

A panoramic view of the London skyline at sunset. The sky is a warm, golden-orange color. On the left, the Elizabeth Tower (Big Ben) is prominent. In the center, modern skyscrapers like the Shard and the Gherkin are visible. On the right, the Houses of Parliament and the Victoria Memorial are seen. The overall scene is bathed in the soft light of the setting sun.

CAMPAIGN TOOLKIT

London tourism recovery

**LET'S DO
LONDON**

In partnership with

 **Tripadvisor**

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THE CAMPAIGN

ABOUT THIS TOOLKIT

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

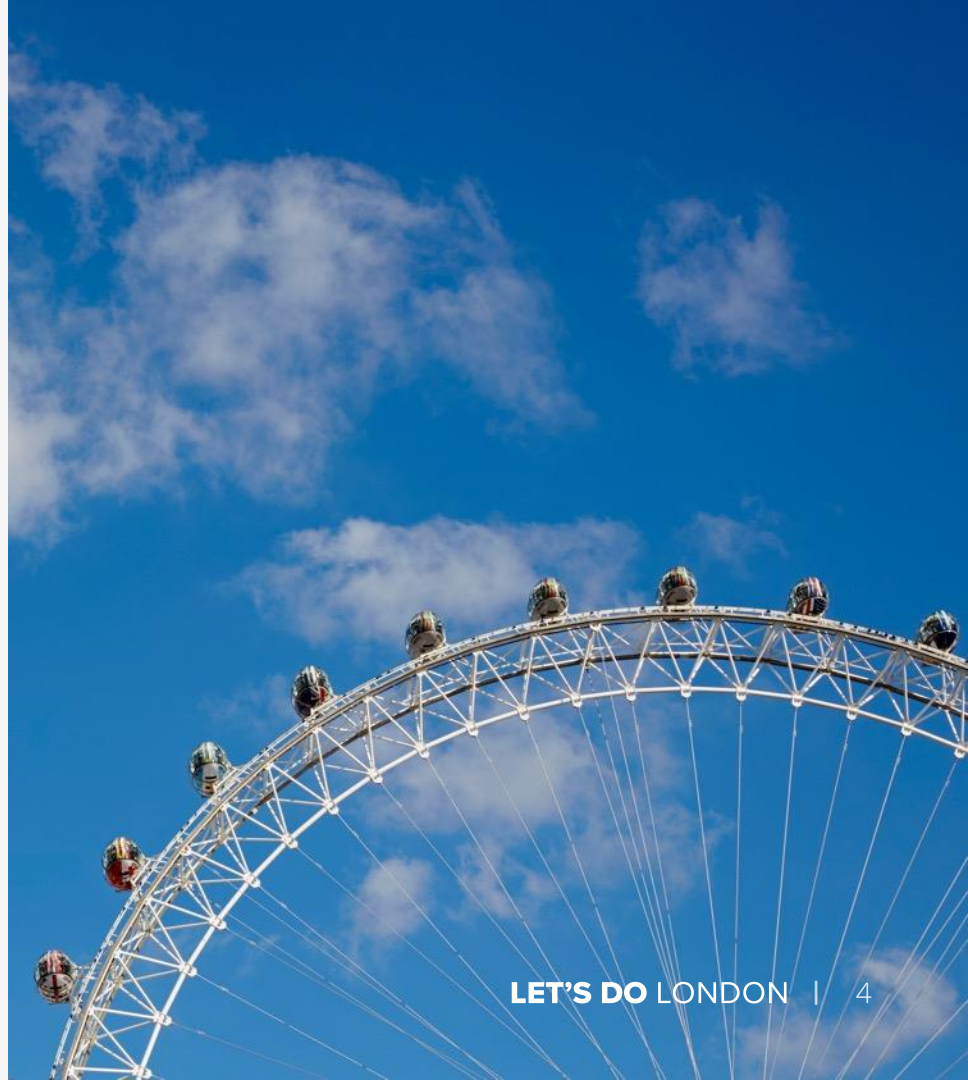
Ensure London is the preferred destination for international visitors considering a short-haul holiday at both the consideration and conversion stages of the user journey.

TARGET MARKET

Germany and France

TIMELINE

Launching in May 2023 until August 2023.



ABOUT THE CAMPAIGN

Building on the success of our international and domestic campaigns last year, Let's Do London 2023 will run from May to August. The campaign will continue to support the London recovery, with an exciting refreshed look and feel, targeting audiences in Germany and France. It aims to supercharge London's recovery 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 booking a trip to London and hopping on a plane to the UK's capital.

