

London, 8 May 2017

Workspace's first London-wide ad campaign highlights leadership in technology

Workspace Group PLC, the FTSE250 owner and operator of more than 65 properties housing around 4,000 businesses, today launches its first ever London-wide advertising campaign. The campaign centres on the Workspace Advantage – three cutting-edge benefits that set Workspace apart and offer London businesses the smart, resilient and connected environment they need for success.

Demand for flexible workspaces is on the rise, with the number of people occupying such spaces anticipated to grow globally from under one million in 2016 to nearly four million in 2020¹. Underpinned by Workspace's award winning tech offering, the campaign highlights the key factors driving appetite for flexible office space, as well as articulating three differentiators Workspace offers in an increasingly confused market place.

These differentiators are communicated via the campaign's three key messages:

- **Wired Differently** – Workspace has a unique approach towards office space, providing customers with much more than a business HQ. Workspace offers best-in-class technology infrastructure to suit its digitally disruptive customers, as it understands that connectivity is the lifeblood of today's businesses and has a direct impact on employee productivity, efficiency and the pace of growth
- **No Limits** – Workspace provides space in design-led locations on flexible terms – with a blend of inspiring office and breakout spaces – that can grow and evolve with its business customers. Ownership of the buildings allows constant evolution of the model in order to meet changing customer requirements, including installation of technology infrastructure that places no limits on customers' business activity
- **Super Connected** – Locations are designed to breakdown the divisions between different businesses and encourage networking and knowledge exchange – fostering an environment of collaboration and providing customers with a commercial advantage. Workspace is working with Excell to connect all buildings through a dedicated network, providing customers with business grade, secure and reliable connectivity

The Workspace Advantage campaign, created by Amp London, features Workspace customers and employees and will appear both online and in prominent London locations, targeting audiences with adverts in key commuter stations and train carriages. In addition, the launch will be supported by a social media campaign, encouraging Workspace customers to share their experience under the hashtag #WorkspaceAdvantage.

The campaign will also engage with existing Workspace customers and employees – with life-size, 3D models of the three campaign slogans; 'Wired Differently', 'No Limits', 'Super Connected' placed in Workspace locations across London.

Anisha Patel, Head of Marketing, Workspace Group, commented:

"London's businesses are increasingly attuned to the advantages flexible spaces can offer – and demand shows no sign of slowing. However, there is a considerable variance in the types of flexible space available across London. We hear from our business customers that the key advantages Workspace provides – award winning technology infrastructure, design-led locations with space to grow, and opportunities to network and collaborate – help them succeed and are vital in attracting and retaining talent."

Brian Wade, Interior Designer, TF Associates Ltd., a Workspace customer based in Metal Box Factory, commented:

"We wanted something different from the space we were in, something that was less corporate and more creative. We fell in love with Metal Box Factory – it felt like a mini Google and ticked a lot of boxes. For us it was about the diversity and versatility – under one umbrella are so many dynamic, different companies, which

¹ Source: Small Business Labs

makes us, feel energised. The flexibility of the space was another draw – with formal meeting rooms for clients, calming office space and interactive break-out space to meet our needs.”

Ben McCormack, Managing Partner, Amp London, commented:

“We are delighted to have been appointed by Workspace to develop their first high profile campaign after a competitive pitch. Our work marks the beginning of important steps to raise Workspace’s profile and challenge the role of the modern office. Workspace plays a critical role in providing the right conditions for businesses in London to thrive during a challenging time.”

To find out more about the campaign, please click [here](#).

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About Workspace Group PLC

Workspace is a FTSE250 property company and has been listed on the London Stock Exchange since 1993. It has a unique business model, maintaining direct relationships with customers and managing all of its operational activity – from marketing, viewings, lettings and lease renewals – in-house. Workspace provides the right properties in the right locations to attract its customers and the right services to retain them and help them grow. Workspace is growing through deep market knowledge, operational excellence and strong customer relationships. Workspace is a member of the European Public Real Estate Association

For more information on Workspace, please visit www.workspace.co.uk

About Amp London

Amp London is an independent creative agency delivering unfair advantage for clients at a point of change.