

Welcome to London & Partners

An aerial photograph of London, England, taken during the 'golden hour' of sunset. The River Thames flows through the center of the city, with the iconic Tower Bridge illuminated in blue. The skyline is filled with a mix of historic and modern architecture, including the Shard skyscraper on the left and the Gherkin on the right. The sky transitions from a deep blue at the top to a warm orange glow near the horizon. The overall scene is vibrant and captures the essence of the city's architectural diversity.

LONDON
& PARTNERS

London & Partners Who we are

The Mayor of London's official promotional agency for London.

Purpose:

To support the Mayor's priorities by promoting London internationally as a leading world city in which to invest, work, study and visit.

Mission

To tell London's story brilliantly

A not-for-profit public private partnership, funded by the Mayor of London, European and national funds, our network of partners and other commercial ventures.

Our areas of operation

International promotion of London

Major events

Leisure tourism

Dot London

Higher education

Meetings, incentives, conferences and events

International trade, investment and regeneration

Study London What we do

Promote London's
universities to prospective
students worldwide

Target key markets in line
with market conditions and
mayoral priorities

Engage with London's
universities to support
their marketing strategies



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London Message Testing

The project objective: evaluate/optimize messages for London comms

Reaction to message areas

- How do people react to current messages?
- Which message best convince them that London is one of the best cities in the world?
- How can these messages be optimized?

What drives city choices

- What are their criteria for 'best city worldwide'?
- What do they think / know about London now? What makes London great for them?
- How do they perceive London vs Great Britain?

Starting with a large set of messages and values derived from past communications from the GLA, City of London, L&P

London Message Testing

4000 people: tourist, student and business | 5 countries

Launch

45 messages & 39 values
from GLA, City and L&P

Stakeholder workshop

Optimise

12 messages with 5 values
each and an image board

Focus groups & interviews

Validate

8 messages & 10 values

Online quantitative survey

Research conducted in Sept 2017 in France, USA, China, India & UK

London Message Testing

Hygiene factors

Safe

Attractive

Welcoming

Absence of these is a reason not to visit

City differentiators

Cultural

Historical

Dynamic

These are the factors that drive interest

Messages that worked less well

**How on earth can they say they are number 1??
If they want us to go back they need to be more humble
about things – especially when comparing it to a country
like our own. I mean, it is us Parisians who have the
reputation for being arrogant!**

Paris, Cool, Business

Brexit

I wasn't really thinking about [Brexit] but when you said 'continues to welcome' I suddenly realised that Brexit might mean that's not the case...

Leeds, Warm

Low awareness/understanding of Brexit outside Europe

In France, knowledge that London voted Remain garners sympathy

So highlighting risks of Brexit in messages can be counter-productive

Focusing on enduring, unchanging values of the city seems to be the best response to Brexit

Diversity

Saying it

feels top down and politicised



Showing it

feels more relevant and 'open'



Explicit safety messages raise anxiety

**Less effective
at communicating safety**

“London is one of the safest big cities in the world”



**More effective
at communicating safety**

Implied safety – worry free, relaxed, happy lives



Messages we tested

City of old and new

London is a city of amazing experiences old and new – it has been an icon of culture from Shakespeare’s time to Harry Potter’s. From the Tower of London to the London Eye, with free museums focusing on everything from ancient history to modern science, there is something for everyone.

City of discovery

London is a city that surprises at every turn. Whether it’s your first visit or you’re a longstanding Londoner, there is always more to discover: from the established sights and big-scale attractions to the diverse neighbourhoods, local restaurants and bars, emerging fashion and trends, or the huge range of theatre, art and music venues throughout the city.

City of warm welcomes

London is Open. Londoners welcome everyone from all parts of the world whether you come to study, work or visit. It’s a city with an open spirit, where all people, cultures, beliefs and lifestyles are valued.

City of many cultures

Londoners don’t simply accept each other’s differences, we celebrate them. London brings the vibrancy of so many cultures, which means never-ending opportunities for new experiences and inspiration.