Working with the tourism industry across the capital is a key influence in the campaign's success, helping to inspire key audiences and ensuring the maximum return of investment for London. This year, the Let's Do London campaign will work in partnership with Tripadvisor, who will be the campaign call to action, with a new Let's Do London Tripadvisor landing page, as well as using Tripadvisor's platform and channels to drive incremental reach and engagement with our target audience.



AUDIENCE SUMMARY



FRANCE

Age: 18 to 45

Key regions

Tier 1: Auvergne Rhône Alpes, Île de France, Hauts de France, Normandy, Occitania , Pays de la Loire , Provence Alpes Côte d'Azur

Tier 2: Brittany, Grand Est, Nouvelle Aquitaine



GERMANY

Age: 18 to 45

Key regions

Tier 1: Baden Württemberg, Bavaria , Hesse , North Rhine Westphalia, Rhineland Palatinate

Tier 2: Berlin, Hamburg, Lower Saxony, Saarland

AUDIENCE MOTIVATIONS



SUPRISING 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.



ICONIC EXPERIENCES

Our audience want to appreciate the iconic and reliable experiences that our city has to offer. London is home to some of the world's most famous attractions – things they simply must see in their lifetime and tick off the bucket list!



INDULGENT EXPERIENCES

Our audience want to be able to treat themselves to some of the extra-special activities available to them - indulging in their different passions.

AUDIENCE PASSION POINTS



ICONIC LONDON

- Attractions
- Sights



CULTURE & HERITAGE

- Museums
- Galleries



RETAIL

- Shopping
- Markets



FOOD & DRINK

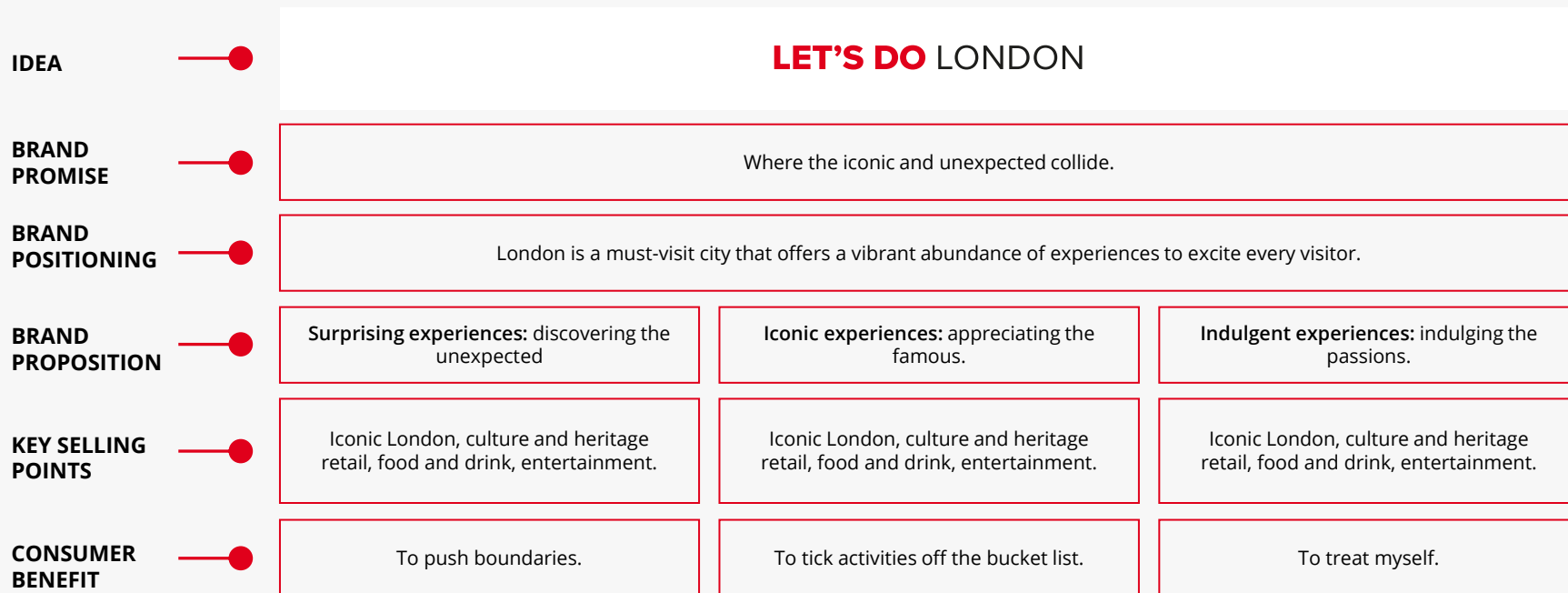
- Restaurants
- Bars
- Markets



ENTERTAINMENT

- Theatre
- Music
- Shows
- Outdoor

BRAND MESSAGING HIERARCHY





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 are monotone options available for both primary and secondary logos if colour application is not possible.

