

# LONDON'S EXPERIENTIAL PLAYGROUND

Assessing the value of brand experiences in the capital



event

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# GLOBAL CITY, LOCAL TALENT

Few places on Earth can lay claim to such a diverse range of settings, backed by some of the most creative experiential practitioners

From a conflict zone and a giant monkey sailing down the River Thames to an edible art installation on Regent's Street and a war-torn classroom recreated in a disused detention centre in Clerkenwell, London offers an incredible canvas for experiential and agencies, and brands are constantly innovating to engage their chosen audiences in the capital.

A cursory glance at [eventmagazine.co.uk](http://eventmagazine.co.uk) reveals the sheer scale of brands activating in London, from Santander with its Spin Up experience taking place from the Shard to Kensington Roof Gardens, through to H&M's immersive art, music and 3D photographic experience for London's Field Day festival.

Amplify founder Jonathan Emmins comments: "London is a formidable location for experiential because it sets the bar so incredibly high – creatively, culturally and socially. On any chosen day or night there's a plethora of choice competing for attention, including bars, clubs, galleries, installations, launches, restaurants and pop-ups. As a brand you really need surprise to get noticed, and it's this competition that pushes boundaries and drives experiences forward. Brands have *de facto* become the patrons of good stuff. They win audiences over by showing consumers that they 100% 'get' them, and by creating experiences that those who attend know wouldn't have happened without that particular brand's help or vision."

Helping with a brand's vision for its activation is a core remit for Zanine Adams, head of events and business development at the capital's official promotional company, London & Partners. "We liaise with boroughs and city stakeholders to help open doors and unlock the city, ensuring the best campaigns can be delivered – from green spaces across Greenwich in front of iconic venues such as the Queen's House and Old Royal Naval College to takeovers in Piccadilly Circus, the South Bank and Parliament Square," she says.

*We liaise with stakeholders to unlock the city, from green spaces across Greenwich in front of venues such as the Queen's House and Old Royal Naval College to takeovers in Piccadilly Circus, the South Bank and Parliament Square.*

**Zanine Adams, head of events and business development, London & Partners**

And the capital's eclectic skyline is providing an ever-more alluring backdrop for brands. Adams continues: "A fabulous mix of modern and contemporary architecture, World Heritage Sites, Zaha Hadid structures, cultural venues and a history of pageantry and design all provide a fantastic and iconic backdrop for experiential campaigns."

## THE MISSION

With experiential increasing in importance for London & Partners, the company turned to *Event* to understand the value of brand activation in the capital. Adams outlines the support for the research: "We see so much happening across the capital that we wanted to put a value on it, to understand how much is happening here and get an



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understanding of why brands are choosing London. Is it footfall, is it media recognition – why is it? Helping brands to activate in London is part of our remit.”

UK business development manager Deborah Kelly continues: “We want to demonstrate that London is the ultimate modern city to deliver activations and that we have such a diverse mix of agencies here. Due to our ever-evolving backdrop, brands can come back again and again. We want to shine the spotlight on past activations and look forward to future activity.”

### DEFINING EXPERIENTIAL

The age-old question of defining experiential naturally forms a part of this research. Experiential marketing, engagement marketing, event or live marketing, brand experience and brand activation – these are among the terms that *Event*’s audience use to define their campaigns and work, broadly taken to mean a marketing strategy that directly engages the chosen consumer and invites and encourages them to participate in the evolution of a brand or its identity and brand values.

### THE SCIENCE BEHIND THE STATS

So how to go about finding that elusive statistic? *Event* spoke to a small sample group of agencies to assess what data they would be happy sharing confidentially, to be collated and reported as one statistic. Agencies were asked what terminology would be best and they settled on brand experience budgets spend.

*Event* then contacted the top 30 agencies ranked by experiential billings, from the annual Brand Experience Report, and asked them to submit an estimate for:

- The total level of brand experience budgets spend that your agency delivered in the UK between 1 June 2015 and the end of May 2016
- The spend delivered in London only

Of the top 30 agencies contacted, 27 were able to submit or estimate these figures in a bid to collectively understand the value of experiential in London. Of course, there are more than 30 agencies in the UK delivering brand experiences in London – *Event* estimates that there are up to 6,000 delivering activations across the UK and, furthermore, a number of clients are activating without agency support. However, the 30 that were contacted represent some of the most regular deliverers of experiential work.

