

SURVEY

1) On a scale of 0 to 10, how likely are you to recommend
The Lexicon as a place to shop to a friend or family member?
☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

2) How many times previously have you visited The Lexicon?

If this is your first visit, please enter 0

2a) Were you aware of the Snowflake Trail event before your visit?

☐ Yes ☐ No (if No please go to Q3)

2b) How did you first become aware of the Snowflake Trail event?

☐ Website ☐ Social media ☐ Email ☐ Posters and lift vinyls at The Lexicon
☐ Word of mouth ☐ Radio ☐ Newspaper/Magazine ☐ Outdoor advertising
☐ Leaflet ☐ Not aware ☐ Other

3) Did the event encourage you to visit The Lexicon today or were you attending anyway?

☐ The event encouraged me to attend today ☐ I was attending anyway

4) Did the event leave you with a more favourable impression of your visit?

☐ Much more favourable ☐ Slightly more favourable ☐ Made no difference
☐ Slightly less favourable ☐ Much less favourable

5) Did the event encourage you to stay longer? ☐ Yes ☐ No

6) Did the event encourage you to spend more? If so, on what?

☐ No, I did not spend anymore ☐ Yes on food/drink ☐ Yes in retail stores

7) What, if any feedback do you have regarding this event?

Please print in **BLOCK CAPITALS** and post your entry into the aubergine
post box outside YiFang on The Avenue by **midnight 4 January 2023**.

Name:

Phone no:

Email address:

Full postcode:

☐ I accept The Lexicon T&Cs (www.thelexiconbracknell.com/events/christmas-2022-snowflake-trail)

☐ I wish to hear more about future events at The Lexicon

So that we can determine where you have travelled from today please provide your full postcode.
It will only be used for this purpose (thelexiconbracknell.com/privacy-policy).

Details correct at time of print (22.11.22) / Images are for illustration purposes only / *T&Cs apply



JOIN THE SNOWFLAKE TRAIL and win great prizes

26 Nov 2022 - 4 Jan 2023



Wi-Fi | f | t | @ #TheLexicon

thelexiconbracknell.com





BOOK NOW TO JOIN US FOR A MAGICAL VIRTUAL SLEIGH RIDE

Experience an amazing virtual sleigh ride where you will be transported across the world as you give Santa's brand-new sleigh a trial flight before Christmas Eve.

Begin your journey by being transported into a virtual bay using a VR headset with a fully immersive experience including 360 degree views and matching movements.

This virtual reality experience offers a perfect family attraction during the festive period. Hold on to your hats everyone, this could be a bumpy ride!

The virtual sleigh ride is located on Braccan Walk between Smiggle and Quiz.



Scan the QR code
to book your ticket

Font cover artwork:

1. (Winner) Hannah (Age 6) - St Michael's Easthampstead, 2. (Runner-up) Matthew (Age 10) - Our Lady's Prep School, 3. Nadal (Age 7) - Sandy Lane Primary School, 4. Scarlett (Age 9) - Caversham Park, 5. Lexie (Age 8) - Holme Grange School, 6. Peter (Age 10) - Fox Hill Primary, 7. Ellie-Rose (Age 8) - Great Hollands Primary School, 8. Hannah (Age 10) - The Marist Prep School Ascot, 9. Sienna (Age 11) - Collingwood College, 10. Daisy (Age 10) - Our Lady's Prep School, 11. Clark (Age 8) - Wooden Hill, 12. Cobie (Age 6) - Whitegrove Primary, 13. Phoebe (Age 10) - Crown Wood Primary

Follow the trail to find all the snowflakes and words to complete the word search below. Words may appear forwards, backwards and diagonally.

Post your completed entry form by midnight on **4 January 2023**, in our aubergine post box outside YiFang on The Avenue for your chance to **WIN!**

Y	W	C	T	I	L	D	G	Y	I	P
X	O	T	M	L	S	I	Y	D	P	Q
A	N	R	E	S	F	O	C	S	J	Y
K	S	B	U	T	L	L	R	T	O	V
R	E	I	N	D	E	E	R	A	Y	I
E	E	R	T	L	O	L	I	R	C	F
C	B	V	F	A	T	L	K	G	F	E
L	E	S	N	I	T	S	P	I	H	Q
H	F	H	D	K	Z	N	G	H	Q	S
S	T	O	C	K	I	N	G	B	E	A

Words can be found
the following stores:

Accessorize
Bracknell Town Council
Brown Bag
Clarks
FatFace
Flying Tiger
Gymfinity
Hat & Home
Moss Bros
Paperchase
Plush
Superdrug
WHSmith

PRIZES

There are four prizes to be won:

- **A children's birthday party in 2023** at Gymfinity*
- **Three family tickets** (2 adults and 2 children) at Cineworld

Don't forget to fill out all of your details and complete the survey on the reverse before posting your entry. Only completed and correct entries will be entered into the free prize draw.



Gymfinity Kids 

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