Primary Logo



Primary Monotone Logo



Secondary Logo



Secondary Monotone Logo



LOGO USAGE

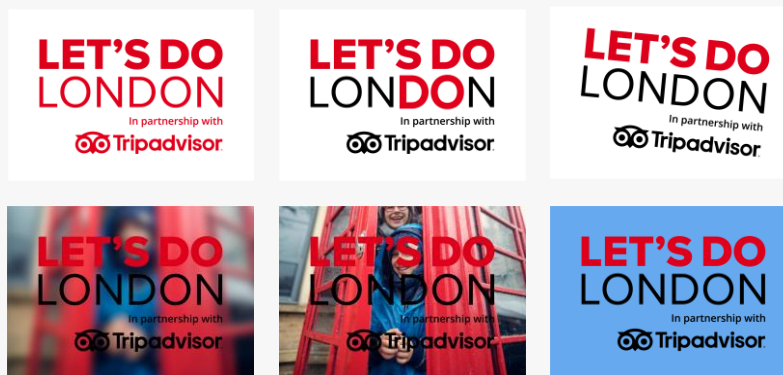
The primary and secondary logo should be on a white background. Don't alter the colour, change the alignment, rotate, skew or warp the logo in any way.

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 safe area or a fixed container.

The container bounds are set using the bold 'O' or 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



Logo tab lock-up



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

ABCDEFGHIJKLMN OPQR
STUVWXYZ0123456789
#!?&%@"'()[]\$£, '.

Bodycopy font

ABCDEFGHIJKLMN OPQR
STUVWXYZ0123456789
#!?&%@"'()[]\$£, '.

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 indulgent.

Check out the next page for inspiration for your creative!

THE CAMPAIGN



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.

LET'S DO LONDON
TripAdvisor

LET'S MEET HIM
Tower of London

TRIPADVISOR.CO.UK [Learn more](#)

Like Comment Share

1,035

Write something...

LET'S DO LONDON
TripAdvisor

SLIDE DOWN
ArcelorMittal Orbit

LET'S DO LONDON
TripAdvisor

SAY CHEESE
Westminster

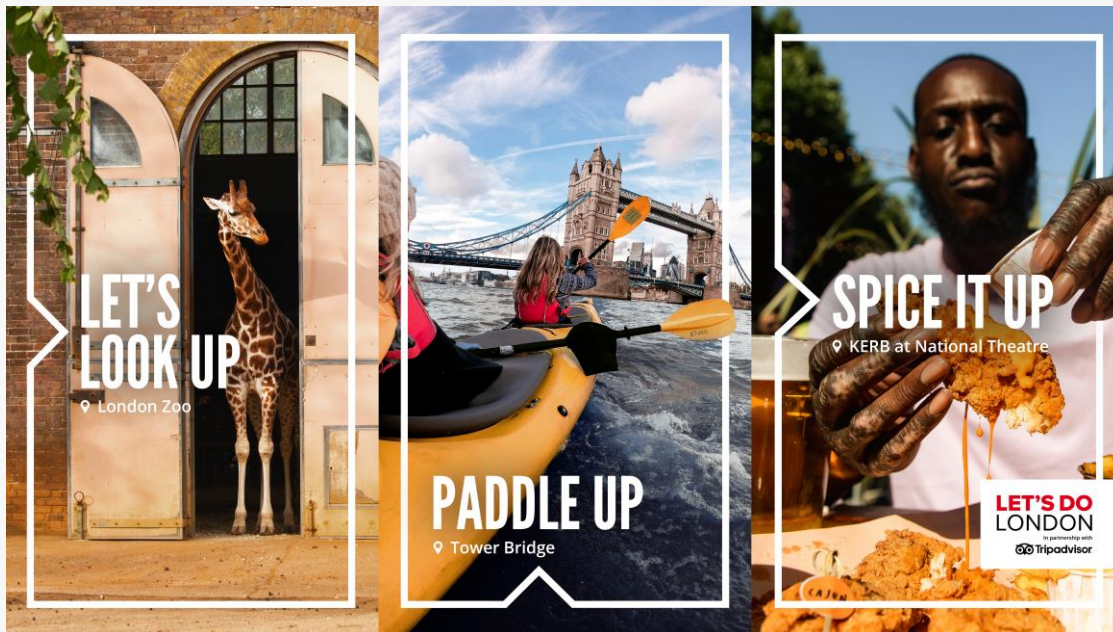
PHOTOGRAPHY STYLE

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:

- Similar colours or tones
- A human element – a face, hand etc
- Unexpected angles (from below or through a window)
- Close ups/details of a larger picture
- Eye-catching lighting (silhouetted, streetlights or reflections)
- Interesting characters



THE COPY

The copy is designed to tell a story of what a group of people could do in London.

