



THE GOLDEN KEY

MEMBER REPORT – JANUARY 2023

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1. Results Summary



+ 30k

Event
Attendees

78

Pieces of media
coverage

491k

Website visits

£258k

Media-in-kind



2. Event Overview

The Golden Key marked the first Destination City event which transformed the City's streets with immersive experiences and attracted a diverse audience.

On the day activity included:

- 3 x family friendly festival Fairs at iconic City landmarks
- 1 x Maze of Adventures featuring 12 smartphone led adventures across the City and a real-life treasure Hunt
- 3 x epic Fire Finales in Guildhall Yard, St Paul's Cathedral and the Museum of London
- Special Offers, Experiences and After Partys in participating leisure businesses



3. Objectives

1. Drive Positive Media Coverage & Destination Profile

2. Drive Weekend Footfall & Dwell Time

3. Encourage Spend in Participating Businesses

4. Baseline Activity & Set Recommendations for Future Activity

4. Target Audiences

Primary Focus: Londoners & Domestic visitors

- Families
- Young Couples & Friends
- Empty Nesters



5. Deliverables



- ☐ Concept & Programming
- ☐ Marketing & Media Partnerships
- ☐ Media & PR
- ☐ Community Engagement
- ☐ Business Engagement
- ☐ Evaluation

Concept & Programming

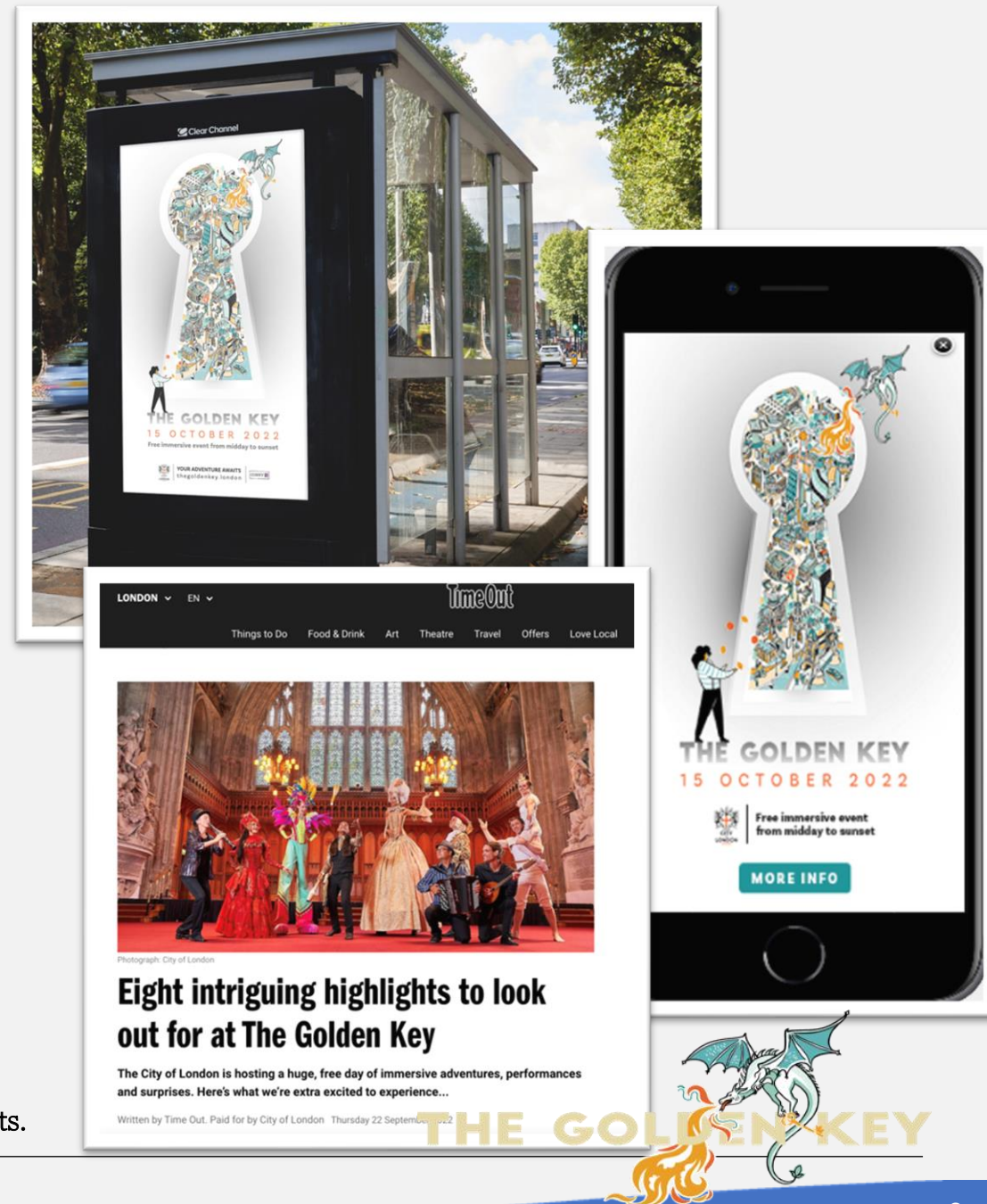
- ✓ **Procurement** of BAFTA winning creative agency Coney to lead artistic direction
- ✓ **Creative development** of visual Identity, event website and event branding
- ✓ **Development** of smartphone adventure technology and signage
- ✓ **Production** of an innovative & inclusive programme of immersive experiences, interactive activities and pop-up performances
- ✓ **Management** of over 200 artists and operational staff across 17 locations