City of creative energy

London has an exciting history as a centre for creativity and free thinking, from Shakespeare to the birth of punk and the catwalks of today. This creative energy and cultural vibrancy can be felt in every aspect of London life: food, fashion, arts, exhibitions, shops, night life as well as innovations in science and business

City of opportunity

Whether visiting, studying or building a business, London is a place where everyone can pursue their dreams. London’s open, dynamic culture gives everyone the chance to be who they want to be. It provides access and connections to everything you need to grow either personally or professionally

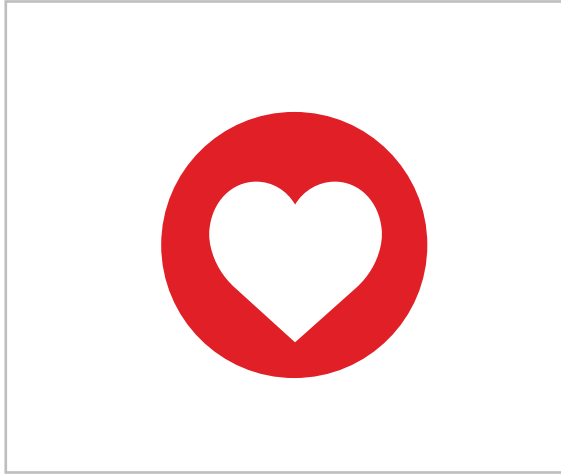
A world leader

London is one of the best cities in the world in which to live, work, study, visit or invest. It has a world class culture, universities and schools, and finance. All of this makes it the beating heart of the UK and a proud financial, social and cultural capital.

A city where you get the best quality of life:

London is a city that uniquely combines a modern, vibrant energy and culture with a huge amount of green spaces and parks. This means that everyone, whether here as a tourist, student or resident, can benefit from London’s dynamism alongside the opportunity to take time out and achieve a great work-life balance.

The final 8 messages were evaluated against 3 KPIs



Love or Liking

Establishes emotional salience and connection



Uniqueness

Differentiation against other cities



Impact

How much it makes them want to chose London for business, travel or education

The most popular message is...

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Messaging index

*Significance defined as 4% point deviation from average 90% CI at the mid-point (50%)

		OLD & NEW	DISCOVERY	CREATIVE ENERGY	WARM WELCOMES	OPPORTUNITY	QUALITY OF LIFE	MANY CULTURES	WORLD LEADER
Tourists	Love	111↑	109↑	104	102	97	94↓	94↓	89↓
	Uniqueness	124↑	107↑	113↑	101	83↓	89↓	95↓	89↓
	Impact	111↑	114↑	106↑	100	87↓	98	92↓	92↓
Businesses	Liking	101	103	103	95↓	105	101	99	95
	Uniqueness	105↑	91↓	105↑	96	101	105↑	101	96
	Impact	93↓	100	105	89↓	105	103	98	107↑
Students	Liking	106↑	104	106↑	102	96	100	90↓	96
	Uniqueness	115↑	102	106↑	94↓	98	94↓	94↓	98
	Impact	97	99	102	99	106↑	102	93↓	102

↓ Sig lower than avg.*
 ■ Lower than avg.
 – Same as avg.
 ■ Higher than avg.
 ↑ Sig higher than avg.*

Base: n=3776 total

LOVE = B1. Overall, how do you feel about this statement? (Top Box)

UNIQUENESS = B5. How different does it make London sound, compared to other major cities? (TB)

IMPACT = B7. How much does this statement make you want to choose London for... (business, tourism, studying)? (TB)



London

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This creative energy and cultural vibrancy can be felt in every aspect of London life: food, fashion, arts, exhibitions, shops, night life as well as innovations in science and business.





**Rich heritage
and cultural
history**

**Multi-culturalism
& diversity
of ideas**

**Progressive,
free thinking
mindset**

**Hub for talent
and ideas**

The Study London Team



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Feel free to share this research with your university colleagues but please do not circulate it externally. Please credit London & Partners if you quote the figures.

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A photograph of the London skyline at dusk. In the foreground, a modern bridge with a complex metal structure and multiple support pillars spans across the River Thames. The bridge's design is highlighted by warm, golden lights. In the background, the city skyline is visible, including the iconic Shard skyscraper on the left and the Tate Modern building on the right. The sky is a deep blue with scattered clouds, and the city lights are beginning to glow, reflecting on the water. The overall mood is serene and modern.

Thank you

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