The Institute of Promotional Marketing backs up *Event*’s estimate, with managing director Carey Trevill suggesting 30 as being the number of IPM members specialising in brand activation.

So, combining and estimating for the top 27 and then calculating an average to multiply up to 30 meant the total for brand experience budgets spend that agencies delivered in the UK between 1 June 2015 and the end of May 2016 was a huge £171.9m.

In London alone, the spend on brand experience activities in the capital in the same calendar year was £81.4m.

Seed Marketing’s director Dave Powell isn’t surprised by the capital’s appeal. “Unbeatable footfall, thick density of key opinion formers and an abundance of commercialised sites to easily host activity are all factors in London’s greatness,” he says.



*In London alone, the spend on brand experience activities in the same calendar year was £81.4m.*



And independent events consultant Melissa Noakes, who specialises in experiential campaigns, having led Sony Mobile’s brand experience team for six years, agrees. “What is so essential about experiential is choosing the right backdrop because this then becomes a key factor in your campaign’s success,” she says.

“London is a centre of fashion, technology and entrepreneurship – it is a leading global city for so many industries and the home of so many emerging cultural trends. It is a city where you can find whatever backdrop you need, from gritty, hip and modern to a sharp corporate environment. You can find whatever you need and the city really embraces experiential.”

Indeed, across every pocket of London, brands are now activating in a bid to engage their chosen audiences, as the next chapter of this report now reveals.



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# EXPERIENTIAL IN THE CITY

Across each corner of the capital, brand activations are inspiring, entertaining and engaging their chosen audiences

## KIPLING: SPARK YOUR CITY



Miers, where colourful lighting created a glowing effect inside a greenhouse.

### WHY LONDON?

According to Derycke, the brand chose London for the activity, which formed part of a global campaign, “because it is home to so many stunning landmarks and allowed the project to be executed on such a large scale”.

He added: “So many commuters travel across the city every morning and London provided the perfect location to transform a grey concrete backdrop into something spectacular that would stop everyone and make a bold statement. Each location was picked because it could become an interactive playground and was where commuters would pass every day.”

### CONCEPT

The idea behind Belgian fashion brand Kipling’s Spark Your City activity was “to bring fleeting and extraordinary moments of joy to everyday and often mundane city environments”, says Kipling’s media PR and digital marketing manager Jürgen Derycke.

### EXPERIENCE

The concept was executed through immersive projects that popped up around the capital, with the aim of transforming people’s fast-paced city routines into something

memorable. “Each activity was inspired and hosted by women, whose public and creative profiles created an unforgettable message of happiness,” says Derycke.

Activity included transforming London Bridge into a 300-metre coloured walkway, launched by Radio 1 DJ Gemma Cairney, and the creation of an urban jungle on Sutton Walk – the tunnel leading from Waterloo to the South Bank – with TV presenter Helen Skelton. It became a giant kaleidoscope, with mirrors and coloured murals. The final activation took place on the South Bank with chef Thomasina

### SUCCESS

Derycke says the public reaction was incredibly positive, and the brand received a lot of comments from participants and commuters, which included the Spark Your City movement going viral on social media platforms.

“Images of the activations were shared by passers-by and we saw, through monitoring social platforms, that 30% of the posts and pictures were shared outside the UK,” he adds.

The first ‘spark’ featured in more than 100 media titles, with a reach of 490 million, and was a trending topic on Twitter.



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## MOSASAURUS ON THE SOUTH BANK

### CONCEPT

Last October, a replica of aquatic monster Mosasaurus, which featured in Universal Pictures' blockbuster *Jurassic World*, appeared on the South Bank. The idea behind the activity was to promote the Blu-Ray and DVD release of the film, with agency Premier tasked with conceiving a 'ground-breaking stunt'—a brief it took quite literally. Leigh Debbage, creative director at Premier, says the agency wanted to bring the dinosaurs from the film to life in a disruptive and impactful way to grace press, broadcast and online media.

