

CAMPAIGN TOOLKIT

London tourism recovery

LET'S DO
LONDON
VISITLONDON.COM

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THE CAMPAIGN

ABOUT THIS TOOLKIT

We're welcoming the world back to London this summer with a £10m recovery campaign. This toolkit provides you with guidance on how to integrate the campaign into your own activity and amplify it across your channels this summer and beyond!

CAMPAIGN OBJECTIVES

The campaign aims to fast-track London's recovery by attracting additional visitor spend to London.

TARGET MARKET

US, Germany and France

TIMELINE

Launching on 9th May 2022



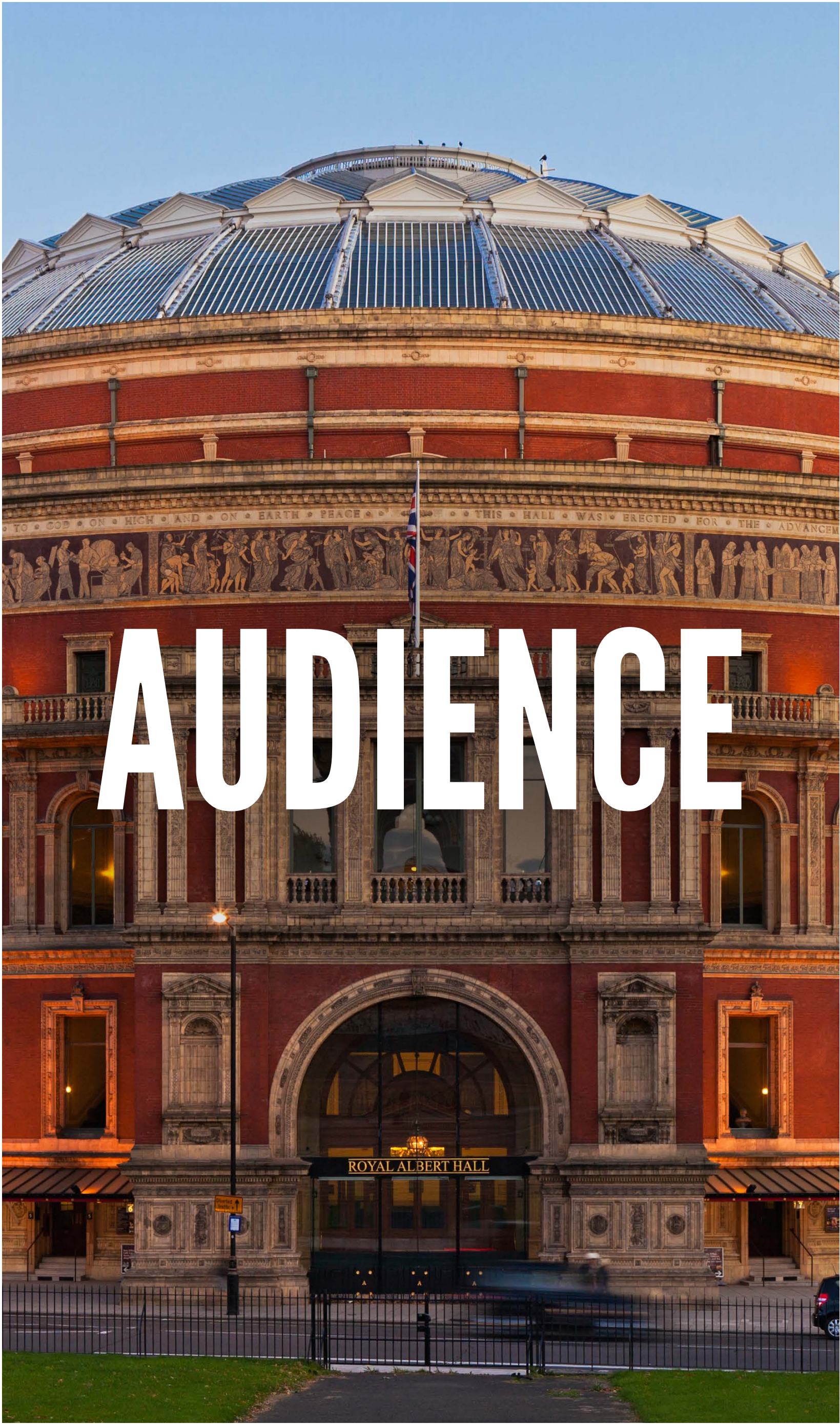
ABOUT THE CAMPAIGN

Let's Do London is the successor to the 2021 domestic campaign. The campaign is commissioned by the London Tourism Recovery Board, delivered by London & Partners, and supported by the Mayor of London and key tourism stakeholders. It aims to supercharge London's recovery post-pandemic by driving global visitors to the capital. We'll be encouraging an increase in spend and footfall across leisure, retail, service, and cultural sectors with a targeted international campaign.

The campaign positions London as a must-see-right-now tourist destination. Within our campaign creative, we'll showcase London's unique mix of iconic and surprising experiences across a range of themes.

This campaign aims to increase consideration of London, ahead of its European rivals, and ultimately drive visits and spend. It's about presenting London as the exciting, vibrant and inclusive destination we know it to be to global visitors.

Our mission is to increase consideration, drive visits and encourage tourists to experience as much as possible while they're in London. We will connect emotionally with potential visitors and provide inspirational content, which is worthy of them clicking book and hopping on a plane to the UK's capital.



AUDIENCE



AND



MESSAGING

AUDIENCE SUMMARY



US

Age: 25 to 55
75% travel with a partner
33% travel with kids
35% aim to visit friends and family
Key states: New York and Los Angeles.



FRANCE

Age: 18 to 45
66% travel with a partner
25% travel with kids
29% aim to visit friends and family
Key regions: Paris, Lille, Loire Valley and Marseille.



GERMANY

Age: 18 to 45
66% travel with a partner
25% travel with kids
27% aim to visit friends and family
Key regions: Berlin, Munich, Hamburg and Saarland.

AUDIENCE MOTIVATIONS



NEW EXPERIENCES

Our audience are inspired by new, surprising and, sometimes, novelty experiences. They want to step out of their comfort zone and push their boundaries. In a world moving beyond lockdowns, the need for new experiences has never been more pronounced.



QUALITY EXPERIENCES

Our audience want to be able to treat themselves to some of the extra-special activities available to them. London is home to some of the world’s most famous attractions and luxurious experiences – things they simply must see in their lifetime!



SHARED EXPERIENCES

Our audience aren’t usually solitary travellers. They travel with family or a partner, and many look forward to seeing the friends and family they’ve not been able to see in quite some time. They’re excited to create new, fun and happy memories.

AUDIENCE PASSION POINTS



ICONIC LONDON

- Attractions
- Sights



CULTURE & HERITAGE

- Museums
- Galleries



RETAIL

- Shopping
- Markets



FOOD & DRINK

- Restaurants
- Bars
- Markets



ENTERTAINMENT

- Theatre
- Music
- Shows

BRAND MESSAGING HIERARCHY

IDEA

LET'S DO LONDON

BRAND
PROMISE

Where the iconic and unexpected collide.

BRAND
POSITIONING

London is a must-visit city that offers a vibrant abundance of experiences to excite every visitor.

VALUE
PROPOSITION

New experiences: exciting, novelty experiences that may surprise.

Quality experiences: famous and special experiences.

Shared experiences: fun for families, friends and couples.

KEY SELLING
POINTS

Iconic London, culture and heritage retail, food and drink, entertainment.

Iconic London, culture and heritage retail, food and drink, entertainment.

