



FORTH PORTS PLC

PRESS RELEASE

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WEB RELAUNCH AND TV AD CAMPAIGN AT HEART OF OCEAN TERMINAL MARKETING DRIVE

Ocean Terminal Shopping Centre in Leith, Edinburgh has completed a re-design of its web site and launched its first television commercial as part of a new marketing campaign.

The 30-second TV ad uses animation to bring a series of artwork concepts to life and was produced following extensive consumer research into shopping behaviour and perceptions of Edinburgh's shopping centres.

Utilising the consumer research, Ocean Terminal also rebuilt its website, improved the navigation and, since re-launching last month, has seen a 60 per cent increase in people visiting www.oceanterminal.com.

The new TV work features a selection of products available at Ocean Terminal and uses watercolour effect to reinforce the shopping centre's relaxing shopping experience. The endline 'For laid back shopping, just add water' is also retained in the new work which continues to build on the creative idea first established last year on outdoor sites and on radio.

Michelle MacLeod for Ocean Terminal says, 'TV will help increase the profile of Ocean Terminal. The new creative work is distinctive and unique and reinforces our position as a relaxing shopping experience.'



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NOTES TO EDITORS

Ocean Terminal is a unique shopping experience at Edinburgh's waterfront. Regarded by many as Edinburgh's most relaxing shopping environment it has over 70 shops to choose from. Anchored by Debenhams and M&S Simply Food, its stylish and calming ambience is supported by its unusual mix of coffee bars, restaurants, spa and beauty shops and retailers like White Stuff, Gap, Fat Face, Crew Clothing and Ligne Roset.

With over 1,500 free car parking spaces it is located just 3 miles from the City Centre and sits at the heart of the UK's largest waterfront development.