### EXPERIENCE

"The challenge was the sheer size of the dinosaurs in the film," Debbage says. "While the theatrical campaign had been all about the raptors, which featured at Waterloo station, the other fan favourites from the film were incredibly big and impossible to bring to life full-scale without a six figure-budget. So we devised the water cheat, hiding most of the aquatic beast in the Thames (or so it seemed), with the suggestion that it was bursting through the South Bank, tearing up the ground and railings. This brought to life the iconic moment from the film and trailer when it bursts from its enclosure and swallows the great white shark bait."

### WHY LONDON?

The agency chose London because the stunt had to be around water to achieve the desired effect, so the Thames, one of the world's most famous bodies of water, was the obvious choice, says Debbage. "Observation Point appealed because the space leans out over the water, making it ideal for the illusion of the Mosasaurus bursting from the water below. The other advantage of the location is that it is overlooked by ITV studios. This helped us secure *Good Morning Britain*,



which presented its weather reports from the dinosaur all morning, plus it sat proudly between Philip and Holly on *This Morning*."

### SUCCESS

Considering the size of the budget, the stunt was very successful, Debbage says. It had a social media reach of around 17 million, with a PR value of £1.5m.

"The TV coverage, including *GMB*, *MTV News* and *ITV* regional news, was particularly strong. It also had fantastic word-of-mouth and social engagement," Debbage adds. "We would have loved for the Mosasaurus to stay at the South Bank for longer than a day, which would have enhanced the coverage and word-of-mouth/social potential even further."



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## FIAT 500'S POP-UP GRANITA BAR



### CONCEPT

Fiat wanted to bring a taste of modern Italy to Londoners, as well as celebrating the launch of the new Fiat 500 model, which features a fresh and bold colour palette.

### EXPERIENCE

Working with agency Initials, Fiat devised a pop-up granita bar, to reflect both its aim of quenching commuters' thirsts and freshening their palates and communicating the 'refreshed' car. The bar was located inside Old Street underground station for five days, from 7-11 June.

Visitors could choose from six flavours on the menu, inspired by the new Fiat 500 model – cranberry, sour apple, pomegranate, juicy lemon, blackberry and blueberry. To

receive a granita, visitors had to take a picture of their chosen flavour and share on Twitter, Facebook or Instagram with the hashtag #FreshNew500, showing their post at the bar to redeem and collect the order.

### WHY LONDON?

Toni Gaventa, brand communications manager at Fiat UK, says the brand recognised that travelling on the Tube in the summer isn't always the most pleasant experience, especially during peak hours.

As the new Fiat 500 model had been refreshed, the brand was seeking to amplify this. "We freshened up the daily monotony of travelling by injecting some much-needed zing into commuters' days; we hoped the pop-up granita bar would surprise commuters with

a uniquely Italian treat in an innovative way and in a surprising location," says Gaventa. She adds that as the model is a city car that combines style with fun, these qualities reflected those of the capital, making it a fitting location for the experience.

### SUCCESS

According to Fiat, some 70,000 commuters pass through Old Street Tube station's turnstiles every day. The company said that as the first automotive brand to bring a car into the station, it captured the attention and imagination of consumers on their travels, who took a keen interest not only in the bar, but also in finding out how Fiat actually managed to get the car into the space in the first place.



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## COMFORT'S IMMERSIVE GARDEN



### CONCEPT

Unilever-owned fabric conditioner brand Comfort wanted to showcase the 'intense freshness' of its Comfort Intense brand by replicating the four fragrances in the range via a garden made out of clothing.

### EXPERIENCE

Partnering with experiential agency ID and Golin PR, the immersive garden was unveiled in London's Covent Garden last July and was comprised of roses, foxgloves and a tree made out of clothing.

Ninety-five per cent of the approximately 1,846 garments used, which included socks and bobble hats, were sourced from charity Oxfam.

Each garment was freshly washed using Comfort's Intense range of four fragrances –

Fuchsia Passion, Fresh Sky, Ocean Pearl and Sunburst. The garden, which was officially opened by ex-Girls Aloud singer Kimberley Walsh, took 159 hours to create, and came complete with a swing and 'secret door' inspired by children's novel *The Secret Garden*.