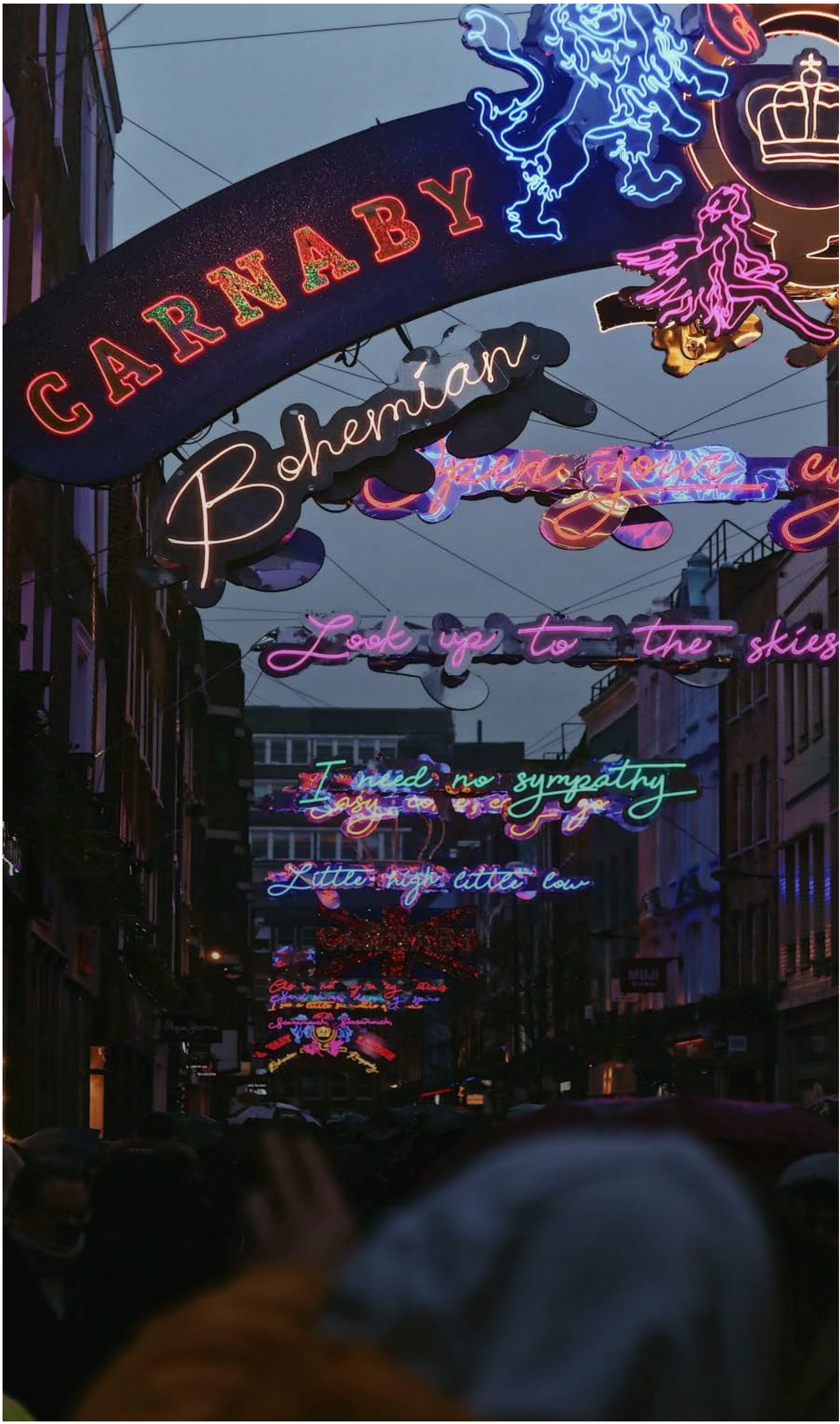
Iconic London, culture and heritage retail, food and drink, entertainment.

CONSUMER
BENEFIT

To push my boundaries.

To treat myself.

To connect with my loved ones.



LOGO

The primary Let's Do London logo is the core element of the brand identity and should be used wherever possible in your creative.

If required, there is a monotone option available if colour application is not possible.

Primary logo



Secondary logo



Monotone logo



LOGO USAGE

The primary logo should be on a white background. However, the secondary logo can be placed on contrasting clear space over an image.

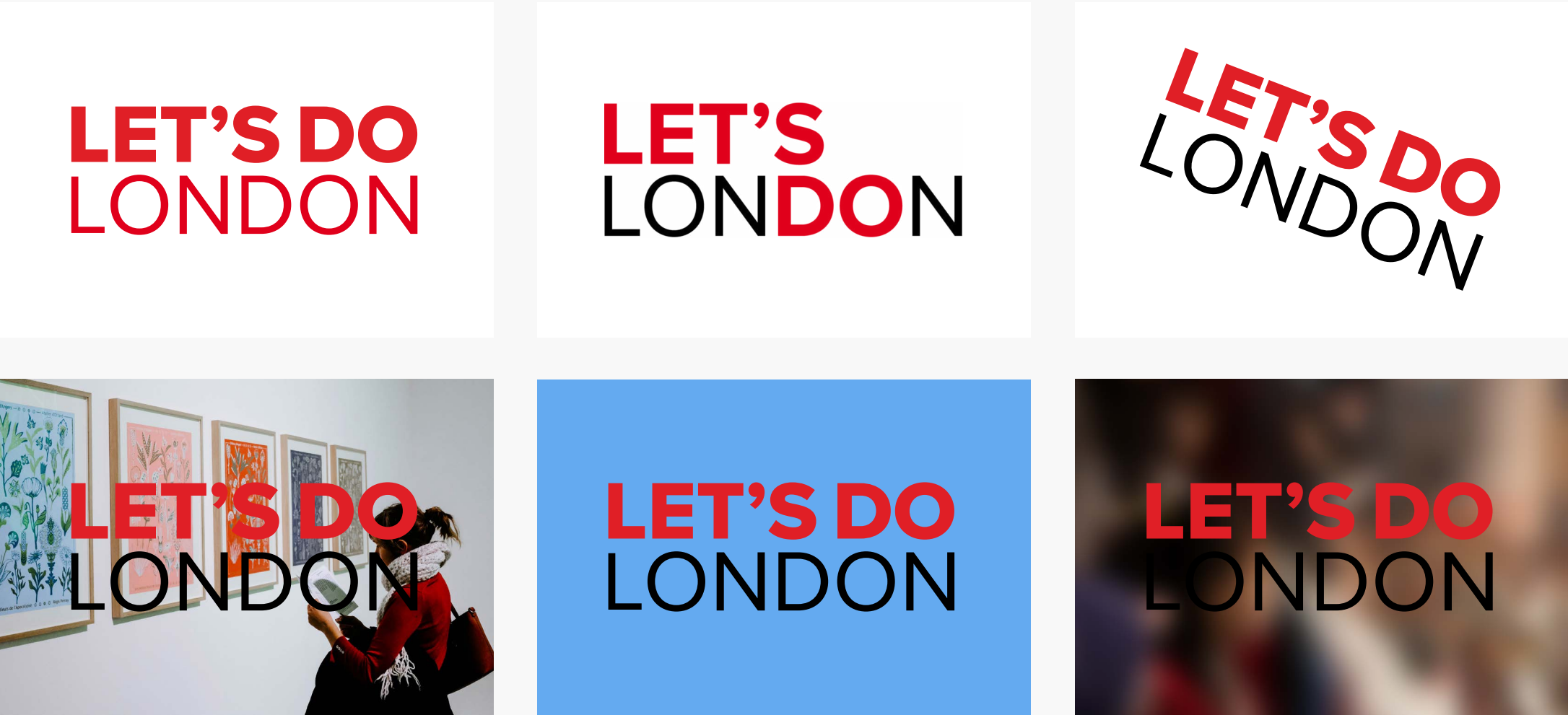
Don't alter the colour, change the alignment, rotate, skew or warp the logo in any way.

Avoid placing the logo over imagery that has no contrasting clear space or colours to avoid legibility issues, and make sure your content is accessible.

Do this...



Don't do this...



LOGO LOCK-UP

All assets must feature this lock-up combining the Let's Do London within a fixed layout container.

The container bounds are set using the bold "O" in DO. These areas provide clear space around each logo, and help set up the rest of the page for your artwork.

Logo lock-up



SOCIAL LOCK-UP



Visit London

Today at 19:33

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, tation ullamco.



RECOGNISE THAT

St Paul's Cathedral

LET'S DO LONDON

VISITLONDON.COM

Learn more

Like

Comment

Share

1,035

Write something...



TRY THOSE

Spitalfields Market

LET'S DO LONDON



DISCOVER THIS

Leake Street Arches

LET'S DO LONDON

FONT

League Gothic and Open Sans are the campaign fonts. Typically for headlines, use League Gothic Regular in all capital letters. For body copy such as the location tag, use Open Sans Regular.

If legibility becomes a concern, increase the body copy weight to semi-bold.

Font usage:

Headline

League Gothic is a free font by The League of Moveable Type/Font Squirrel.
[Download now!](#)

Body copy

Open Sans is a free font by Google Fonts.
[Download now!](#)

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ012345678
#!?&%@*“”()[]\$£,.’

Body copy font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ012345678
#!?&%@*“”()[]\$£,.’

THE CAMPAIGN

The campaign showcases London using a three-panel format where possible. These are three images that sit together in a static format or three images that rotate in motion formats.

It should always suggest things to experience in the city, tell a story and create a unique “LONDON FEELING”.

