

Westfield Holiday Campaign Pitch for Creatively

At the end of 2020 the human race will collectively sigh and exalt to itself, "Well... that happened." But with the immeasurable struggle has come an unprecedented longing for community. The kind of community worth being nostalgic for...

You're sixteen years old and your heart is racing. Why? Well in your bag is a treasure trove of adolescent goodness.

- That poster of your favorite singer ready to hang above your bed.
- That new Hollister Denim that everyone wants for the first day back at school!
- And of course an empty shoebox (because who doesn't wear their fresh new kicks out of the store?!?)

You wait there in the courtyard as it bustles with sounds of laughter and familial conversation; one parent in voltaic heaven comparing Canons to Nikons while the other floats on the redolent bliss of the Bloomingdale's fragrance section. All this shopping has built an appetite and the smell of cinnamon pretzels and fresh Bourbon Chicken waft your way from the food court. And best thing is dinner tonight will be the one meal out of the week where no one has to argue over the restaurant.

But now your heart races faster... your crush just left Express and is walking your way...

Westfield invigorates the three most exciting pillars of community... Entertainment, Family and most importantly Retail Therapy! So we can't help but ask, is there anything more fabulously American than spending your Saturday at the mall?

-Chris Hess