

Recovery Task Force Vibrant Offer Promotional Campaign

March 2021

DIRIGE CITY LONDON

RTF critical mission

Ensure the Square Mile is the world's most innovative, inclusive and sustainable business eco-system, an attractive place to invest, work, live and visit.

DIRICE CITY LONDON

Problem statement

There is scepticism about the Square Mile's vibrant and thriving offer, and whether it will recover and rebound.

If major firms feel increasingly comfortable having staff work from home, their need for office space will diminish or radically change. The perception is that the days of the Square Mile as a magnet for investment and talent might be over.

Businesses in sectors under threat such as culture, hospitality and retail will not recover and the City's vibrant and thriving offer will be greatly diminished.



Vibrant offer - benefits for key audience groups

EMPLOYERS

Employee engagement and productivity gains

RESIDENTS

Thriving neighbourhoods and cultural scene, jobs

CITY OF LONDON

Regain attractiveness, shift perceptions, economic recovery

WORKERS

Career development, work life balance, jobs

BUSINESSES

Economic activity, path to financial recovery, jobs

LONDON AND UK

Confidence, halo effect, jobs



The promotional campaign will drive awareness and participation in City's renewed vibrant and thriving offer

Launch a sustained, cohesive and targeted campaign that will motivate businesses, workers and residents to return to the Square Mile. Inspire people to participate in the City's offer sooner and more often - and encourage others to join them. The campaign will be a City Corporation collaboration in partnership with business.

Culture and experiences

Retail and hospitality

Lifestyle and wellness

Social interaction and networking

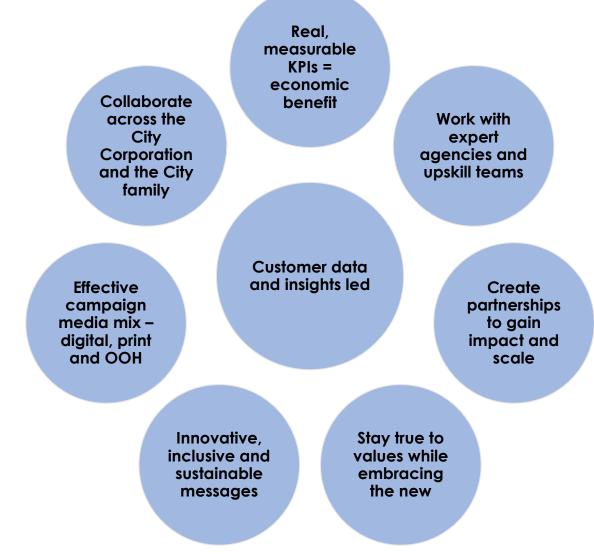
Revitalised urban environments

New ways of working and behaviour patterns

Sustainable ways of moving around the City

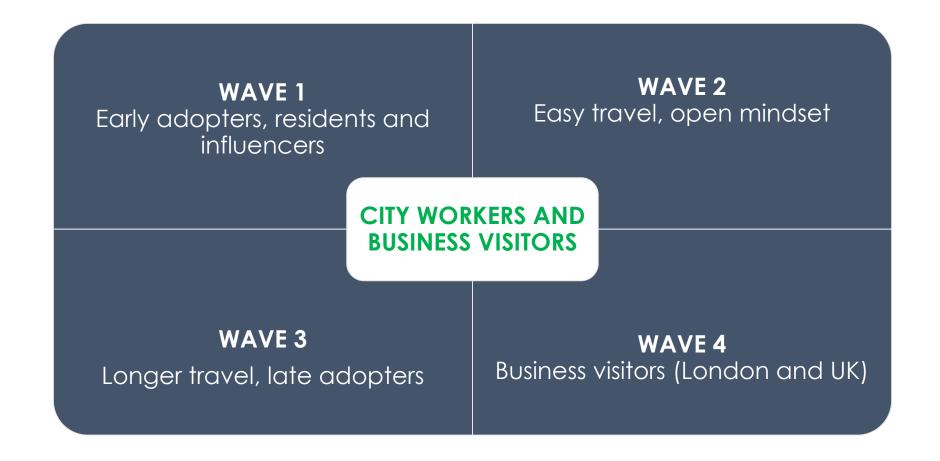


Campaign principles





Priority audience segments – campaign phase 1



NB Domestic and international leisure visitors will be targeted in phase 2



Campaign customer journey – from building confidence to creating economic benefit

Build confidence
by providing
trusted
information – help
people to plan
and know what to
expect

Give people compelling reasons to act. Inspiring and timely content and what's new

Inspire people to participate frequently, dwell longer and spend more

Encourage
people to **share**positive
experiences and
influence the next
wave

PROPOSED MEASURE: PHYSICAL FOOTFALL

RESULTING IN REAL ECONOMIC BENEFIT FOR CITY BUSINESSES INCLUDING CULTURE, HOSPITALITY AND RETAIL

Design the measurement methodology around qual and quant data, using existing metrics to create the economic benefit model



Validated campaign themes will underpin content and messaging



Themes to be tested with key audience groups at key points as relevance may change as the situation develops



Work with the City family and partners to animate the city with a calendar of unmissable events and experiences (*TBC)

OPENING WEEK CITY FAMILY **PLANNED** LORD MAYOR'S WELCOME -**EVENTS AND** SEASONAL PARADE MANSION HOUSE **FESTIVALS CELEBRATIONS OUTDOOR EVENTS EXPERIENTAL** SCREENINGS IN OPEN HOUSE, E.G. VILLAGE FETE. EVENTS – CULTURE, ICONIC HIDDEN CITY, 24/7 COMMUNITY FOOD AND DRINK LOCATIONS City CELEBRATIONS CULTURE ON THE OUTDOOR CHARITY FUN CHRISTMAS AND STREETS, MUSIC, LEARNING AND RUNS/BIKE RIDES **NEW YEAR** THEATRE CLASSES

^{*}Illustrations of the types of events that may take place, pending Government guidelines, permissions and funding