Image principles:

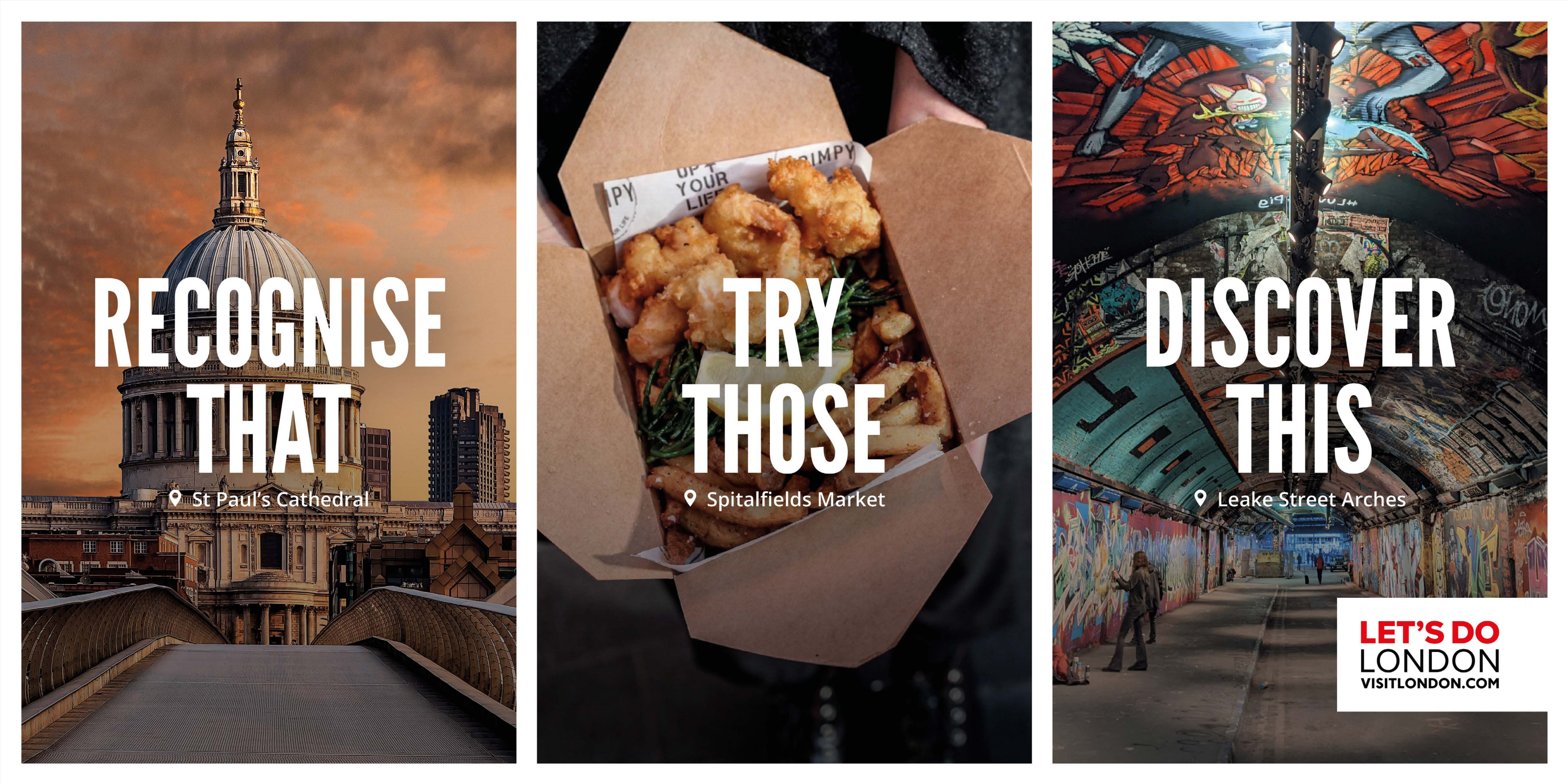
- Iconic but not cliché
- Quirky but not random
- Surprising but not unrecognisable
- Stylish but not staged

You should be able to use the flexibility of the format to give each panel a different role, so together they can incorporate a mixture of the above principles.

For example, one panel could be iconic, the second surprising and the third stylish.

Check out the next page for inspiration for your creative!

THE CAMPAIGN



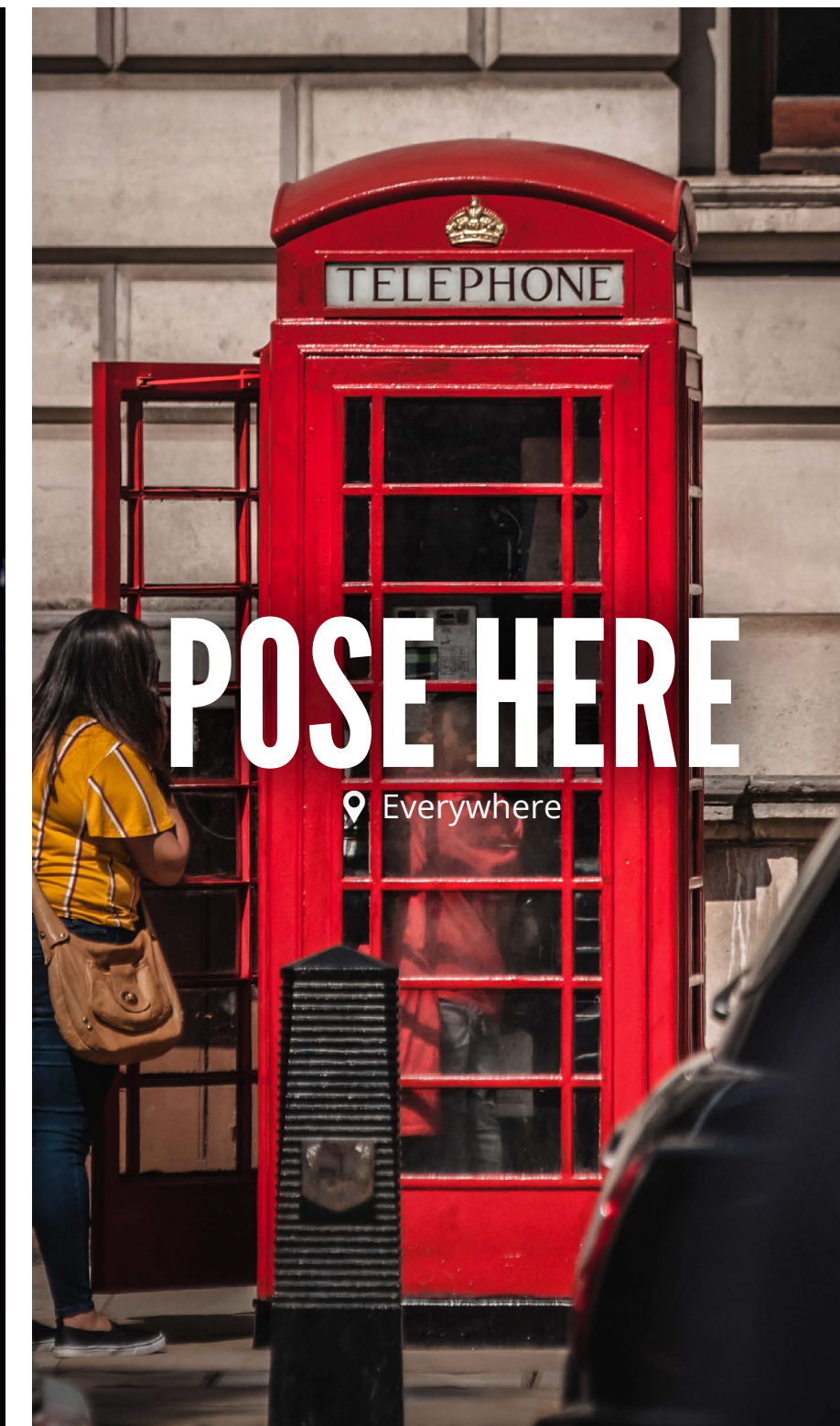
PHOTOGRAPHY STYLE

Although the images have different roles, they all need to look like they are part of the same world.

The composition, light and colour of the photography have an important job to create three-part images that talk to each other and engage audiences.

