

# GREATER LONDON AUTHORITY

[REDACTED]  
(By email)

Our Ref: MGLA181018-5532

12 November 2018

Dear [REDACTED]

## **FOI - The relationship between the Mayor of London/GLA and 'Brawl' an advertising agency.**

Thank you for your request for information which the GLA received on 18 October 2018. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

*Brawl have stated they produce content-driving campaigns for the Mayor of London.*

*Please can you provide me with:*

- 1) *An itemised breakdown of these campaigns*
- 2) *How much these campaigns cost*
- 3) *How brawl was procured as the advertising agency*

Please find below the information that we hold within the scope of your request:

Brawl is a content advertising agency that worked with the GLA from October 2016 until January 2017 on the London New Year's Eve fireworks campaign. The fireworks are attended by over 100,000 Londoners and visitors. It is essential those attending and those in the city know what is happening and how they can engage with the event. The agency developed social media content to communicate key event information (e.g. ticket information, travel information), encourage people to engage with the event on the night and reinforce the message that you need a ticket to attend. Their work included the planning, strategy and the development of content, the implementation into the wider campaign and a subsequent evaluation.

Excluding VAT, the net amount of the campaign cost £17,500. This was broken down into £17,000 for content creation and content delivery and £500 for content support.

The campaign was procured in accordance to the GLA's procurement guidance. Twelve content agencies were sent the Request for Proposal. Returned bids were scored against agreed evaluation criteria that included budget, the scope of support, strategic advice, vision, creativity, innovation, team and experience. Brawl was the top scoring bid and was awarded the contract.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA181018-5532.

Yours sincerely

**Ruth Phillips**  
**Information Governance Officer**

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

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