



London & Partners and GLA present the Mayor of London's

"London Is Open" Campaign

ICCA Best Marketing Award Campaign Awards Submission 2016

SUMMARY OF CAMPAIGN

A major city wide marketing campaign spearheaded by the Mayor of London to show that London is united and open for business to the world following the EU referendum result.

#LondonIsOpen shows the world that London remains entrepreneurial, international, and full of creativity and possibility, while reassuring the more than one million foreign nationals who live in London that they will always be welcome, and that any form of discrimination will not be tolerated.

- What were the marketing challenges being addressed?

BACKGROUND:

June 23rd 2016 – the UK referendum results closely voted in favour of the UK leaving the EU. (52%, for 48% against) London voted overwhelmingly in favour of remaining (at 60%) within the EU, and there was a sense of disbelief (even amongst many of the leave voters who didn't believe they would actually win) around the result. Whilst London & Partners and the GLA were prepared with actions and priorities to tackle whichever way the vote went, we very quickly realised **we needed to address immediate negative concerns around London remaining a welcoming city in which to live, work, study, invest and visit**. We realised there were global concerns from all areas and we needed to move quickly to start to allay fears for the future, and to start sending positive messages out across a multitude of channels, and it had to be fast.

The very real risk we faced were businesses no longer seeing London as a destination for their business events, entrepreneurs and corporations no longer wanting to set up offices here, visitors no longer wanting to visit, and students no longer wanting to study here. All of this would result in dire economic consequences for London. **It was essential we launched a marketing campaign to prevent London losing business.**

There was the additional challenge to face which was to **pull the multiple city wide stakeholder groups together** (including for us hotels, venues, meeting planners, business leaders etc) to not only give them assurances that we would not allow this to become a disaster for business, but so that they too could amplify our positive messaging and help to widen the reach of the campaign.

The final challenge was **limited budget for the campaign.**

- What is innovative and creative about the campaign/project; what lessons can other ICCA members learn from your ideas?

London and Partners immediately **partnered with The Mayor of London** and the GLA to create a city wide campaign. The fact that it was **spearheaded by the Mayor of London**

was key and **the campaign quickly became viral** through the Greater London Authority (GLA) networks, London & Partner networks and beyond.

We acted **fast**, caught the imagination of a **wide group of advocates**, and **we made it easy** for them to join in and replicate by launching a **simple** and memorable tag line **#LondonIsOpen**. It says a **multitude of things – London remains open for business, open for business events, open for culture, open for education, open for research, open to diversity and open to all**. It also helped to **pull the city together** behind one campaign and one message for the first time since the 2012 Olympic and Paralympic Games. **The campaign had immediate traction and impact and still keeps growing with multiple iterations.**

We had an **open and inclusive approach to creating the campaign**. Given the uniqueness of the challenge we faced, anyone within London & Partners, not just the marketing team, could put forward their ideas for the campaign.

We **turned a negative into a positive** and capitalised on the immediate sinking value of the pound following the referendum result and communicated to overseas event planners, visitors and businesses that there has never been a better time to visit London.

- How was the campaign/project undertaken - demonstrate the professionalism involved by setting out all the key steps.

London & Partners were already prepared with a series of messages to our various business audiences dependent on which way the vote went.

Day 1 Referendum result day – **London & Partners immediately recognised the urgent need to address the overwhelming negative sentiment** taking over social media as a result of the BREXIT outcome. **A cross-company team acted nimbly and quickly** and proposed countering this negative sentiment by launching the smart #LondonIsOpen hashtag in response. The London & Partners team took this initial idea to the Mayor of London's office (GLA) for support. The GLA team agreed that the Mayor of London was to officially launch London Is Open for business campaign, **and the campaign partnership between the GLA and London & Partners began**. Having such a key figure spear head the campaign, combined with the message having multiple meanings was paramount to the success of it – London remains open for business, open for business events, open for culture, open for education, open for research, open to diversity and open to all.

Immediately through the GLA and London and Partner **networks** positive messaging around London being open for business were sent out with the hashtag #LondonIsOpen. Businesses, institutions, hotels, venues, attractions, everyone was encouraged to develop their own messaging under the same #LondonIsOpen hashtag. **We made the city unite as one with one simple message for the rest of the world – London is open for business.**

The campaign was then developed within the first week through an initial creative London Is Open film featuring the Mayor of London and the opening of famous doors of London. This was quickly followed by a sector specific versions – for students, business, creative, convention bureau – again social media played a huge role in achieving quick, broad ranging reach.