This may vary from execution to execution, but there are elements that can bring the assets together:

- Matching colours
- Unexpected angles (from below or through a window)
- Close ups/details of a larger picture
- Eye-catching lighting (silhouetted, streetlights or reflections)
- Interesting characters



CAMPAIGN IMAGERY



THE COPY

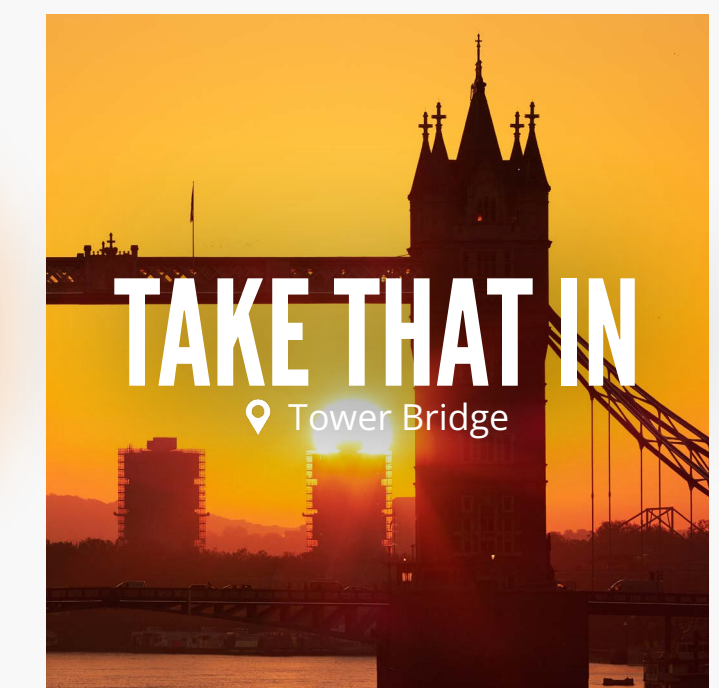
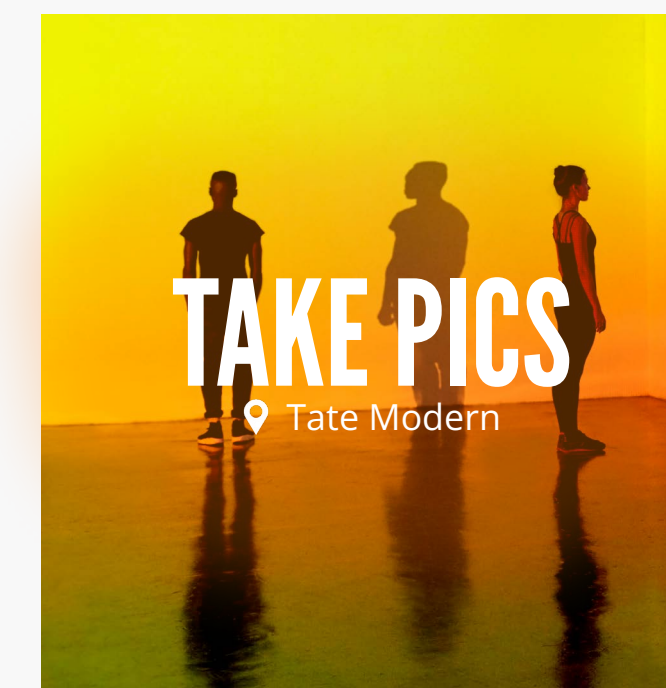
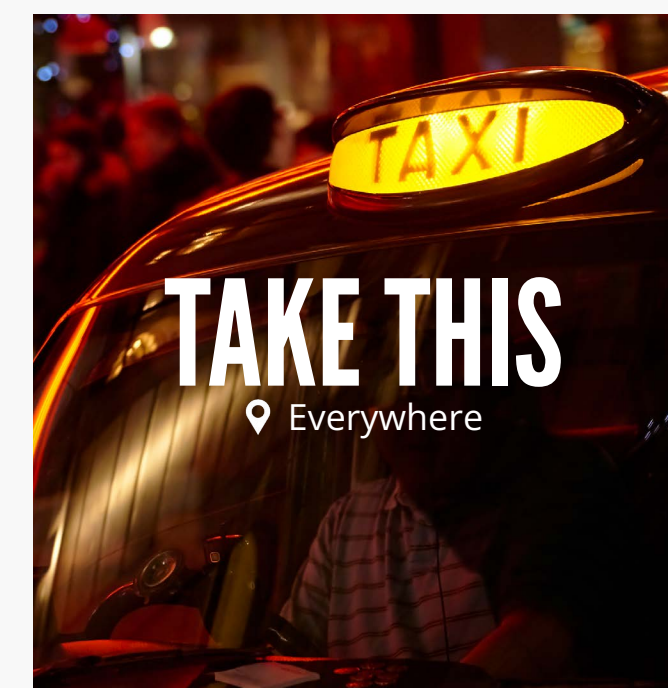
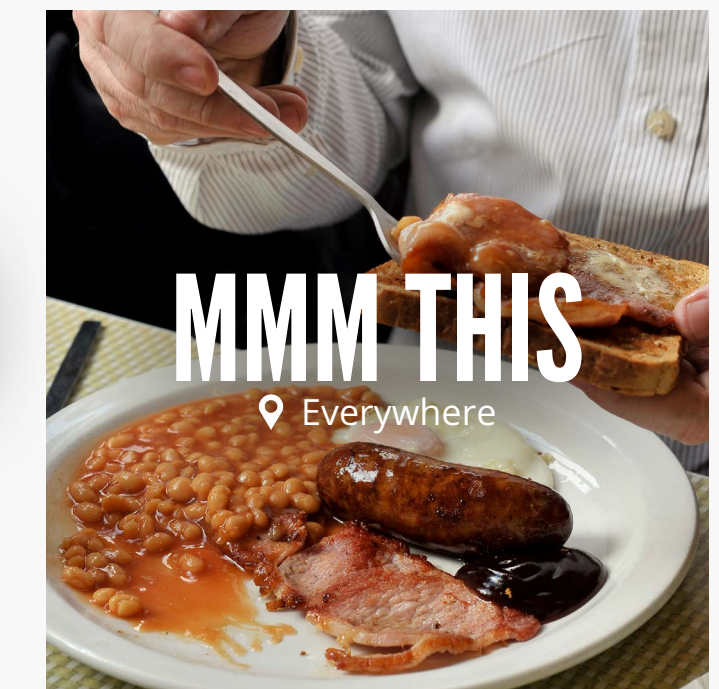
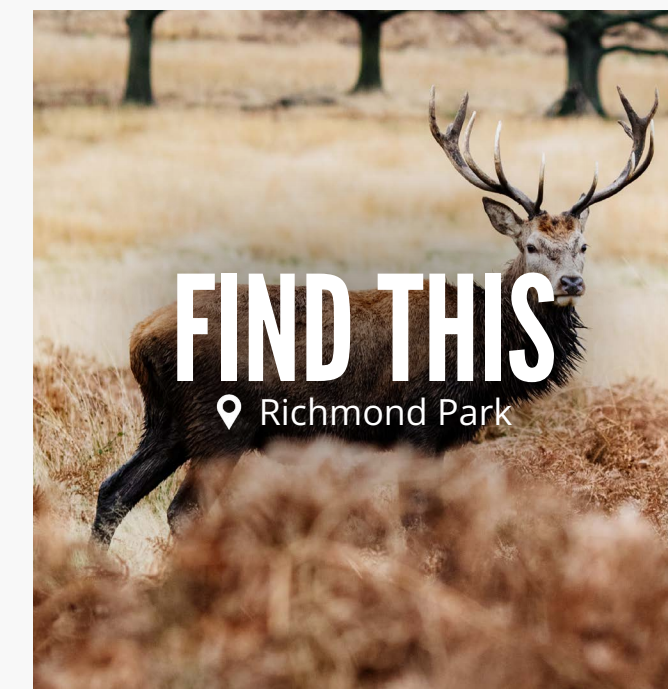
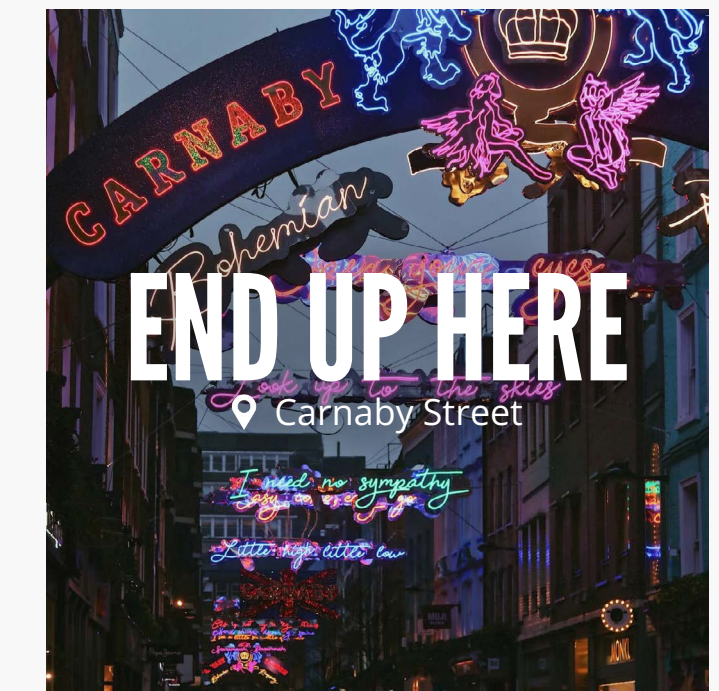
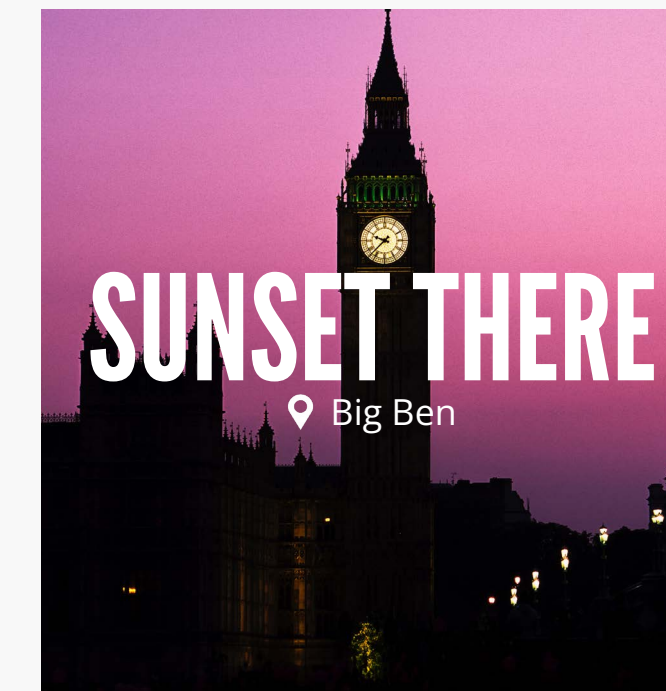
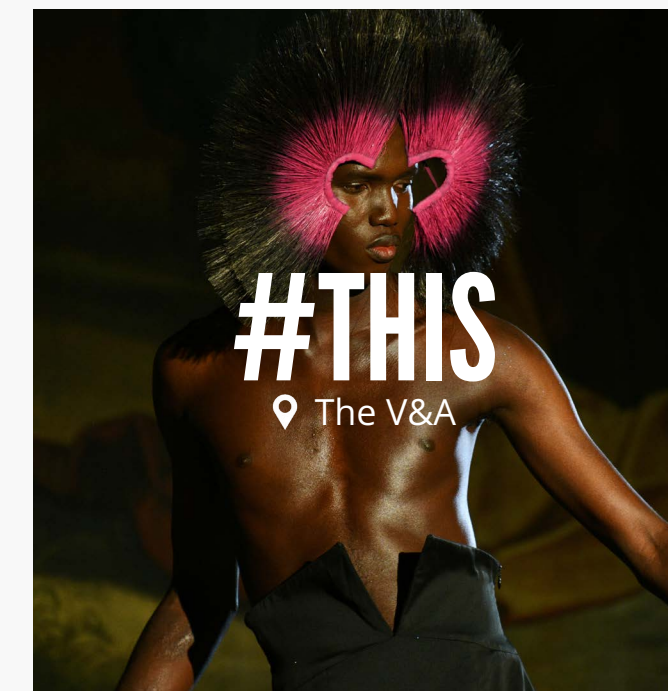
The message is broken down into three parts, so each panel has its own headline, and when combined they tell a story or evoke a feeling.