### WHY LONDON?

Fernanda Tubini-Roberts, marketing manager at Comfort, said the brand was seeking to target premium fabric conditioner users – a segment of the market that was growing at a rapid pace and where Comfort had targeted growth in terms of building its market share against key competitors. "The premium segment over-indexes in London so this was identified as the optimum spot to locate the

immersive experience, supported by a geo-targeted social post and scented bus shelter activation to bring to life the intense freshness of the new product," she says. Covent Garden was also chosen as the location due to its history as a flower market. Comfort wanted to bring the area 'back to its floral roots' through the first garden where flowers were made entirely from freshly washed clothes.

### SUCCESS

With the garden located in an area attracting a high footfall, more than 6,000 visitors enjoyed the experience and more than 12,500 samples were given away to encourage trials among consumers. Tubini-Roberts said the launch of the brand provided the perfect opportunity to target premium fabric conditioner users.



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## UBERLIVE



### CONCEPT

Ride-sharing service Uber held a series of music gigs in June 2015, dubbed Uber Live, at eight locations across the UK, including London, in partnership with music events company Sofar Sounds. The original idea was conceived several months before the event took place, inspired by Uber Live in Chicago around Lollapalooza.

### EXPERIENCE

Uber wanted to connect people to enable them to discover live music using its technology. The brand and Sofar Sounds worked together to produce the largest-ever on-demand experience Uber had organised in the UK and Ireland.

"It's important to partner with brands that are innovating, regardless of their field," says

Sam Hancox, marketing manager at ticketing app Dice and previously UK brand and campaign manager at Uber. "Sofar Sounds is all about creating new experiences with local rising talent and changing the way people experience music, in the same way we are trying to change the way people get from A to B."

He adds that the clandestine nature of Uber Live was crucial to the consumer experience, to generate excitement. To gain entry, users were asked to enter a code into their phone app before 5pm on the day of the event. Those who were successful could call a special free Uber Live service, which would whisk them and a friend off to the nearest secret destination.

### WHY LONDON?

Hancox says Uber has always been about connecting people – whether that's riders and

drivers on the app or people across the city. "Through the combination of music and our technology, we're able to give riders a new experience, and for the London event it was about helping them discover new neighbourhoods, venues and music in their city. We wanted to take a more local approach highlighting cities, including London."

### SUCCESS

Hundreds of people shared their excitement before the event, as well as their reactions to the experience, on Twitter and Instagram. "It was great to allow our local teams to see the reactions in real time, much like how Uber riders experience ordering a car," adds Hancox. While there were some elements that the company would do differently again, the UK's first Uber Live was considered a success.



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## DOGS TRUST: MICROCHIPPY

### CONCEPT

Dogs Trust wanted to devise an experience to educate Brits about the changes in microchipping legislation that came into force this year, which require dog owners to have their pets microchipped and their registered address kept up to date.

### EXPERIENCE

Working with agency Surname & Surname, the dog welfare charity created pop-up Microchippy, located within Printworks Kitchen in Clerkenwell. The venue was styled as a diner that offered dog owners the chance to enjoy a meal with their furry friends, and ran over Valentine's weekend, 13-14 February.

Dogs Trust teamed up with London-based hotdog-and-champagne bar Bubbledogs to create a one-off menu. The venue's chef and co-owner, Sandia Chang, worked alongside the Dogs Trust team to devise a canine-friendly hotdog, while signature dishes were available for dog owners. The venue also displayed information about the new laws.

### WHY LONDON?

Rebecca Eighteen, senior press officer at Dogs Trust, said London was a great fit for the event, as the capital's foodie fans like to take risks and travel 'off the beaten track' for an immersive dining experience. "London was the perfect test bed in which to launch Microchippy, the first restaurant exclusively for dogs and their owners, to highlight the importance of microchipping," she says.

### SUCCESS

While the concept of dining with your dog might not have been for everyone, tickets to



Microchippy sold out completely within 48 hours of going on sale and the charity welcomed almost 200 dogs to its café. "With an abundance of high-quality venues in the city designed especially for pop-ups, such as the one from Dogs Trust, we also avoided the usual rigmarole involved in letting a venue short-term," adds Eighteen.



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## SAVE THE CHILDREN: FORCED TO FLEE



### CONCEPT

Charity Save the Children wanted to host an immersive event for its most valued supporters, aiming to bring to life the real experiences of children affected by conflict and their search for safety.

