

FIND CULTURE AROUND
EVERY CORNER.



BECAUSE I'M A
LONDONER

WELCOME TO
THE WEST END.

#BecauseImALondoner

BECAUSE I'M A
LONDONER

CAMPAIGN EVALUATION RESULTS SUMMER 2020

Because I'm A Londoner 2020

Campaign objective

Support London's culture, retail, hospitality and leisure sectors to thrive after coronavirus with a campaign that increases consumer confidence, visits and spend in London, by encouraging Londoners to safely and responsibly go out, support London businesses and enjoy leisure activities.

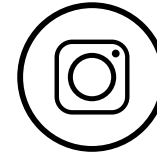
Channel overview



Paid media



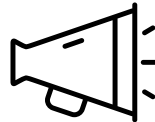
Partner channels



Visit London social



Newsletters



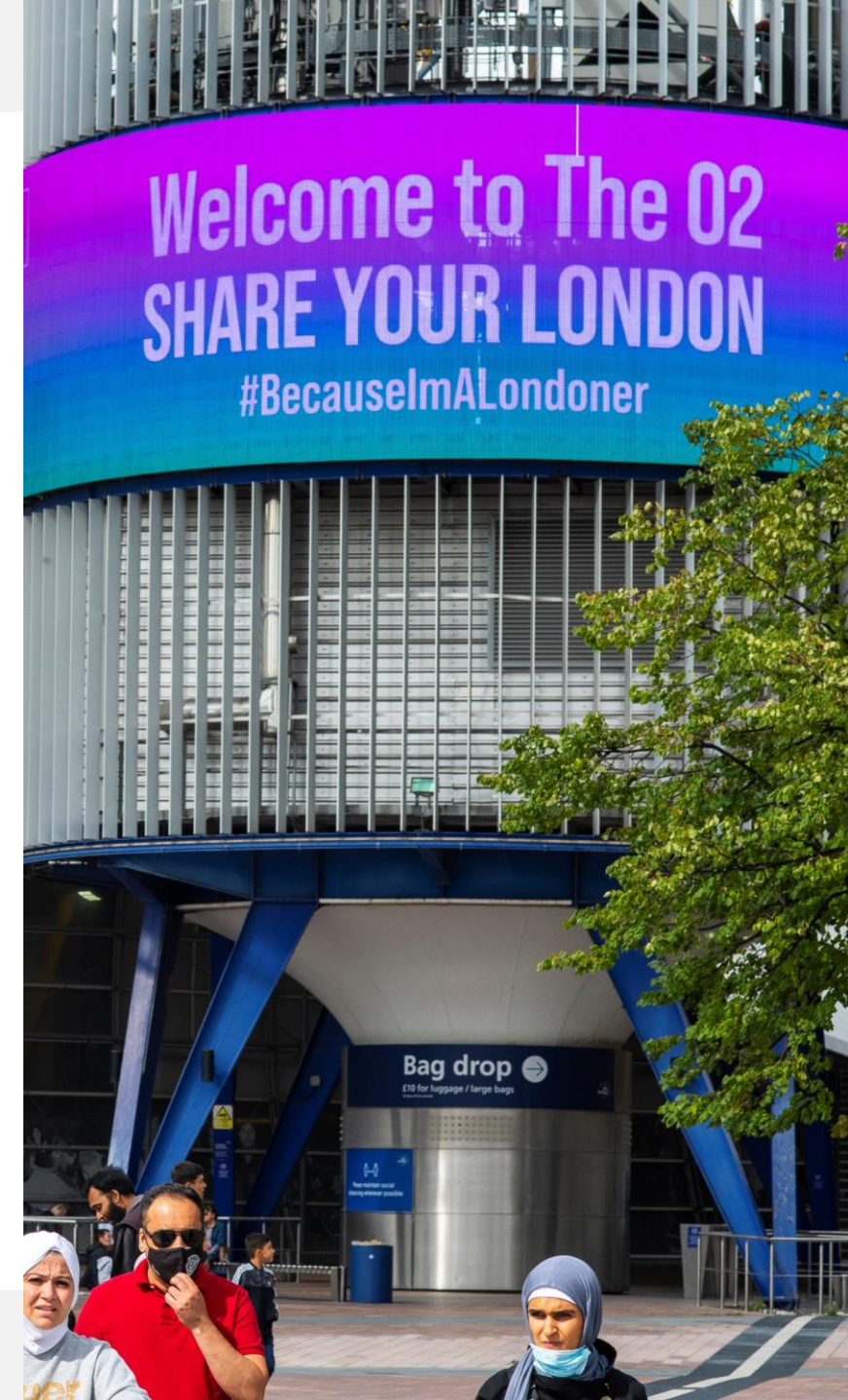
PR and influencers



visitlondon.com

Because I'm a Londoner Campaign evaluation

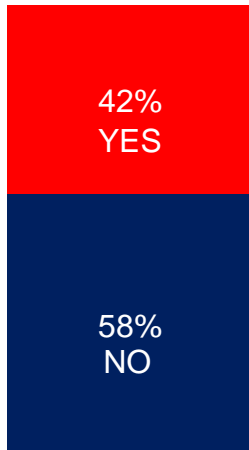
- Research conducted by strategic insight agency: Opinium
- Interviewed 2,000 Londoners.
- Who have used a leisure service at least twice a week prior to lockdown in March 2020.
- Sample weighted to be representative of London's adult population.
- Split into two groups of campaign recognisers and non-recognisers, both demographically matched.
- Research conducted in November, covering the period July – October 2020.



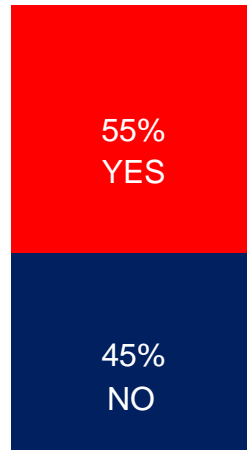
Campaign recognition

- The campaign was widely recognised even before displaying the stimulus.
- Exposure to the stimulus triggered further recognition.

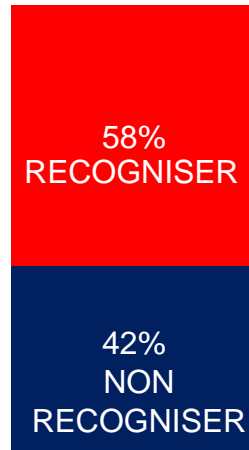