London & Partners encouraged our business and tourism partners to create their own versions for their own specific audiences; and we continued to push out newsletter content, and set up a helpline and insights portal where people could not only look for information but post relevant insights they had found for themselves – this is continuously updated and curated to ensure relevance. Crucially for our event planner audience we continued to promote the unique benefits of London – rich cultural heritage, unique and diverse hotels

and venues, and our multiple world leading sector expertise demonstrating London is the greatest stage for world class business events.

The GLA appointed Freud communications to help with the international reach and a series of activities planned month by month to hit specific target groups. They further expanded the campaign city wide by the introduction of #LondonIsOpen Art on the Underground posters across the London Underground and the production of Oyster travel card wallets. This involved commissioning ten artists (including Turner Prize nominee, David Shrigley) for multiple sites across the Tube network to show London is united and open to the world following the EU referendum. The #LondonIsOpen posters helped spread the messages of internationalism, diversity and commonality across London, led by the Mayor of London Sadiq Khan.

London and Partners have further expanded the international reach of the campaign by incorporating #LondonIsOpen into our 2016 international campaigns including

- VisitLondon's Autumn Season 2016 launch – a showcase of the city's unmissable cultural events, uniting leading figures from across the sector to demonstrate that London remains the best city in the world for culture, creativity and innovation,
- The Mayor's September North America trade mission taking key London tech companies to the US to spread the message London is open for business,
- The IMEX America Tradeshow – America's worldwide exhibition for incentive travel, meetings and events.

- Set out detailed objectives/targets and explain how well these were met, covering both financial and non-financial issues.

Our key aim was to overturn the negative sentiment following the BREXIT result.

We needed to make sure our positive message reached as far and wide as possible, in particular to US, China and, outside Europe, who had less understanding about the situation and needed to know that London was still open for business.

RESULTS:

- *The hashtag #LondonIsOpen was started on June 24th, the morning after the referendum. In the first day, it achieved a global reach of **45 million** and **17,813 tweets***
- *By the end of the first week (24th-30th June), the hashtag had reached **87 million people**, with **35,685 tweets**.*
- *The campaign has received extensive press coverage to date and continues to do so. From 24th June – 15th September 2016, the total number of mentions/articles directly as a result of London and Partners campaign work is 1,321 articles with an AVE of £16,446,985. (NB. There has been considerable offline coverage too however we are unable to measure this.)*

We needed to ensure involvement from businesses and people across the whole city to help spread our message.

RESULTS:

From Wembley football club to Hilton Hotels, from Google to the Science Museum, from Richard Branson to the Chief Executive of London Stock Exchange Xavier Rolet, from Stevie Wonder to Olly Murs, the whole city was behind the campaign.

From the business world, top names backing #LondonIsOpen include City of London Policy Chairman Mark Boleat, Merlin Entertainments, Freuds, Chief Executive of Patisserie Valerie Paul May, Pavegen, Central Working, Swiftkey, Seedrs and Unruly.

Others endorsing the campaign include Nigel Carrington, Vice-Chancellor, University of the Arts, Prof Julia Black, Interim Director designate and Pro Director for Research, London School of Economics, Professor Edward Byrne AC, President & Principal, King's College London and Professor Pat Bailey, Deputy Vice Chancellor, London South Bank University.

We needed the campaign to work on limited budget.

RESULTS:

We overcame this with the clever use of social media, outreach through our partner networks, and the encouragement of institutions and business across the city to take our 'open source' campaign we devised and run with it themselves. While amplifying our message for free, they in turn were letting the world know that they too were open for business. All together it gathered momentum to give one united clear message from the city. Furthermore, the Mayor of London made a call out to London's creatives to join the #LondonIsOpen movement, with an invitation for designs to be shared across social platforms and different media.

We needed to ensure London didn't lose business.

RESULTS:

- Our **Business Tourism enquiry pace is up by 1/3**, i.e. we have a third more enquiries than we did at this time last year. (385 enquiries vs 298 last year). Despite BREXIT there has been no major fall in business levels.
- The **number of won events did not dip and in fact slightly rose**, (203 in 15/16 vs 213 in 16/17) – again, ensuring we have succeeded in retaining business levels despite BREXIT.
- Our **tourism partners haven't lost anything** due to BREXIT, and if anything their occupancy rates were very high over the summer.
- **Incentive enquiries from the US are up** - a 20% increase.