The lines shouldn't be longer than three words each and are always in an imperative mood with a command or a request.

Even though the message is very direct, you can play with words ("SUNSET THERE"), onomatopoeias ("MMM THIS") and even symbols ("#THIS") to increase the playfulness of the message.

For example, try using different words as verbs such as "SUNSET THERE", "FIVE STAR THAT" or "BLACK CAB THERE".

The stories can be a sequence of activities or a combination of different ones that create a sense of spontaneity.

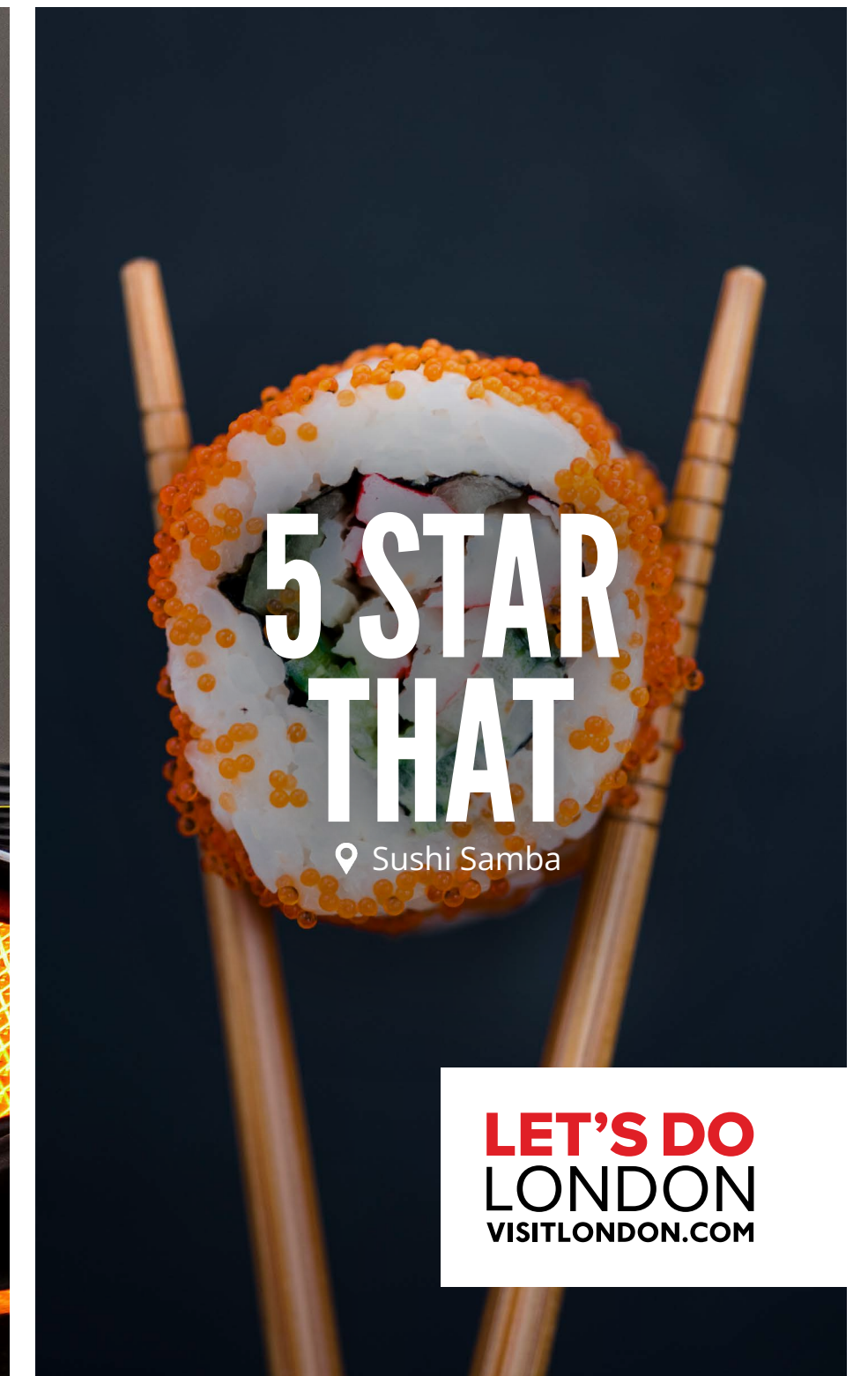
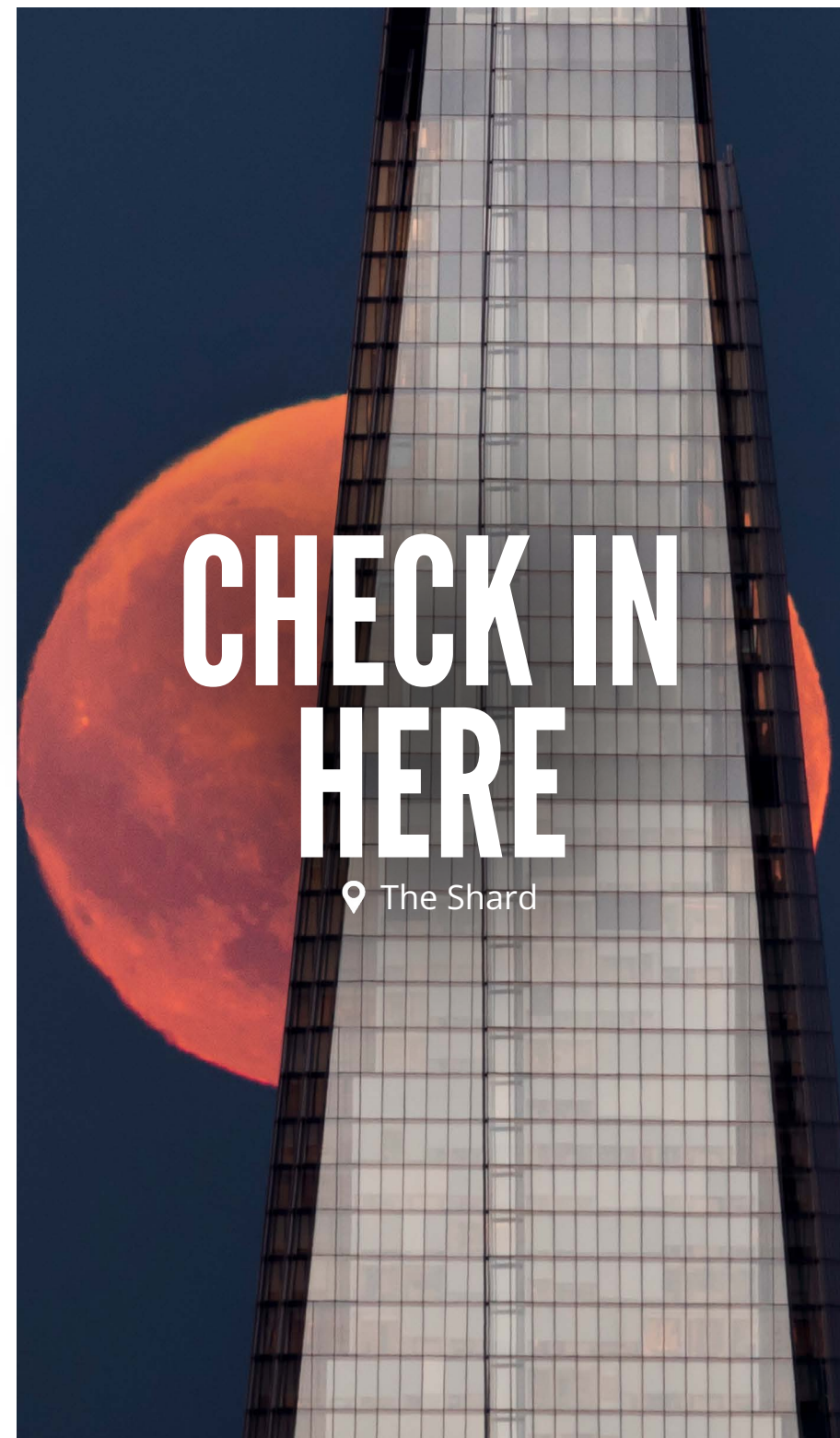


