

GREATER LONDON AUTHORITY

[REDACTED]
[REDACTED]
(By email)

Our Ref: MGLA100419-0159

14 May 2019

Dear [REDACTED]

Thank you for your request for information which the GLA received on 10 April 2019. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

"I am writing to you to make a Freedom of Information request about the [London Is Open](#) campaign currently being ran by the Mayor of London. Please answer the following questions and sub-questions:

- 1. What are the start and end dates of this campaign?*
- 2. What is the total cost of the campaign?*
 - a. What is the total production cost of the campaign?*
 - b. What is the total advertising cost of the campaign?*
- 3. On what mediums was the campaign run? (I.e. social media, print, billboard advertising)"*

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

1. What are the start and end dates of this campaign?

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 original London is Open campaign was launched in June 2016 following the referendum result in order to promote London and the fact that it remains an open, diverse, welcoming and prosperous city.

The current phase of the London is Open campaign was launched on 18 October 2018, with a focus on reassuring and supporting EU Londoners, and promoting the city in the lead-up to Brexit. Our city is home to more than 1 million EU Londoners; ensuring they know they belong

here and that they can access expert legal guidance and services to apply for settled status is vital. We know from research that they are feeling particularly vulnerable. Without information, signposting and outreach we risk many thousands of Londoners being left without status post-Brexit.

Given the current uncertainty surrounding Brexit, the London is Open campaign is being run as an always-on campaign.

2. What is the total cost of the campaign?

a. What is the total production cost of the campaign?

b. What is the total advertising cost of the campaign?

Since the current phase of the campaign launched in October, the total cost has been £120,579.13.

- a) Production costs have totalled £40,526.33 – this includes all print and production of posters targeting EU Londoners, translations into European languages, film production, and the costs of other activations. The content was targeted to vulnerable European Londoners. This means it was often translated into their languages and promoted in the areas they lived in in London. This has helped to deliver:
- 4 million impressions of our translated London is Open message through our TFL activation, which targeted European Londoners.
 - 3 million impressions of our TFL London Underground posters which included translations in all EU 27 countries.

There have also been additional campaign production costs of £8,961, to deliver an activation. The costs of this were paid for by an external partner.

- b) The total cost of advertising is £49,998, which was invested to direct our target audience to settled status support and resources on our EU Londoners hub. These advertising costs have helped to deliver:
- Over 96,000 visits to our EU Londoners Hub online content, which provides settled status guidance, informing EU Londoners about what they need to do to stay in the UK post-Brexit.
 - 1,200 views of translated settled status guidance videos, and 624,347 views of broader London is Open video content.

The full breakdown of advertising costs is shared in the response below.

- c) The remaining £30,000 was spent on specialist outreach to European Londoners.

3. On what mediums was the campaign run? (I.e. social media, print, billboard advertising)

- a. What were costs of advertising on each of these mediums?

The advertising campaign has run across social media, paid search, online video, and posters on the TFL London Underground network. These advertising mediums were selected with guidance from our specialist media buying agency to ensure we reached our target audience of EU Londoners.

Advertising costs are broken down into:

- £15,000 on Facebook advertising targeting EU Londoners. These adverts promote our EU Londoners Hub (a free online resource with guidance and information on settled

status). These adverts have contributed to 22,000 visits to the hub since the adverts launched on 29 March.

- £5,000 on pay per click search advertising, which promotes the free EU Londoners Hub. These ads are served when people search for information related to settled status.
- £30,000 promoting online videos reassuring EU Londoners that they are still welcome and valued in London and reassuring a pan- London audience that are concerned about London's future after Brexit. This has resulted in 624,347 video views.
- £0 on the posters on the London Underground, as this is part of our existing allocation of non-commercial space. These posters have reached over 3 million Londoners with our campaign messages.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA100419-0159.

Yours sincerely



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>