Unprompted awareness



Prompted awareness



Total awareness



Top 3 places the campaign was seen

1. Social media
2. Online
3. TV

Unprompted: Not shown campaign creative
Prompted: Shown campaign creative

Visit London @visitlondon

Londoners, you help to make this city amazing. ❤️ Step outside and safely return to the places you've missed, welcome back your favourite spots and rediscover the city you love. Share your London.
[#BecauseImALondoner](#)

IT'S BECAUSE I'M A WHEELER 0:02 / 0:13

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SHARE YOUR LONDON

#BecauseImALondoner

BROUGHT TO YOU BY VISITLONDON.COM

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visitlondon It's time to step outside and rediscover everything that makes your city incredible. ✨ Share your... more

Does the campaign stand out and have emotional appeal?

People appreciated that the advertising felt authentically London



Campaign stand out

Stands out as very different

82%

56%

“Engaging, captures my attention and showcases the **diversity of the city** that feels truthful”

Emotional appeal

Much more appealing than other advertising

81%

57%

“I liked that it was upbeat and showed London **in our new normal**”

“**How authentic it was** and how it made me miss being out”

What people liked:

- Showed diversity
- Sensitive to the pandemic
- Dynamic
- Realistic and accessible
- Impactful

“It had short and punchy lines that were memorable and **evoked a sense of togetherness**”

