



# Recovery Task Force Vibrant Offer Promotional Campaign

March 2021



## 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.*



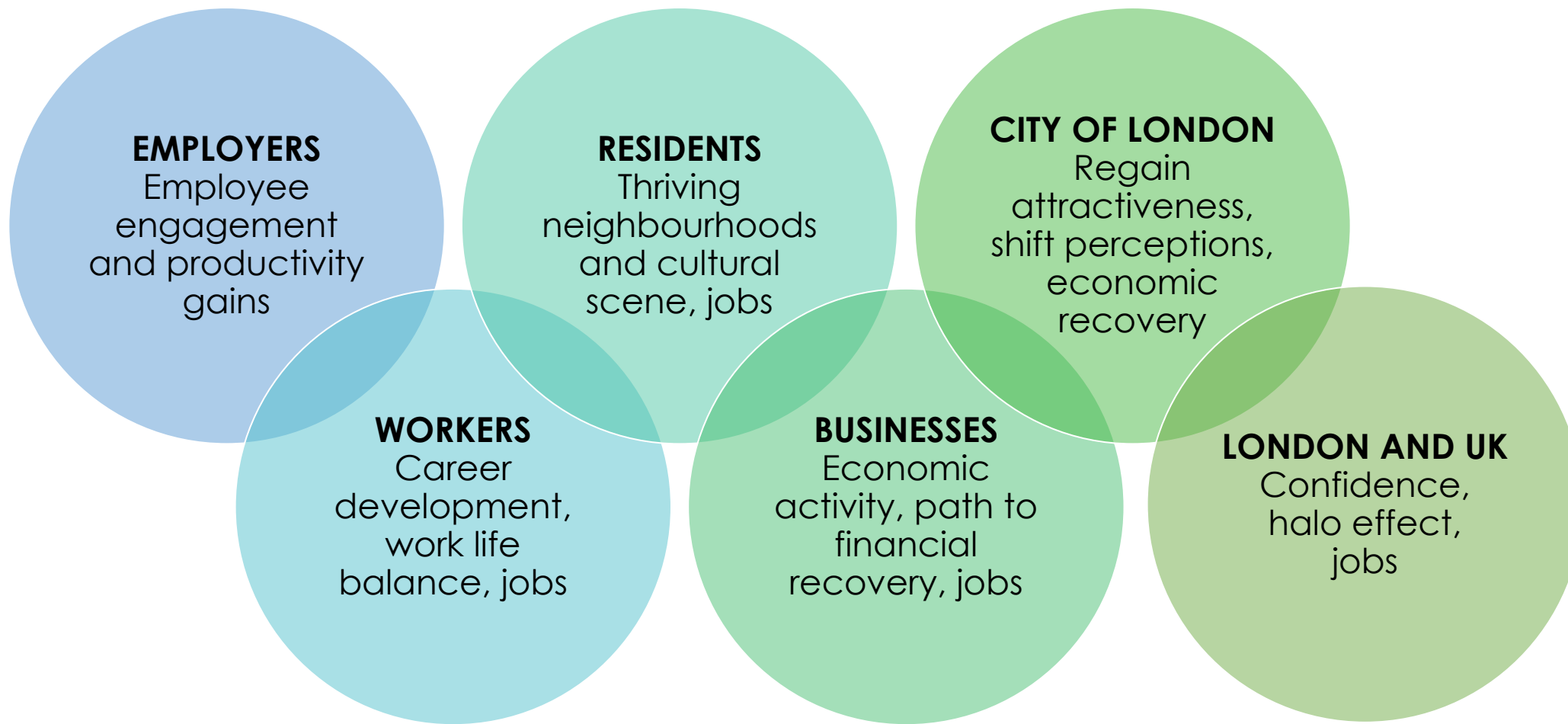
## Problem statement

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





# 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

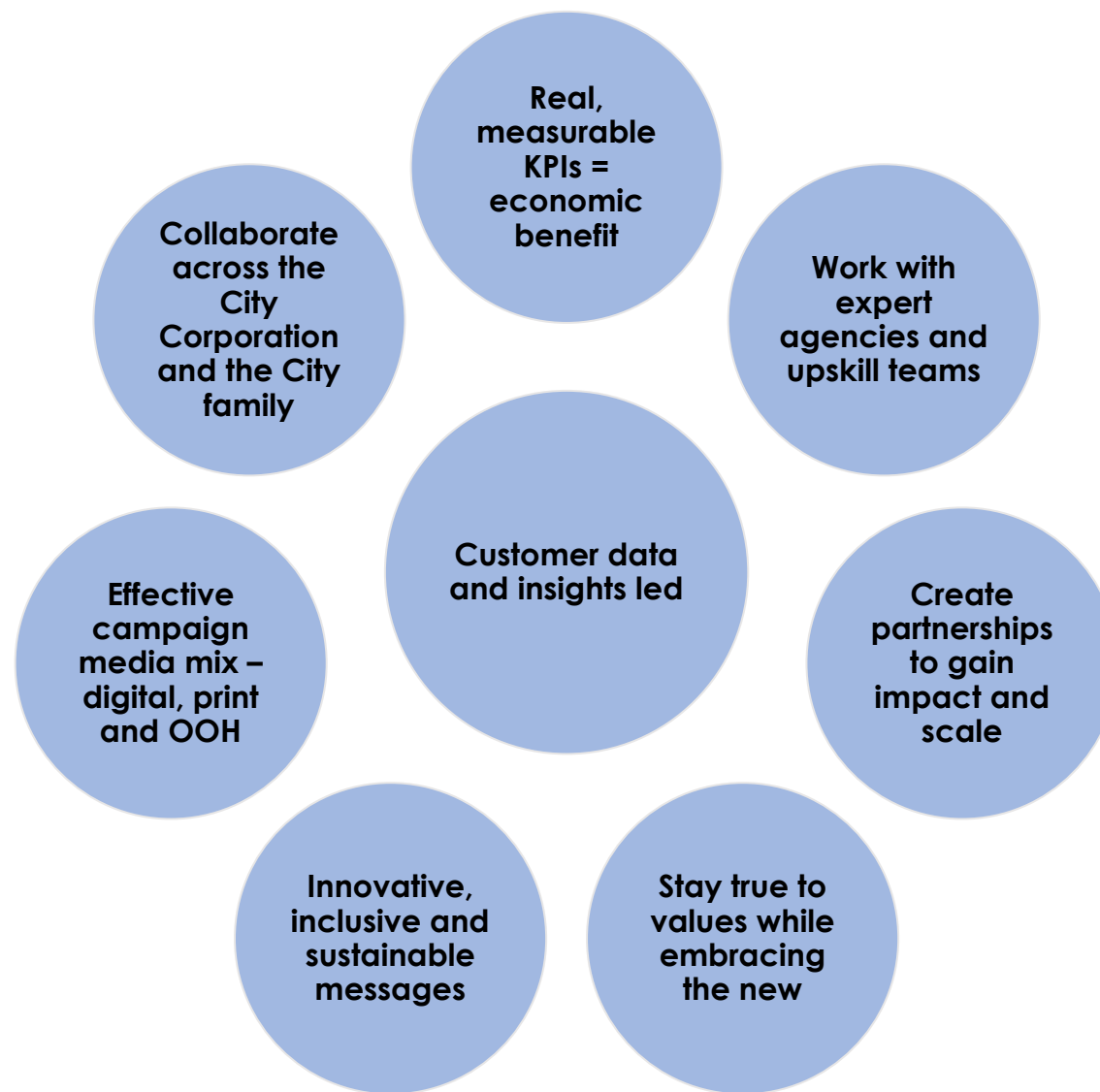
Social  
interaction and  
networking

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



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  
WELCOME –  
MANSION HOUSE

CITY FAMILY  
EVENTS AND  
FESTIVALS

LORD MAYOR'S  
PARADE

PLANNED  
SEASONAL  
CELEBRATIONS

OUTDOOR EVENTS  
E.G. VILLAGE FETE,  
COMMUNITY  
CELEBRATIONS

EXPERIENTIAL  
EVENTS – CULTURE,  
FOOD AND DRINK

SCREENINGS IN  
ICONIC  
LOCATIONS

OPEN HOUSE,  
HIDDEN CITY, 24/7  
City

CHARITY FUN  
RUNS/BIKE RIDES

CULTURE ON THE  
STREETS, MUSIC,  
THEATRE

OUTDOOR  
LEARNING AND  
CLASSES

CHRISTMAS AND  
NEW YEAR

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