### EXPERIENCE

The event, called Forced to Flee, and devised with agency pd3, took place at 12 Sans Walk in Clerkenwell on 17 and 18 May. Groups were led into the space and given a number, a child's rucksack and a headset through which to listen to real stories of children affected by conflict.

During their journey, which lasted approximately 45 minutes, guests experienced

the children's endeavours to reach safety, passing through camps, being in a classroom with gunshots across walls, windows and blackboards, and eventually reaching a play area, which represented the work that the charity does in areas of conflict to bring play to children.

### WHY LONDON?

According to Ellie McLeod, head of special events at Save the Children, London was chosen as the destination because the target audience – major donors and fundraisers – are based in and around the capital.

"We wanted to make the event as accessible as possible to maximise guest attendance," says McLeod. "After the event we gave guests the

opportunity to meet some of our staff to find out more about the reality of our emergency work, and how we are helping children affected by devastating conflicts. Logistically, this was easier to achieve with the event being in London, near our head office."

### SUCCESS

McLeod says she was overwhelmed by how the event was received, with many guests using the word 'powerful' as they emerged from the experience. "The success we've seen is testament to my team and pd3, which has worked tirelessly to deliver something so different. This shows forward-thinking in immersive, educational and impactful event delivery," adds McLeod.



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## ADIDAS: THE X

### CONCEPT

Adidas wanted to bring a workout and running immersive experience to London, designed especially for women, and to host free exercise sessions, all inspired by the brand's new PureBoost X women's running shoe.