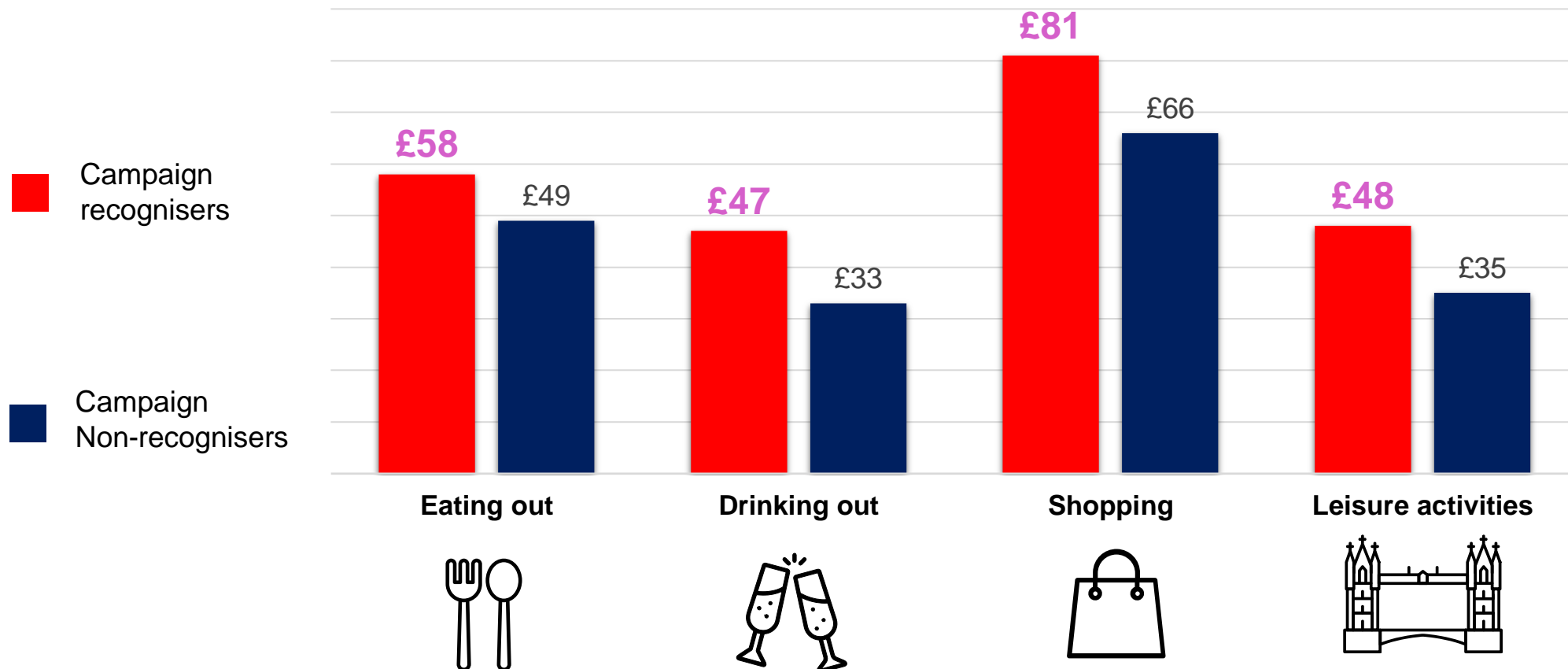
Did people go out more after seeing the campaign?

Despite COVID concerns, people who saw the campaign went out more than non-recognisers



Did people spend more after seeing the campaign?

Those who recognised the campaign tend to have spent more on each type of activity



Because I'm a Londoner: campaign evaluation summary



18.9m
engagements with
campaign content



5% increase in
consumer confidence



43% uplift
in frequency of
going out



4.9 / 5 positive
sentiment score



28% uplift in spend
Equivalent to an additional £51 spend per
person on retail, leisure, food and drink

Campaign next steps: 2021

- We will continue to support London's businesses across Visit London channels.
- We will explore further **Because I'm a Londoner** campaign activations when London comes out of lockdown.
- Please continue to use #BecauseImALondoner where appropriate when promoting your business.
- Sign up to receive our campaign communications www.londonandpartners.com/alliance





BECAUSE I'M A LONDONER

A CITYWIDE RESPONSE TO COVID19

LONDON
& PARTNERS

The challenge

- London's culture, retail, leisure and hospitality sectors face a significant drop in demand because of the COVID-19 pandemic.
- Businesses in these sectors employ 1 in 5 Londoners and generate £62bn in GVA.
- These sectors create the lifestyle which underpin London's global competitiveness for talent and investors.



Our response to COVID19: Alliance for London consumer recovery

What: a **London Alliance**, a collective response of London's businesses, brands, cultural organisations and city authorities.

Mission: support London's culture, retail and leisure sectors to thrive after coronavirus.

How: a campaign to encourage a responsible recovery in consumer spending, built on consumer confidence.



Because I'm A Londoner 2020: Campaign Objective

Support London's culture, retail, hospitality and leisure sectors to thrive after coronavirus with a campaign that increases consumer confidence, visits and spend in London, by encouraging Londoners to safely and responsibly go out, support London businesses and enjoy leisure activities.