Marketing & Media Partnerships

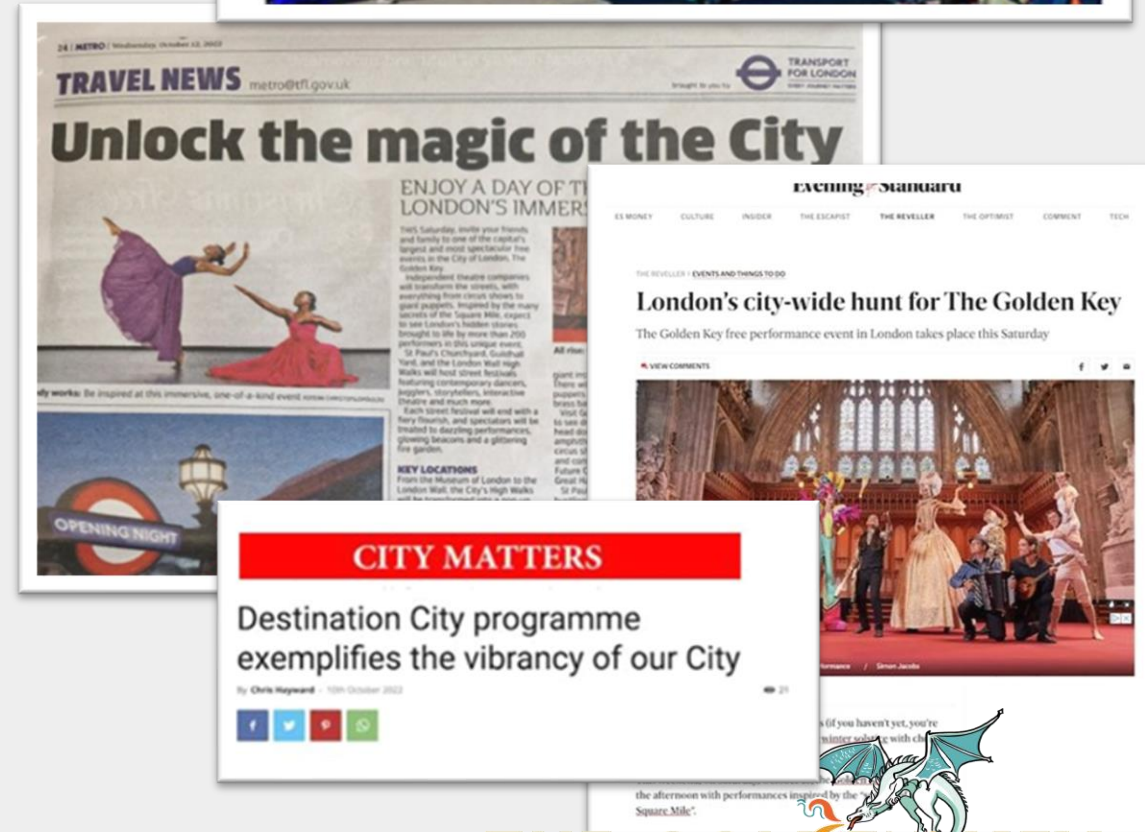
- ✓ **Out of home advertising** reached **2m** people
- ✓ **Digital advertising** reached over **644,361** unique devices
- ✓ **Visit London partnership** reached **2m** people
- ✓ **Time Out partnership** achieved **134,334** views
- ✓ **The Golden Key website** attracted **491,000** visits
- ✓ **157,366** social media engagements with a total reach of over **21m** social accounts
- ✓ **£118,097** marketing in kind delivered across partnerships with **Visit London, One City, TfL, Uber Boat** and **Southeastern Railways**

Source: Wavemaker Report. Coney Google Analytics. City of London social analytics. Partner reports.



Media & PR

- ✓ **78 pieces** of coverage achieved across print and online
- ✓ Print articles delivered an **Advertising Value Equivalent** of **£139,706** with a **3.2m reach**
- ✓ Overwhelmingly positive sentiment across all editorial articles
- ✓ Featured in **key target titles**: Sky News, The Times, The Evening Standard, Metro, The Daily Telegraph, Time Out, The Londonist, City AM and Conde Nast Traveller.



