

The Ultimate Shopping Centre Christmas Planning Calendar

Big Ideas, Beautifully Planned

January

Analyse previous Christmas performance data

Conduct shopper feedback interviews

February

Review competitor Christmas activities

Set preliminary budgets and goals

March

Begin comprehensive shopper research

Identify emerging Christmas trends

April

Develop creative themes and messaging

Plan major activations and events

May

Finalise experiential campaign concepts

Begin retail partner conversations

June

Complete creative concept development

Secure key supplier partnerships

July

Finalise all brand guidelines

Negotiate premium advertising slots

August

Lock in premium media placements

Establish influencer partnerships

September

Launch Christmas teaser campaigns

Begin early content creation

October

Roll out full advertising campaigns

Begin major PR and community outreach

November

Execute peak Christmas campaigns

Monitor and optimise performance daily

December

Prepare Boxing Day and New Year campaigns

Document learnings for next year

What You Should Be Doing Right Now

Strategy Lock-in

- Finalise creative concepts and campaign strategy
- Lock in premium media placements before prices spike
- Confirm event logistics and retail partner commitments
 - Book key suppliers before competitors do

Need a little Christmas magic? Get in touch!
marketing@toolbox-marketing.com

Your Christmas Sorted

Don't let December sneak up on you.

At Toolbox Marketing, we've helped shopping centres across the UK swap festive chaos for festive magic and we can do the same for you.

Whether you want to wow shoppers, boost footfall or simply avoid the last-minute scramble, our team will help you deliver your most successful (and stress-free) Christmas yet.

Let's make it happen!

Get in touch today and start planning your favourite festive success story.