Targeted online
paid media



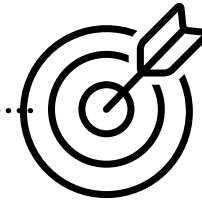
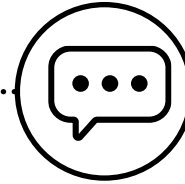
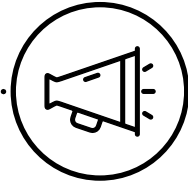
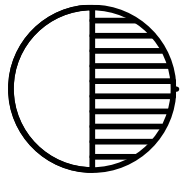
Working with influencers



Partner channels



Campaign messaging and phasing

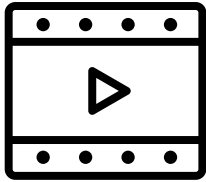


Timeline	Campaign message	Positioning statement	Target audience
June – July 2020	I love and support my local businesses	Be responsible, Go local	Londoners, 18-44
August - September 2020	I am excited to go and experience retail and leisure safely	Rediscover and explore London safely	Londoners, 18-44
October – December 2020	I am excited to go and experience retail and leisure safely	Rediscover and explore London safely	Londoners. Families: 20-44 with children aged 2-16

Note: all messaging and content was aligned with government guidance set at the time

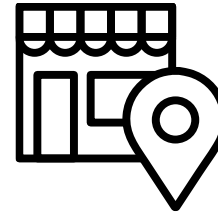
Campaign approach

Authentic content



Focus on real people doing real things, in the new normal, in their local area and around London.

Targeted paid media



Target London communities to experience and support their neighbourhoods and London.

PR and influencers



Use local influencers and media to gain momentum throughout the campaign.

Partner channels



Equipping businesses across London to use the campaign to engage and welcome customers back.

Campaign timeline 2020: Because I'm a Londoner

Summer phase

Rediscover your local area

June - July

Celebrate what's new in London

August - September

October half term

October

Christmas

Dec – until 14th Dec

Go live 17th June

Teaser campaign film

Share what you love: social conversation (soft roll out paid media)

Weekly London Story videos x 6

Weekly Influencer takeovers of Visit London channels

Photocrowd photo competition

Outdoor advertising: London Stadium / Icon Outlet at O2 / The O2 / Piccadilly lights / Business Design Centre / Transport for London network

Campaign films and content: Paid media - YouTube, Instagram, Facebook, Twitter

Visit London app, social channels and visitlondon.com content creation and promotion

London Alliance community communications and campaign toolkits

Thank you to the 500+ London businesses who helped make this possible, including ...



GANT



PORTOBELLO ROAD

COVENT GARDEN



the DESIGN MUSEUM



LONDON CHAMBER
COMMERCE AND INDUSTRY

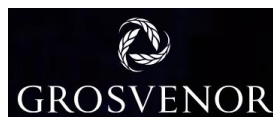


Shaftesbury



Cabinet Office

love wimbledon



THE VIEW
FROM THE SHARD



MAYOR OF LONDON

LONDON LEGACY
DEVELOPMENT CORPORATION

SEARCY'S
LONDON



Heart of LONDON
Business Alliance

ADAM REED
LONDON



THE CROWN
ESTATE

adam&everywhere DDB°



L'ORÉAL

bubble°



Campaign promotional video: summer 2020



<https://youtu.be/WGEiQ1o93Co>

Paid media: YouTube, Instagram, Twitter, Facebook

Our paid media has generated over 18m engagements (video views) from June to December 2020.

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Londoners, you help to make this city amazing. ❤️ Step outside and safely return to the places you've missed, welcome back your favourite spots and rediscover the city you love. Share your London. [#BecauseImALondoner](#)



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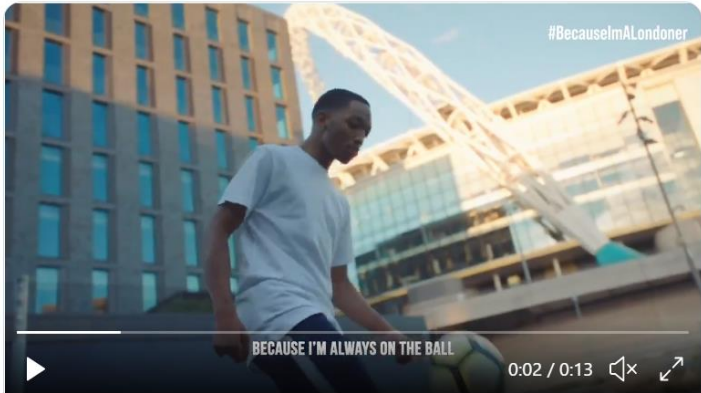