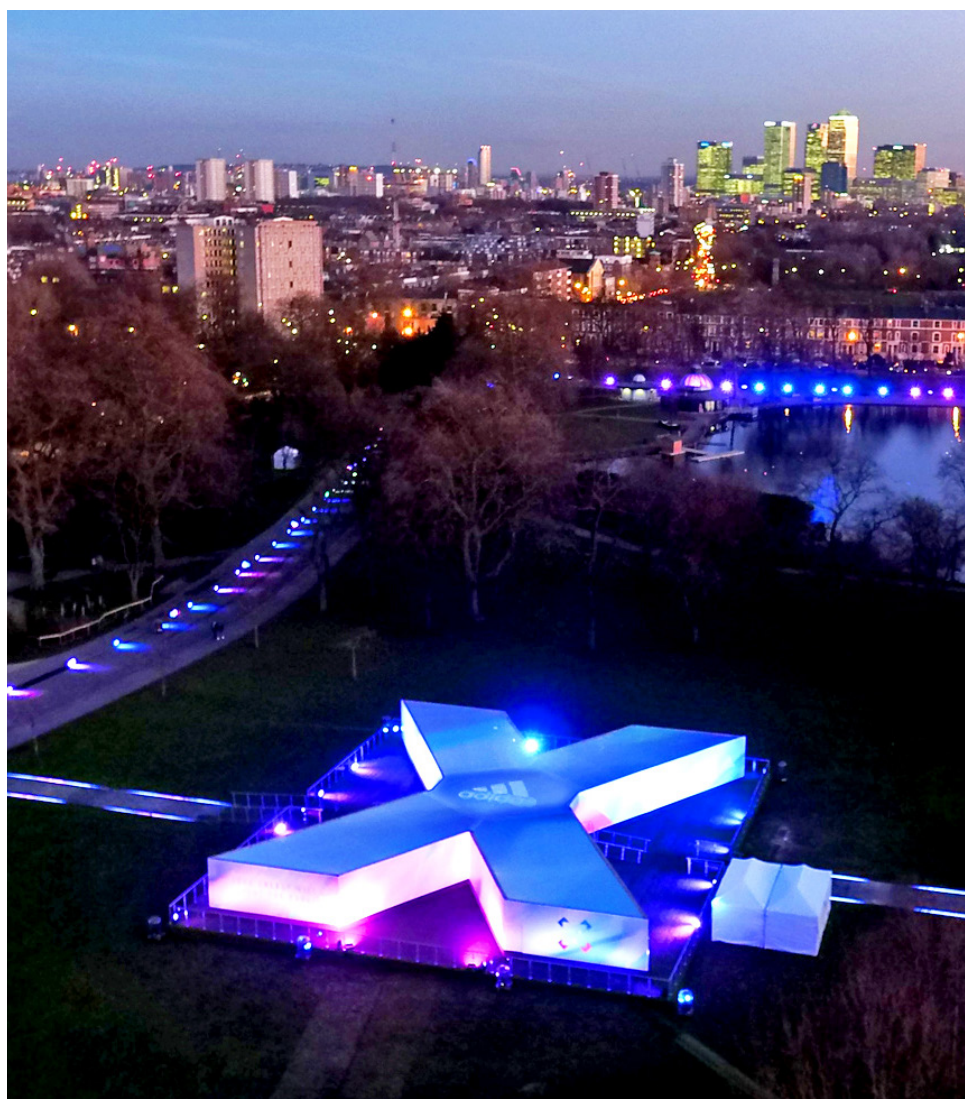
### EXPERIENCE

Choosing Victoria Park as the location, Adidas designed an installation called The X, constructed from eight repurposed sea crates, all of which connected together to form a giant X-shaped indoor space. Adidas ambassadors including social media stars AJ Odudu, Carly Rowena, Zanna van Dijk, Faya Nilsson and Cat Meffan hosted free workout classes and events, alongside night-time running sessions on the park's track held by London running collective Advent Running. As part of that activity, Victoria Park opened to the public after dark for the first time, with technology used by The X lighting the one-mile running track.

The space also included a Recharge Bar and Energy Room, doubling as zones hosting a range of ticketed events, as well as areas where visitors could relax and enjoy healthy refreshments. The installation ran from 18-28 February this year.

### WHY LONDON?

The jogging path in Victoria Park was closed for the winter months, and jogging rates among women in the area dropped as a result. Adidas saw an opportunity to provide a running and exercise space that would both showcase the brand's new PureBoost X Women's running shoe, as well as make a strong and interactive impact on the local community.



### SUCCESS

Adidas says that the activity boosted the number of women jogging in winter, and added that it had seen a significant rise in brand sentiment following installation of The X and other pop-ups it has devised, with people sharing the event experiences across social media.



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## CAMPO VIEJO: LAKE OF COLOUR



### CONCEPT

The Lake of Colour is part of Campo Viejo's Summer of Colour, which aims to bring people together across the country to create lasting, colourful moments and experiences. The Pernod Ricard brand has created its London activation around the UK's popular Spanish wine, creating a home away from home dedicated to all things Rioja.

### EXPERIENCE

Built on Mount Pond in Clapham Common, Campo Viejo's Lake of Colour comprised a

floating bar where guests could enjoy wine-blending, tapas and live music. Running from 9-12 June, the floating bar also hosted wine-blending masterclasses.

### WHY LONDON?

"London has the biggest concentration of our target consumer," explains Kenny Hyslop, head of experiential at Pernod Ricard. "As a business, we have done lots of segmentation work and we know London is the big focus. For the Campo activation we wanted colour and a floating bar, so we went through due diligence regarding the

right place to create the bar and celebrate with the kind of people who buy Campo."

### SUCCESS

At the time of going to press, the activation had only just finished. Pernod Ricard UK's head of experiential marketing, Kenny Hyslop, said: "It has been a massive success. Everything ran smoothly, attendee numbers exceeded our expectations and the weather was kind. The pick-up on social media has been fantastic and we are now evaluating the campaign against our KPIs with a large smile on our faces."



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## PERCORN:PROJECT PATTERN

### CONCEPT

Gourmet popcorn brand Propercorn wanted to bring its colourful pattern to life through a series of activations, dubbed 'Project Pattern', featuring rotating food-and-drink pop-ups, as well as art installations, taking place around the capital last summer over one month.

### EXPERIENCE

The pop-ups, installed in two London areas – Shoreditch and Brixton – featured a vending machine that dispensed Propercorn products, with approximately 15,000 packets handed out to members of the public over the almost two-week campaign. The brand offered free screen-printing and nail makeovers during certain times and days at both locations, and Propercorn cycling pelotons, complete with the brand's product, made their way around London manned by brand representatives dressed in Propercorn T-shirts.

The brand also teamed up with art director Rachel Thomas to create a series of interactive installations around the capital, with the aim of transforming ordinary urban spaces into colourful hubs of social activity.