LOCATION PINS

For each image, you should add a pin with the location of that specific experience.

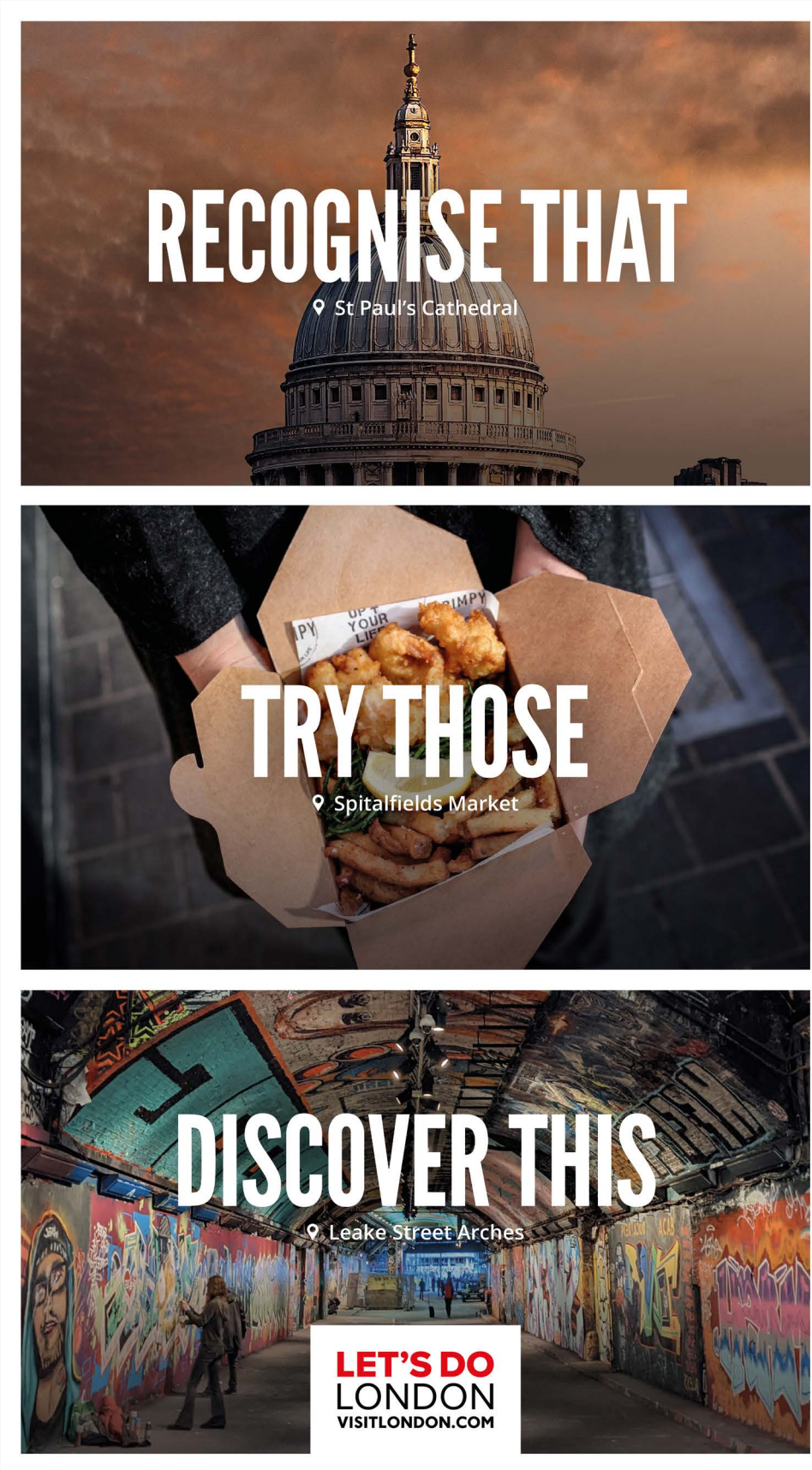
It can be an attraction, show, restaurant, bar or neighbourhood... or it can even be more playful!

For example, use “Everywhere” when showing something that can be found in every corner of London or “Somewhere in Soho” to create a feeling of spontaneity.