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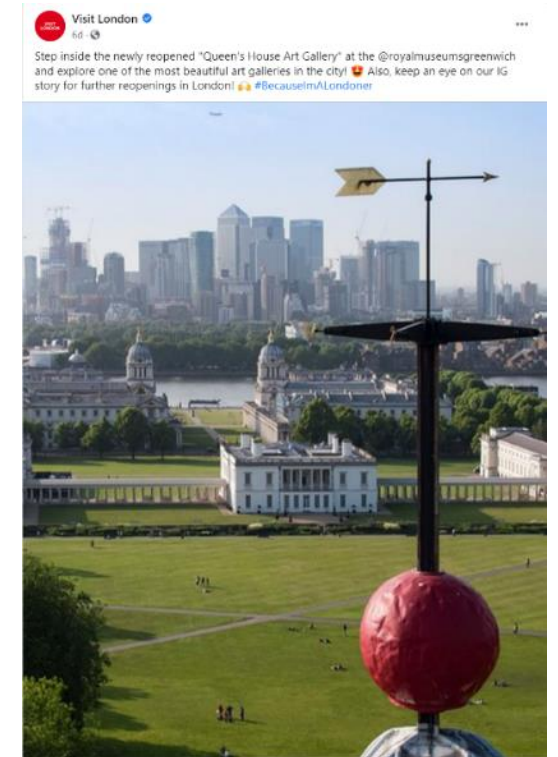
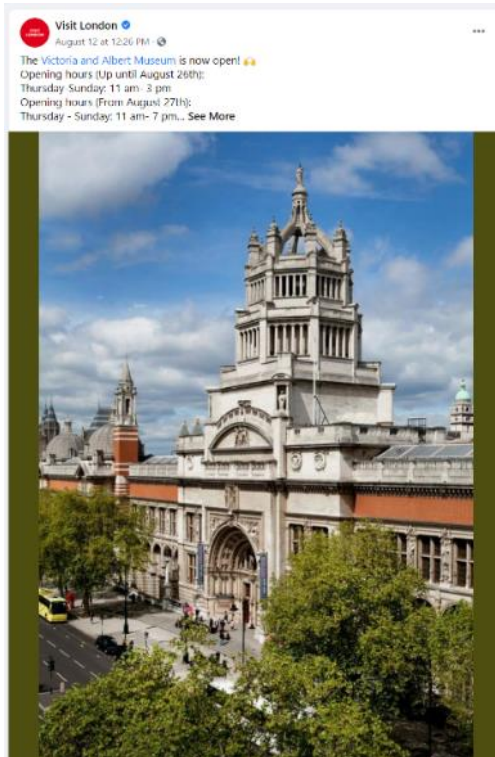
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