

Dear [REDACTED]

Freedom of Information request

Thank you for your email dated 29 November, which was received by the Greater London Authority on 29 November.

Our response to your request is as follows:

How much money the mayor's office paid to Freuds between May 9 2016 and November 28 2016?

The GLA has paid Freuds £50,000 to date, which has covered time fees, production costs and the promotion of #LondonIsOpen content throughout the campaign period.

Since the campaign launched in June, there has been huge engagement with the campaign and the content released. It has been widely covered in traditional print and online media with over 600 articles published in a wide variety of publications. It has had excellent social pick up where we have seen more than 160,202 social media posts using the #Londonisopen campaign hashtag to date. The #LondonIsOpen videos have also received over 4.5 million views across social media.

The above activities have played an important part in showing the world that London remains entrepreneurial, international and full of possibility, while reassuring more than one million foreign nationals who live in London that they will always be welcome, and that any form of discrimination will not be tolerated.

If you have any further questions relating to this matter, please contact me, ensuring that you quote the reference at the top of this email.

Yours sincerely

[REDACTED]
Marketing Manager, External Relations

If you are unhappy with the way the GLA has handled your request, you may complain using the complaints procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>