

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA101218-0276

21 January 2019

Dear [REDACTED]

Thank you for your request for information which the GLA received on 8 December 2019. Your request has been dealt with under the Freedom of Information Act 2000 and I am sorry for the late response.

You requested:

How much has been spent to date on the London is Open advertising campaign?

The total spend on the London Is Open campaign since it launched in July 2016 is £175,787.73.

We know there are three things that help the capital thrive - trade, tourism and talent. London cannot survive and prosper if we can't attract businesses to set up and invest in the city, tourists to visit our great attractions and talented people to lead and work in our workplaces

The London Is Open campaign was launched following the referendum result in June 2016 in order to promote London and the fact that it remains an open, diverse, welcoming and prosperous city. This message is becoming increasingly important as we get closer to the UK leaving the European Union and as the uncertainty amongst Londoners over the impact of Brexit on London grows.

The spend on the campaign covers all production and delivery of the campaign, including research, marketing materials including for events in Trafalgar Square, posters on the TfL network, social media, and video content.

The campaign has successfully reached millions of people both in London and internationally since it started in 2016. This includes, campaign video content which has been viewed over 6 million times and shared over 40,000 times, events, including those held on Trafalgar Square, to mark Eid, St Patrick's Day, Africa on the Square. It also includes events which supported the #LondonIsOpen campaign such as the UK premiere

of The Salesman and the 2018 NYE Fireworks which reached over 11 million of people in the UK and many more abroad.

We have also taken the London Is Open message abroad during the Mayor's, Deputy Mayor's and L&P's trade missions to help promote London abroad. This includes to India, Pakistan, Paris, the USA and Canada, Dublin and Berlin and on the visits undertaken by the businesses on the Mayor's International Business Programme. The value of this to the capital was illustrated by the 2018 Grant Thornton 'India meets Britain Tracker' which reported that London's steady rise as the UK's leading investment destination, with more than half of all Indian companies investing in the UK choosing the capital, was partly credited to the London Is Open campaign which the Mayor took to India on his trade mission in 2017.

In addition to the impact delivered directly from the GLA activity, the campaign has also leveraged partnership support, at no cost to the GLA, worth over £5 million, to help promote London nationally and internationally. This is more than 28 times the cost of the campaign. This partnerships support includes:

- A partnership with the MTV EMAs. MTV EMAs in November 2017 adopted London Is Open to showcase London to a domestic and international audience. It was used in all their communications on the event day and in the build-up. It was watched by more than 19 million viewers globally on TV, with an additional 257 million video views across digital/social platforms. It was also not only used in all their social media content and at their event, but also on all the advertising across the city.
- Support from the New West End Company who adopted and displayed London Is Open flags throughout the West End.
- Support from Heathrow Airport who adopted the campaign and provided digital space to the campaign in their arrival and departure area to ensure their passengers heard the message. These assets were seen almost 10 million passengers.
- Support from Bloomberg who adopted the London Is Open message in the Bloomberg Arcade and supported bringing the message to the public in high profile destinations across the city, including Tower Bridge and the Serpentine Gallery.
- Support at showcase events including from London Fashion Week which was themed as #LondonIsOpen, NBA London Games in 2018, London Marathon and the ATP finals in December 2018.

The campaign has also been able to leverage support from leading London organisations who have all adopted London Is Open. These include:

- Businesses such as CBI, Lloyds of London, Heathrow Airport, Stansted Airport, Richard Branson, Eileen Burbidge, United Airlines, Eurostar, Lego, EMA MTV, Bloomberg, Eurostar.
- Cultural institutions including the top West End theatres and productions such as Hamilton, Phantom of the Opera, Les Misérables, Harry Potter play; National theatre, Film London, British film Council, Sadlers Wells, British Fashion Council, London Zoo, British Museum, Curzon, Natural History Museum, Somerset House, Museum of London, Tate, V&A, Bafta, Serpentine Gallery, Lumiere.
- Sporting organisations such as Chelsea Football Club, NFL, British Athletics, NBA, Wimbledon;
- British embassies around the world and the British Council.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA101218-0276.

Yours sincerely

Ruth Phillips
Information Governance Officer

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