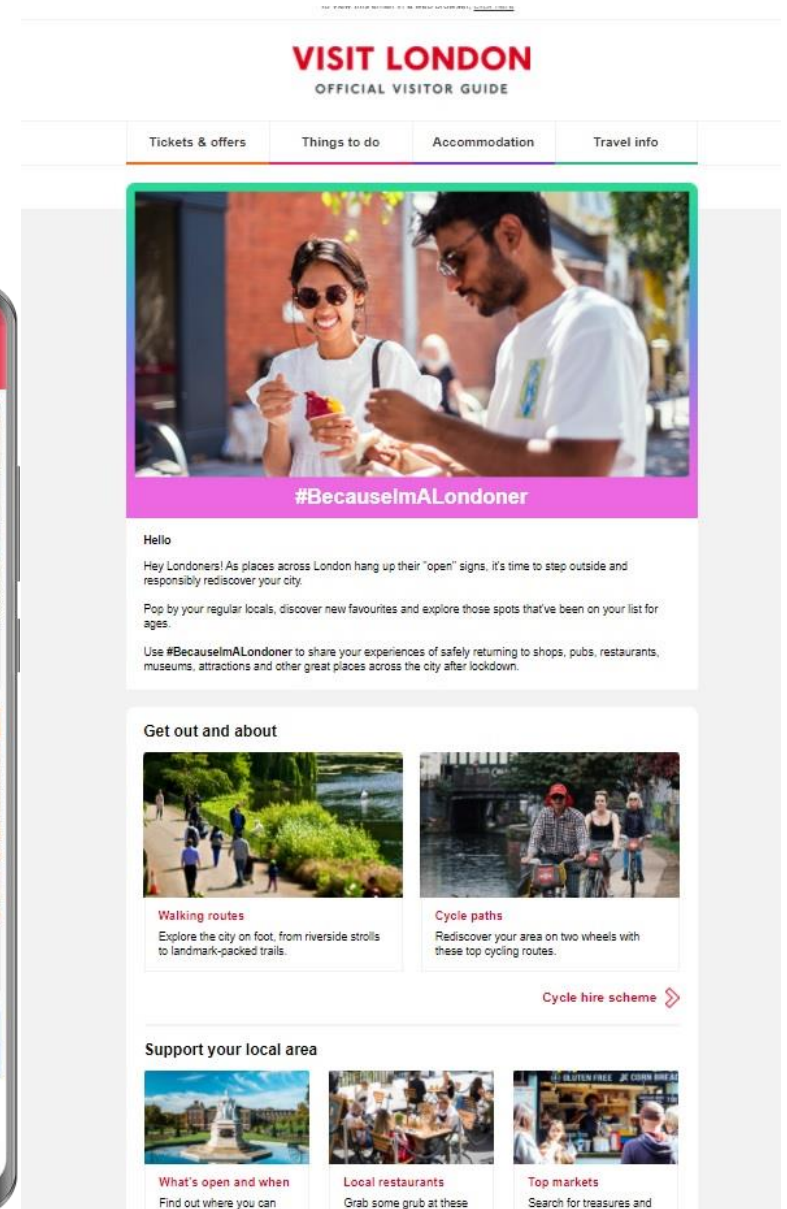
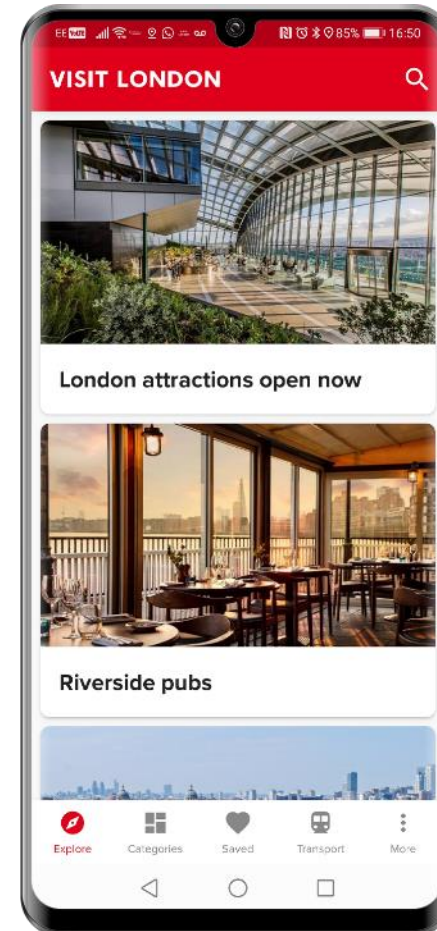
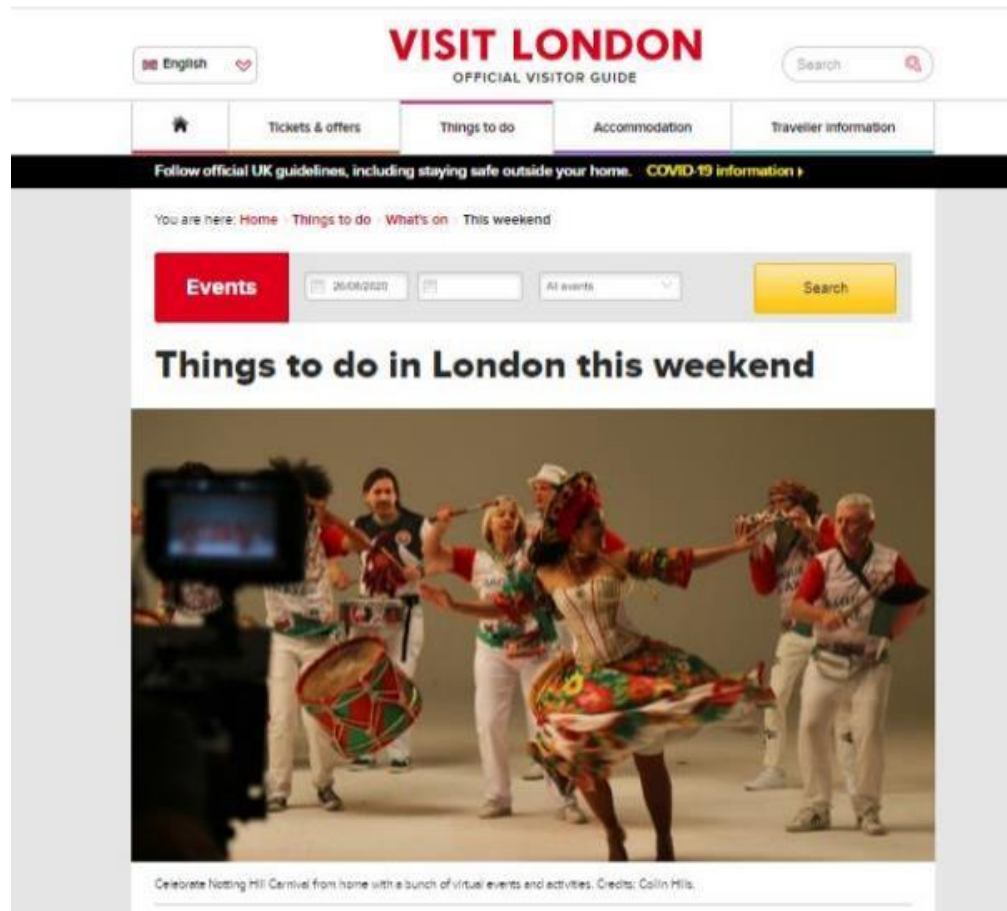
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Visit London Channels