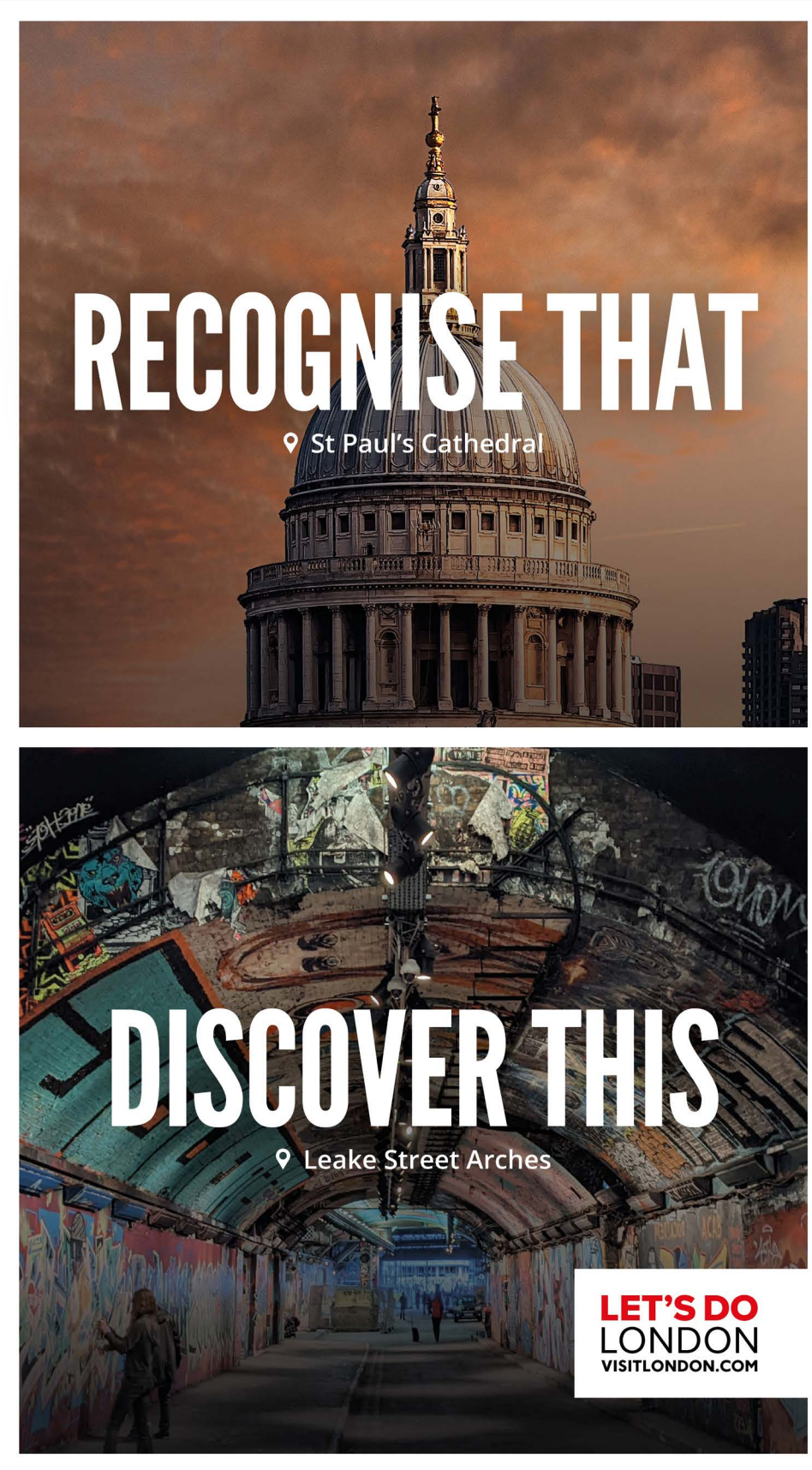


STATIC FORMATS

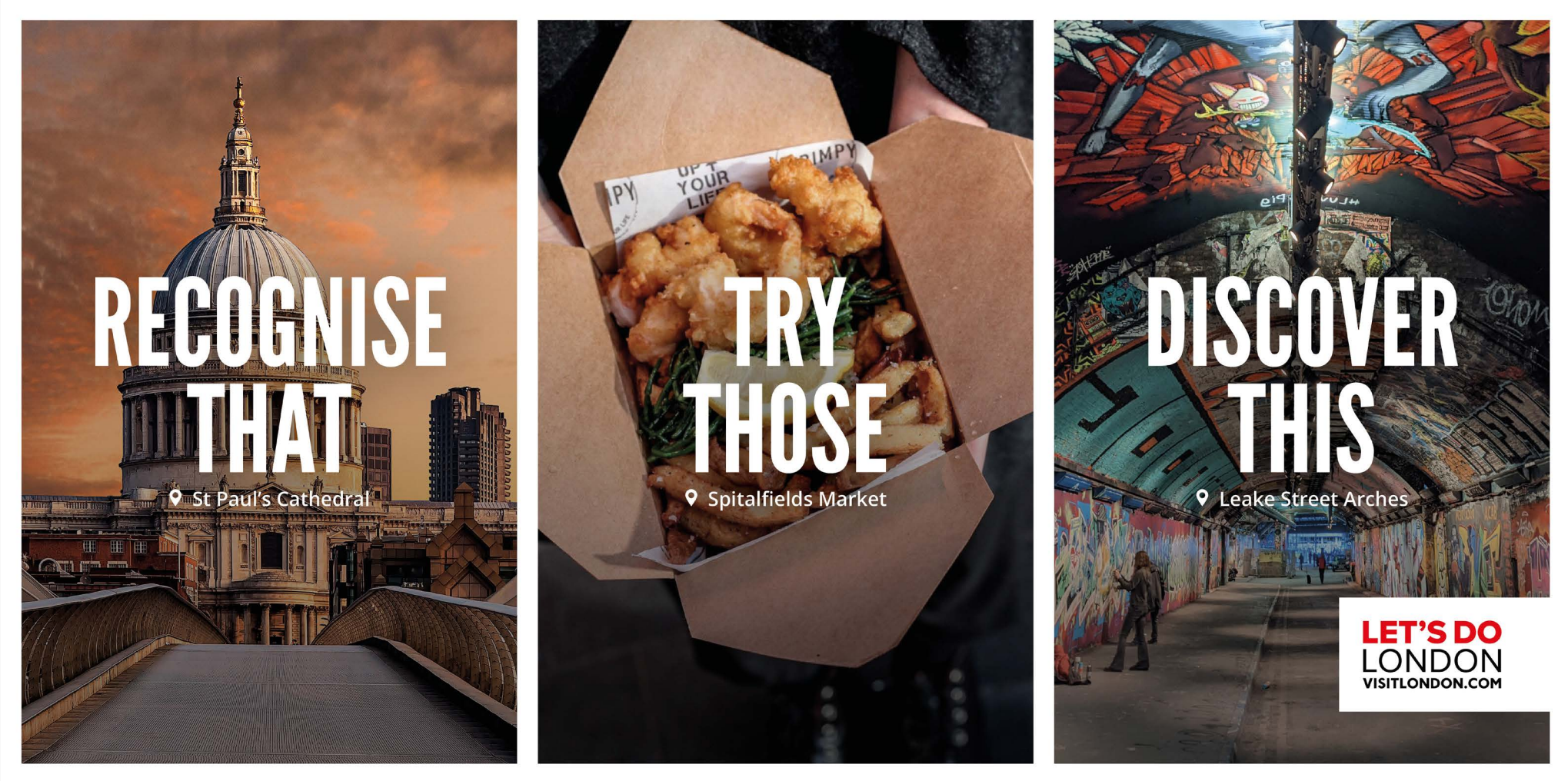
6-sheet



6-sheet

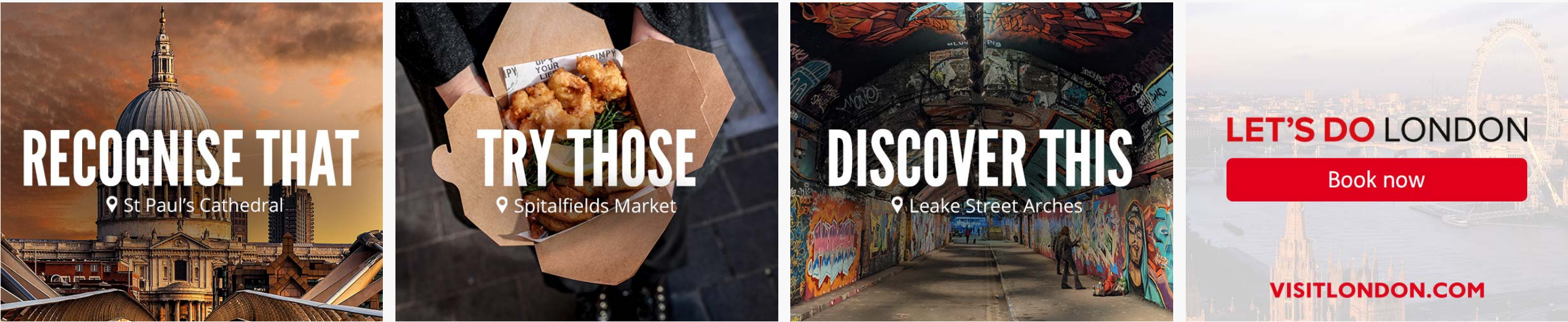


48-sheet

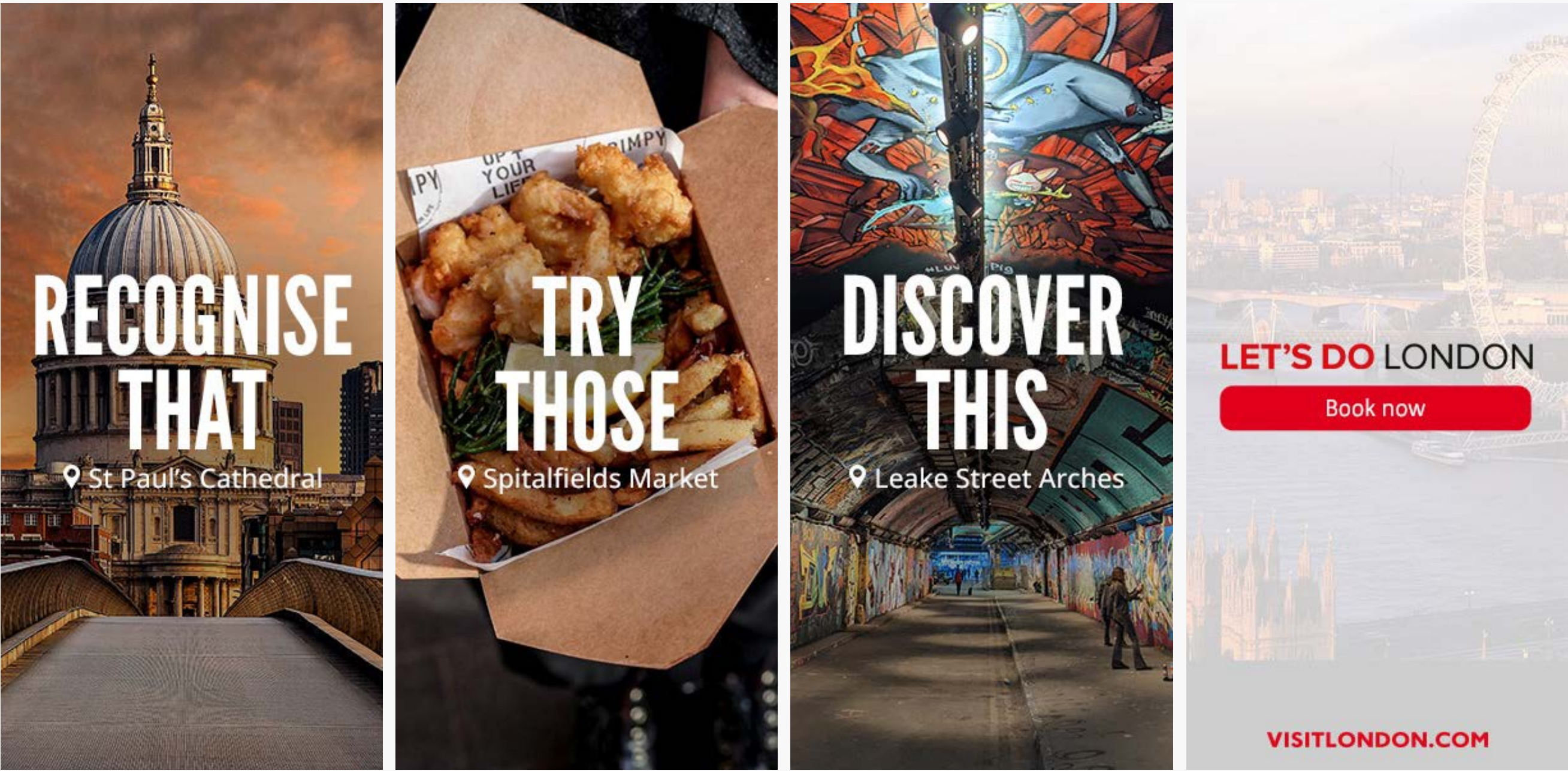


MOTION FORMATS

300x250px



300x600px



728x90px



CREATIVE CONSIDERATIONS

We want this campaign activity to reflect London in all its diversity and, in turn, resonate with travellers from around the globe.

When it comes to advertising, emotion helps drives action. With that in mind, every execution should be looked at as an opportunity to connect emotionally with the audience.

We know that we want to engage people from different countries across the world, some with greater knowledge of London than others. Therefore, the creative should always strike the right balance between representing iconic London for the less familiar, and the surprising for the more familiar.

When applying the campaign creative, always keep the campaign journey in mind and make it easy for people to take action with easy-to-follow call to actions and links.



THE CAMPAIGN CHECKLIST

1

Must reflect London as a tourist destination.

2

Must include iconic London features, including heritage and culture, aligned to key audience decision drivers and motivations.

3

Must be uniquely London and distinguishable from competitor cities such as Paris, Rome and Berlin.