Each panel giving a new suggestion.

The story is broken into three parts, with each panel having its own headline.

The lines shouldn't be too long and should flow naturally – they should reflect things that people would actually say in conversation.

Each triptych should start with a headline that starts with “LET’S” to introduce the story, and tie into the campaign line “LET’S DO LONDON”.

Even though the message is very direct in places, you can play with the relationship between words (“LOOK UP”) (“SLIDE DOWN”) to increase the playfulness of the message.

For example, LETS GO BACK IN TIME, LOSE TRACK OF TIME, SPEND QUALITY TIME.

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



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.

FRAMING DEVICE

This year we’ve refreshed the creative, introducing a framing device for the triptych.

The indents should be used to draw the eye to the copy and focal point of the image.

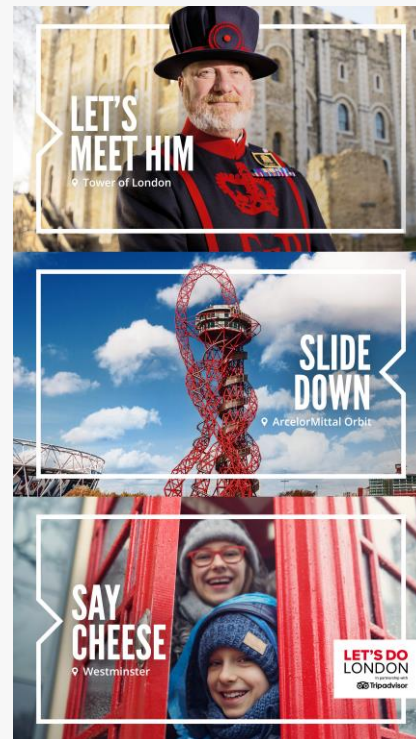


STATIC FORMATS

DOOH 16x9



DOOH 9x16



STATIC FORMATS

DOOH 16x9

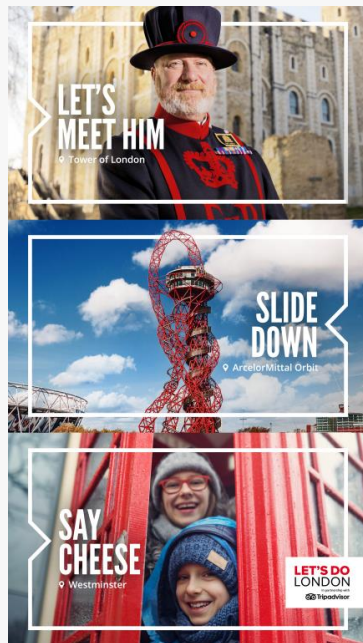


DOOH 16x9



STATIC FORMATS

DOOH 9x16



DOOH 9x16

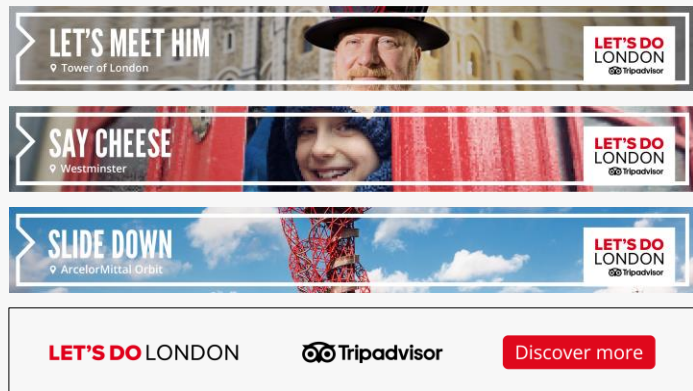


MOTION FORMATS

1x1



728x90px



16x9



4x5



9x16



CAMPAIGN IMAGERY



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 building in London, featuring its iconic Brutalist concrete architecture with multiple levels and rectangular volumes. The sky is a pale, overcast blue. The text 'THANK YOU' is superimposed in large white letters across the middle of the image.

THANK YOU

**LET'S DO
LONDON**

In partnership with

 TripAdvisor

National Theatre