Curating and creating authentic content for Visit London social channels featuring culture, retail and leisure activities and 'active' ways to travel, e.g. cycling.



Visit London Channels



PR

Total pieces of coverage: 39

Total reach: 417,448,191

Armchair Travel: Tales From London



Forbes

Visit London Turns To Social Media With 'London Stories' Campaign



John Scott Lewinski Contributor

Social Media

As a writer, John Scott Lewinski covers news and social media.



'Because I'm a Londoner' Photo Competition Launched With Focus On London's New Normal



Fish, Wings & Tings founder Brian to tell his London Story

By Contributor ~ 19 June, 2020



London museums' best exhibitions this autumn from Andy Warhol to dinosaurs

Best exhibitions in London for autumn 2020 including the British Museum, National Gallery and Tate Modern

SHARE 0 COMMENTS

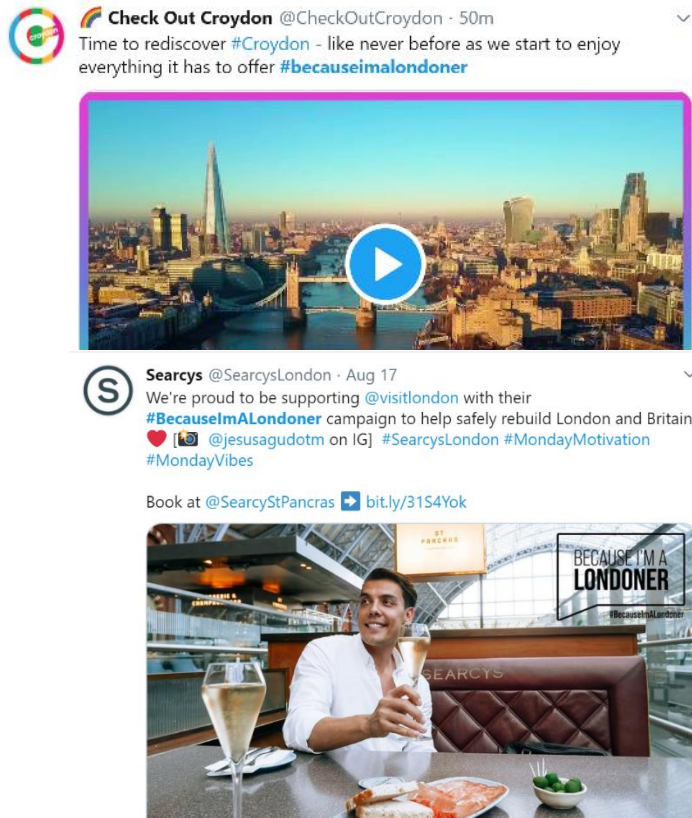
By Nigel Thompson

10:01, 9 OCT 2020 UPDATED 16:07, 9 OCT 2020



Mirror

Partner campaign support



Shared the campaign content across social using #BecauseImALondoner



Promoted the campaign in-store



Partner campaign support



Visit the City of London
@visitthecity

"St Paul's Cathedral is a monument...but it is so much more than this. It's home to a diverse and dynamic community. It is about people." - Joao Smith, Visitor Experience Assistant, @StPaulsLondon.
#BecauseImALondoner #OurCityTogether #VisittheCity @visitlondon



Cobranded the campaign assets to share their own message



bubble childcare @bubbleChildcare · Jul 20

We've partnered with @MumsnetTowers and the #becauseimalondoner campaign to get London going out again! Use your free hour of childcare to support a local business 🍷

Mumsnet @MumsnetTowers · Jul 20