CAMPAIGN CREATIVE EXAMPLES:

- Film of the Mayor of London and famous locations opening their doors to the city <https://youtu.be/ErLq9nir41E>
- #LondonIsOpen campaign films broadcast at Stevie Wonder's London Hyde Park concert to a 65,000-strong crowd in July. A line-up of creative and musical stars feature in this film, one of a series, declaring #LondonIsOpen, including:
 - Jude Law, Jarvis Cocker (<https://www.youtube.com/watch?v=cf-scNhLVgQ>)
 - Corrine Bailey Rae and Olly Murs (<https://www.youtube.com/watch?v=tyAriyj1uug>)
 - Konnie Huq and Chris Moyles (<https://www.youtube.com/watch?v=hd2HZil-loc>)
 - Niall Horan (One Direction), Baaba Maal, Ella Eyre, Lianne La Havas, and The Mystery Jets.

Business Tourism, Business and Student Marketing:

- London Convention Bureau London Is Open for business events film <http://conventionbureau.london/why-london/london-is-open>
- #London Is Open landing page and business film <http://londonisopen.com/>
- Student film to let students across the globe London Is Open <http://blog.study london.ac.uk/londonisopen/>

Mayor of London North America trade mission news article – The Mayor being congratulated on the positive, welcoming campaign by Canada's Prime Minister

<http://www.standard.co.uk/news/politics/sadiq-khan-tells-canadian-prime-minister-london-is-open-for-business-on-north-america-trip-a3346046.html>

Examples of city wide partner involvement:

Transport for London <https://twitter.com/TfL/status/771740715038740481>

Transport for London Art on The Underground Campaign

<https://art.tfl.gov.uk/projects/londonisopen/>

<http://www.thedrum.com/news/2016/07/29/artist-david-shrigley-creates-poster-sadiq-khans-londonisopen-campaign>

Transport for London Art on The Underground Oyster card wallets

<http://www.gettyimages.co.uk/event/artist-david-shrigley-joins-mayor-sadiq-khan-for-london-is-open-campaign-658642011#oyster-card-holders-are-handed-out-during-a-photocall-at-southwark-picture-id584463664>

City of London - <https://twitter.com/cityoflondon/status/757581662662299648>

Imperial College - <https://twitter.com/imperialcollege/status/766590149991993344>

Richard Branson - <https://twitter.com/richardbranson/status/755477661963530240>

London's South Bank - <http://www.southbanklondon.com/london-is-open>

London Fashion Week

- Video: <https://www.youtube.com/watch?v=ebXs4Wnb2ds>
- Press coverage of it: <http://www.theindustry london.com/lfw-will-demonstrate-london-open-business-post-eu-vote/>
- Press coverage: <http://www.harpersbazaar.co.uk/culture/culture-news/news/a37687/mayor-sadiq-khan-launches-london-is-open-campaign/>

Examples of business tourism partners' participation:

Park Plaza Hotels: <https://twitter.com/ParkPlazaHotels/status/765952520053198849>

The O2 <https://twitter.com/TheO2Venues/status/756051931752173568>

Smith and Wollensky <https://twitter.com/SandWollenskyUK/status/759008506519232515>

Accor Hotels <https://twitter.com/AccorHotelsUKME/status/765499450924081152>

Mr Association UK <https://twitter.com/MrAssociationUK/status/768010076967858176>

Marriott <https://twitter.com/MarriottRegPark/status/756084239813279744>

Cheval London https://twitter.com/Cheval_London/status/758301025673551872

Sofitel <https://twitter.com/SofitelLondonT5/status/760061354426466304>

QEII Centre <https://twitter.com/QEIICentre/status/755697201943343104>

PLEASE NOTE: This is an ongoing growing campaign, launched only at the end of June 2016. Further results can be added at a later date if award application is successful.

Thank you.

Anne Fuell
Business Marketing Manager

London & Partners
6th Floor

2 More London Riverside
London SE1 2RR **Tel Switch:** +44 (0)20 7234 5859 **Mobile:** +44 (0)7920 134 052