4

Must tell a story or reflect a communication theme/concept.

5

Must include strong creative that allows good recall.

6

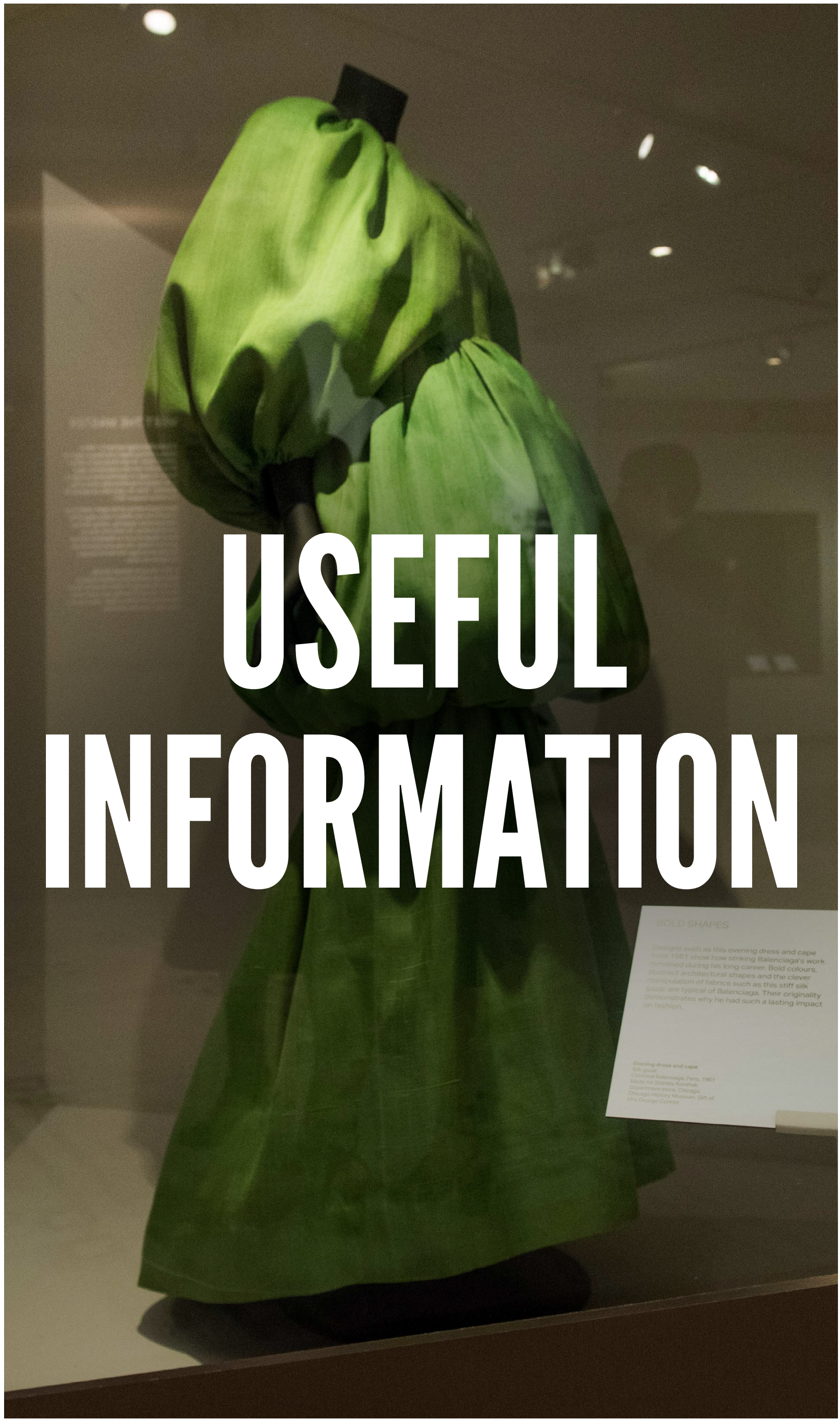
Must reflect the diversity of London's people, places and activities.

7

Must reflect emotions/ connection with London.

8

Must reflect London values to be inclusive, vibrant and diverse.



USEFUL INFORMATION

Be part of the Let's Do London campaign by:

1

Using the Let's Do London toolkit and assets in your content and campaigns – [download the assets now!](#)

2

Sending us your content, news, events and stories – email your content to: letsdolondon@londonandpartners.com

3

Heading over to the official image library at photos.london for London imagery.

4

Promoting your business to customers using the #LetsDoLondon hashtag.

5

Keeping in touch and letting us know if you're sharing Let's Do London – contact the team at: letsdolondon@londonandpartners.com

A photograph of the National Theatre in London, featuring its iconic Brutalist concrete architecture with multiple levels, terraces, and a large central tower. The building is set against a clear blue sky. A large white text overlay is centered across the middle of the image.

THANK YOU

LET'S DO
LONDON
[VISITLONDON.COM](https://www.visitlondon.com)

National Theatre