.@bubbleChildcare is the app that helps you find childcare on demand - to get your one hour of free childcare download the app and enter code SUPPORTLOCAL in the 'My Wallet' section of your app to get £10 credit to spend before the end of July.
bubble.onelink.me/nnib/3c8b6f50



Created customer offers to promote under #BecauseImALondoner



Celebrated businesses reopening

Partner campaign support: donated outdoor media



The O2 and at the Icon Outlet at The O2



London Stadium, Queen Elizabeth Olympic Park



Business Design Centre, Islington

Partner campaign support: donated outdoor media



Piccadilly Lights - Landsec



Transport for London network



Partner campaign support:

Enjoy Summer Safely campaign partnership

We partnered with the Enjoy Summer Safely campaign who donated advertising inventory in support of Because I'm a Londoner

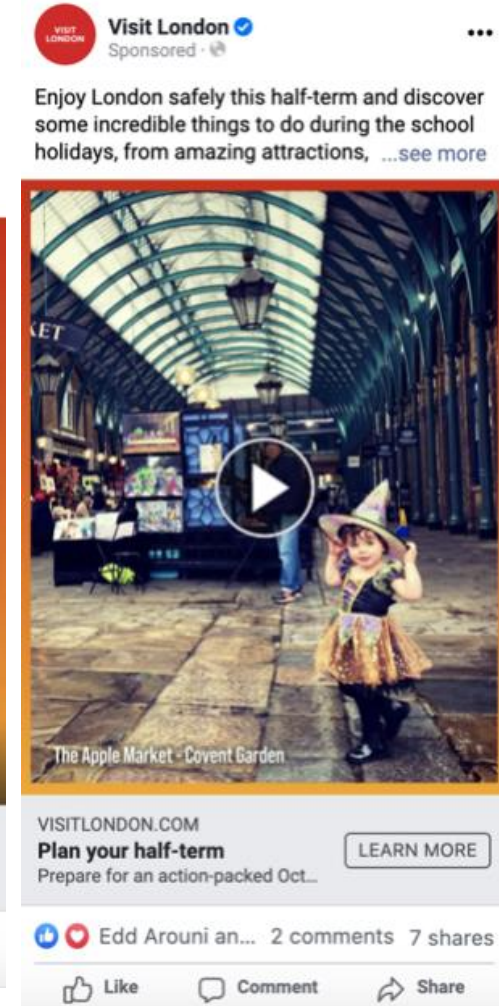


October half term

Following the successful **Because I'm a Londoner** summer campaign, we commissioned further research to shape our campaign activity for October half term.

The campaign ran from the 17th – 31st October and encouraged London families to go out and support London's culture, retail, leisure and hospitality sectors safely.

We used Visit London channels, paid media, partner channels, influencers and PR to reach our target audience.



Christmas phase

We continued the campaign into December. We were able to use the data from our October half-term activity, to re-target parents who had engaged with the campaign.

Showcasing the amazing festive experiences London has to offer.

We paused the campaign in mid-December as London went into Tier 3.





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THANK YOU