

S^QMILE



CITY
OF
LONDON

END OF CAMPAIGN
INTERIM SUMMARY REPORT

MAY 2022

SQUARE SMILE CAMPAIGN - OBJECTIVES

Encourage workers of City of London based businesses to return to the Square Mile.

Not only to the office, but also to the **vibrant culture, restaurants, bars, and retail** in the City.

Inspiring them to **experience, participate and spend their time and money** in the Square Mile again.

Driving **economic benefit** for businesses (especially most under threat) by:

**CHANGING ATTITUDES &
PERCEPTIONS**

DRIVING FOOTFALL

DRIVING SPEND

HOW DID WE ACHIEVE THIS?

WITH PRECISE TARGETING:

Young City workers; people who enjoy hybrid working but are missing the sense of belonging and community that comes from being physically together, plus their employers with effective communications.

WE REACHED THIS AUDIENCE:

At their home

On their devices

During their commute

At their workplace

INFORMED AND SUPPORTED BY:

Research - City worker audience focus groups

Marketing communications – organic and paid activity

P R – traditional and social media influencers

Partnerships – TfL, Rail, Uber Boats by Thames Clippers, Outdoor Advertising, Display, Business Improvement Districts (BIDs).

PAID MEDIA:

Sky AdSmart TV, Digital display and social channels including LinkedIn, Facebook and Instagram. Supporting the Square Smile message in Phase 1 and 2, plus In The City App in Phase 2. Outdoor advertising in rail and tube stations and onboard media on trains.

OWNED MEDIA:

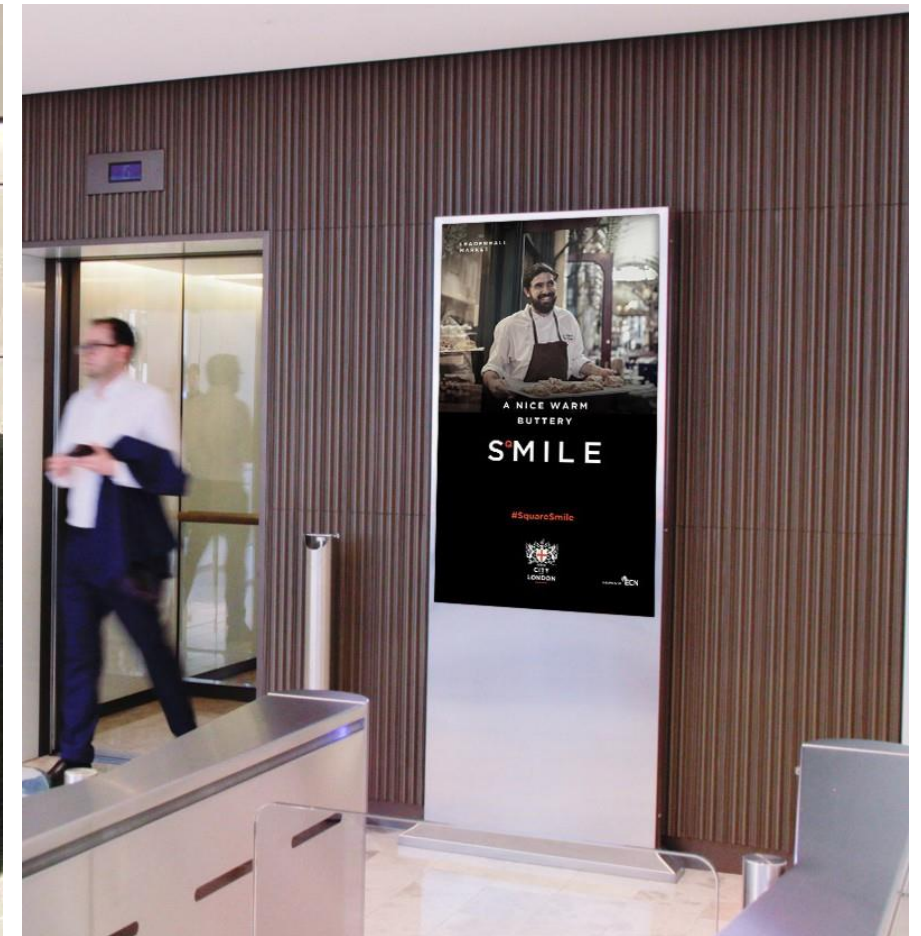
City of London social media channels, website and in-house spaces.

PR:

Including working with 5 top influencers covering a wide sector of the City's offering - food & drink, retail, culture and wellbeing.

EARNED MEDIA:

Including partnerships with TfL to create the Bank SQUARE SMILE roundel, Uber Boats by Thames Clippers, Southeastern Railway, Greater Anglia Rail, and the Executive Channel Network (workplace media owner).



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BRITISH PUB FOOD
PUT THE SMILE
BACK ON YOUR FACE.
#SquareSmile
CITY LONDON

LAST MINUTE DRINKS INVITES.
CITY LONDON

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7,275.00
7,250.00
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IT'S THE CITY, JUST ON MATES' RATES.

GREAT SAVINGS ON FOOD & DRINK, ENTERTAINMENT, HEALTH & FITNESS, EXPERIENCES, FASHION.

#SquareSmile

DOWNLOAD. IN THE CITY GET TOGETHER. ENJOY THE SAVINGS.

See More

CAMPAIGN RESULTS – PAID MEDIA

5.5M REACH¹

OUR 500K AUDIENCE HAVE
SEEN CAMPAIGN ACTIVITY

(approx.) **8.5x**

(across various touchpoints)

61%

IMPRESSIONS² UPLIFT
FOR PAID MEDIA –
DEMONSTRATING HIGH
PERFORMING CREATIVE³

2.3M

VIDEO VIEWS –
THE MOST POPULAR
ADVERTISING MEDIA FOR
OUR AUDIENCE

1.3x

MORE ENGAGEMENTS³ THAN
INDUSTRY BENCHMARK
LEVELS⁴

¹
THOSE WHO SAW THE
CAMPAIGN AT ITS PEAK WERE

2.2x

MORE LIKELY TO
INCREASE THEIR VISITS TO
THE OFFICE IN THE CITY⁵

¹Reach - The number of people who saw content related to the campaign

²Impressions - digital views or engagements with content related to the campaign

³Engagements - Comments, likes or shares of content

⁴Benchmarks based on an average of industry engagements across all channels. Engagement in the campaign was 1.3 times higher than the average for this type of campaign.

⁵Select Media Survey

CAMPAIGN SOUNDBITES – FROM RESEARCH

"It made me want to be "that person" - happily enjoying the buzz of the city again. As a young professional it really resonated with the plans I make and the different faces I see in the city. It also gave me a feeling of pride for the city I live and work in. Also - I think the timing of seeing this video makes a big difference. We're just exiting the winter months and spring is around the corner. It does feel like 2022 is the year of normalcy - work can now be seen as fun, jobs feel more secure."

"I love the whole campaign it's looking amazing!"

"I would be very interested in an app that provides information and deals. It would provide guidance on what to do which could be really helpful! Offers are always a great way to get a group of people together and potentially something to look forward to after work"

"It reminded me how much fun it can be to be out in the City at lunchtime and in the evenings, meeting friends, drinking and socialising, particularly during the spring and summer months. When you work from home a lot it can be easy to forget this. I would say that the video made me want to go into the office a bit more, although still not every day."

S^QMILE

#SquareSmile