### WHY LONDON?

Rebecca Musgrave, communications manager at Propercorn, says that London is a real melting pot of cultures and trends, providing an incredibly vibrant backdrop for events and pop-ups. "Over the past five years we have installed catapulting vending machines in Shoreditch, popcorn installations in Brixton and a flavour factory in Soho," she says. "What makes London so special is the distinct communities and their neighbourhood feel – it's hugely exciting to be a part of this growing

community spirit." Musgrave believes there is an endless hunger for stand-out pop-up culture, food and entertainment in London, challenging the brand to launch genuinely engaging initiatives.

### SUCCESS

Around 31,000 members of the public tried the product across the Brixton and

Shoreditch sites. There was a 35% increase in the number of Londoners who associate the term 'done properly' with the Propercorn brand and a 60% increase in Londoners who said Propercorn would be their first choice of snack. The brand says that if that group of people were to buy the product once, it would have acquired 1.65 million new Propercorn eaters.



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# LONDON KNOWS NO BOUNDARIES

In the years ahead, a combination of iconic locations and technological advancements will see the capital transform itself over and over again, giving brands countless opportunities to connect with target audiences

What can Londoners look forward to in the experiential space of the future, and how will brands seek to engage with them? Well, it won't necessarily be about finding the perfect venue, argues Seed Marketing's director Dave Powell. "A typical Londoner's thirst to be engaged with something fresh and different on their regular commute makes that a fantastic environment," he says. "Not only can you create positive sentiment by breaking up the monotony of their everyday regime, but you can also create fantastic, brand-led social currency that allows the recipient to bring interesting chat to the watercooler or their timeline."

FreemanXP EMEA's creative director Simon Boniface agrees: "London has an abundance of spaces and venues for breakthrough brand experiences. I recently visited a film studio near our office in Soho, which I thought could be a cool venue for an event that needs live streaming capabilities. Celebro Studios combines creativity, innovation and experience and enables brands to reach a wider global audience through state-of-the-art 4k tech. The key is finding the right space for the brief and brand – it must be authentic. Although focus on the future tends to be around digital and technological advancements and capabilities, the brief might require a more analogue and raw venue to be relevant, and again London has plenty of spaces for this."

London & Partner's Zanine Adams agrees and feels the capital's sheer diversity of venues means events can evolve rather than shift destination year on year. One such example is the rapidly rising Advertising Week Europe. "AWE really pushes the boundaries, never resting on its laurels. It has created a great story around the creation of a live experience coming back to London year after year, yet still evolving," Adams says.

"We want to see more activations based around core events, along with clusters of activations that enable consumers to engage with an experience as part of a bigger event."

## FUTURE WATCHING

The next six months will see activations open across the capital, from Oxford Street to the Shard, and Clerkenwell Green to the Olympic Park.

Lush Cosmetics has revealed that it is planning to create a permanent scented cinema this year. The brand originally created a pop-up scented cinema experience in December 2015 in its Oxford Street store, where it enlisted Studio-Tag to help transform the lower-ground floor into a 16-seat cinema. Speaking to *Event*, Suzie Hackney, creative direction for Lush, explains: "Cult classics and favourite Christmas movies were scented with our perfumes, including snacks and drinks with fragrance-inspired flavours and a box of props to smell and wear during the film. We had a great reaction from customers and, as a result, are now planning to create a permanent scented cinema this summer."



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*The key is finding the right space for the brief and brand – it must be authentic. Although focus on the future tends to be around digital and technological advancements and capabilities, the brief might require a more analogue and raw venue to be relevant, and again London has plenty of spaces for this.*

**Simon Boniface, creative director,  
FreemanXP EMEA**



Retro gaming pop-up Reztron has teamed up with Time Out London and the Shard for a one-off Sega silent disco. The experience will take place 800ft above London on levels 69 and 72, and party-goers will be able to enjoy classic rock, pop, hip hop, r'n'b and dance music provided by a three-DJ set, against a 360-degree backdrop of the capital. In celebration of Sonic the Hedgehog's 25th Anniversary, there will also be a Sonic speed run competition on a large projector screen via the original Mega Drive console.

