold to. They want to be entertained, feel inspired and have fun. It's so rewarding to see events bursting with smiles, happiness and laughter while attendees make memories with their loved ones.

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## What has been your most memorable moment at Toolbox so far?

One of my most favourite memories of working with Toolbox was attending the Sceptre Awards last year. It was the first time I'd experienced an award ceremony of this nature and I was blown away with all the incredible things that were being achieved behind the scenes. Notably the powerful community initiatives that were truly making a difference to the lives of locals around the centres and changing the way shopping centres are perceived. I was so moved to hear the stories that evening.



## What's your favourite destination?

Gosh honestly, I have so many, it's hard to pick! There's something rather magical about DSQ in London. Communicating and broadcasting to the amazing businesses within the vibrant 5-acre campus has definitely been a highlight. We've promoted edible, plug-and-play farms in office spaces and introduced the world's first on-demand mental health service on the High Street along with showcasing their spectacular Valentine's and Cultural events. It's been a real privilege.



## What fictional place would you like to visit and why?

Many years ago, I was working in the financial world, and let's just say, I wasn't fulfilled. One evening, without much thought, I put on *How to Lose a Guy in 10 Days*. The love interest, Matthew McConaughey's character Ben Barry, worked at a high-profile marketing agency. At the time, I didn't really know what marketing was, but I knew instantly, that was where I belonged.

The creativity, the writing, the pitching and presenting, the opportunity to help people, and the thrill of bringing ideas to life. Every aspect of it filled me with adrenaline. The idea that imagination had no limits and that we could turn concepts into reality was exhilarating. I could pinpoint a moment of clarity during this film so it would be a super special fictional place to visit. And well, it's in NYC of course.

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Encouraging people to step away from their screens and into physical spaces requires offering experiences that feel exciting, shareable, and truly worth their time. As retailers and restaurants navigate this shift, they're increasingly facing the challenge of competing with the online world. But when experiences are this good, there really is no competition at all. My prediction is that retailers will take on this innovative idea and make shopping even more thrilling!

## Which do you prefer to do: Shop, Dine, Watch, Play or Experience

I couldn't possibly pick one! I love to shop and I love to dine!



## What is your prediction for the next year?

I recently visited an Everyman Cinema, and it made me think about experiences on the High Street. How has no one thought of recreating this magical, cosy, at-home but elevated experience in cinemas before? Yes, it cost more than a standard trip to the cinema, but in my opinion, it was worth every penny. Food was delivered straight to our seats, the sofas were plush and comfortable, and everything felt indulgent, like a true escape. Someone looked at the traditional cinema experience, reimagined how it could be the 'Best in the World', and brought that vision to life. So how can retailers do the same?