Pop-up agency Meredith Collective has joined forces with Bang & Olufsen and Whirlpool on a new London pop-up called The Jones Family, 'Keeping Up With the Joneses'. Opening on 7 July on Clerkenwell Green, the pop-up will be based around the character of Mrs Jones, the ultimate hostess, who is often involved in elegant soirées and charity functions. However, recent home improvements have led to her creating a quirky eight-room residence, which guests will be able to explore.

The spaces will feature Whirlpool and Bang & Olufsen appliances and products, from a giant dishwasher for guests to get inside, a washing powder snow-storm, a Bang & Olufsen sound lounge, a feather-filled pillow fight area, a disco laundrette and a zen garden with sixth-sense meditation zones.

Founder of Meredith Collective, Meredith O'Shaughnessy, said: "Keeping Up With the Joneses' is really different to anything we have had in London before. It's been fantastic to work with both Whirlpool and

Bang & Olufsen to create a really cool and inviting brand experience for audiences to access in a completely different, fun and inviting way."

And it won't just be on the city's landscape that brands will activate. Swedish cider brand Rekorderlig will embrace the waterways of London this summer with its Midsommarstång campaign. The Midsommarstång is a traditional Swedish boating vessel that will be bringing a taste of midsummer to the capital, with tours anchoring down in Paddington Basin, Granary Square King's Cross and the Olympic Park for 30 days from the end of June.

A pop-up festival will also be held as part of the campaign, where consumers will have the chance to sample the games, food, drinks, songs and atmosphere seen at traditional Swedish midsummer celebrations. Other events will include a canal-side midsummer festival experience in the pop-up area, with open grills to learn how to cook like a Swede, plus a speed-dating experience with a midsummer twist.

Ali Pickering, brand director, portfolio at parent company Molson Coors, said: "We're very excited to be bringing the spirit of a 'Beautifully Swedish' summer to the waterways of London. We want to give consumers a glimpse into the world of a midsummer's day, and one that only Rekorderlig can deliver. In true Rekorderlig style, the Midsommarstång and pop-up festival will be brought to life with a contemporary look and its very own live band, along with a Swedish dining experience on board."



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This summer's event behemoth is undoubtedly the much-hyped Hyundai FanDome, produced by agency Produce UK. The automotive brand has launched a 'fan dome' experience in King's Cross, hosting 45,000 guests across 45 games of Euro 2016, as part of its sponsorship of the football tournament. The Hyundai FanDome will give fans the opportunity to experience football through a live, reactive, 360-degree audiovisual experience – a world-first. Everything from goals scored, red and yellow cards, penalty shoot-outs, national anthems and even injury time will trigger a unique audiovisual response inside the Hyundai FanDome. A system of giant screens will surround the entire interior, enclosing fans in what Hyundai calls 'Football Heaven', a stylised world of football for all the family, fronted by former Wales international Vinnie Jones.

The Hyundai FanDome will broadcast 45 matches from the first group stage match up to the final, to be held on Sunday 10 July, making King's Cross one of the most popular destinations for Euro 2016.

These types of activations, incorporating the latest technologies to provide an immersive experience, are set to become the norm in the not-



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**Sian Bates, client services director, TRO**

too-distant future. In fact, Strong and Co founder Debs Armstrong believes that “in the next five to ten years, live experiences will include walkthroughs and virtual reality across multiple media. I also think the digital content, marketing and experiential plans will be far more interwoven than they used to be”.

London's popularity, however, will endure, because although brand experiences may change format, the city and its consumers are always evolving. “We use such a wide variety of spaces across London and I'm excited by that, and the thrill of transformation,” enthuses Armstrong.

The city's iconic backdrops will also endure, believes Sian Bates, client services director at TRO, but with the addition of robust digital campaigns to capture, shape and share experiences, giving them a longer shelf life. “We know that the experiences we create often now transcend the moment they occur in. Brands want their activity to have a shelf life beyond the live event, to become content that can support a wider marketing campaign. What we therefore expect to continue seeing is famous, high-footfall London settings becoming the backdrop for live activations, to help create rich and interesting content that is eye-catching and shareable,” she says.

“Beyond this, and something we are currently exploring, is the opportunity to use London as a tapestry to create mixed-reality experiences. We can use augmented reality techniques to completely transform the ‘real world’; to change the scene and create an unexpected new reality. This technique has huge potential to challenge perceptions and create a London that no one has ever seen before.” ■



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