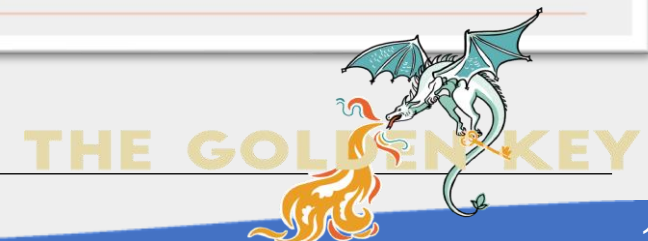
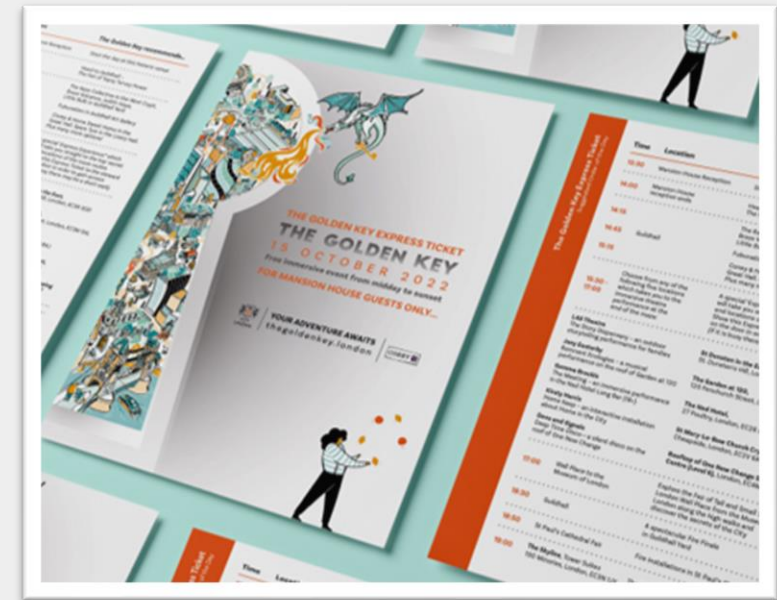
Source: Media Team, City of London Corporation. Gorkana Media Evaluation.



Community Engagement & Communication

- **2 x City wide** resident letter drops, and City Resident Newsletter sent to **150** residents, e-bulletin sent to **370** Golden Lane & Middlesex Street Estates residents, and **1,920** Barbican Estate residents
- Dedicated e-shot to **20,000** city workers and residents
- Event featured in CoL calendar, the CoL intranet, 2 x Town Clerk's updates and displayed on reception screens at Mansion House
- **23,000 flyers** and **80 posters** distributed across the City and wider London
- **50 residents** took part in community engagement workshops in the lead up and participated as Key Holders at the event
- **30 residents and workers volunteered** at the event as part of the Front of House Event Team
- Event marketing toolkit shared with **127 Livery companies**

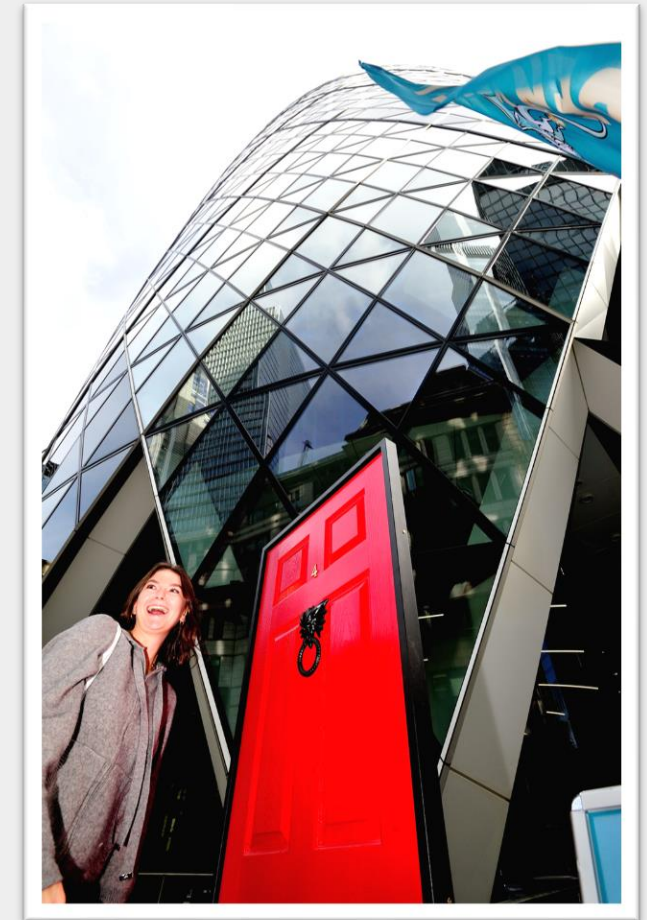
Source: Destination City team, City of London Corporation.



Business Engagement

- Creation of business engagement toolkits and creative assets
- Dedicated SME officer engaged with over 100 businesses through in person meetings, phone calls and email
- Weekly business engagement subgroup established to promote business opportunities
- Communication through Business Improvement Districts, Property Management and Leasing Agents channels
- 25 businesses participated in the event and after-party programme
- Venues welcomed new customers through advance bookings and spontaneous footfall on the day
- Business to business social campaign reached 100,833 accounts and drove 20,079 click throughs

Source: Destination City team, City of London Corporation.



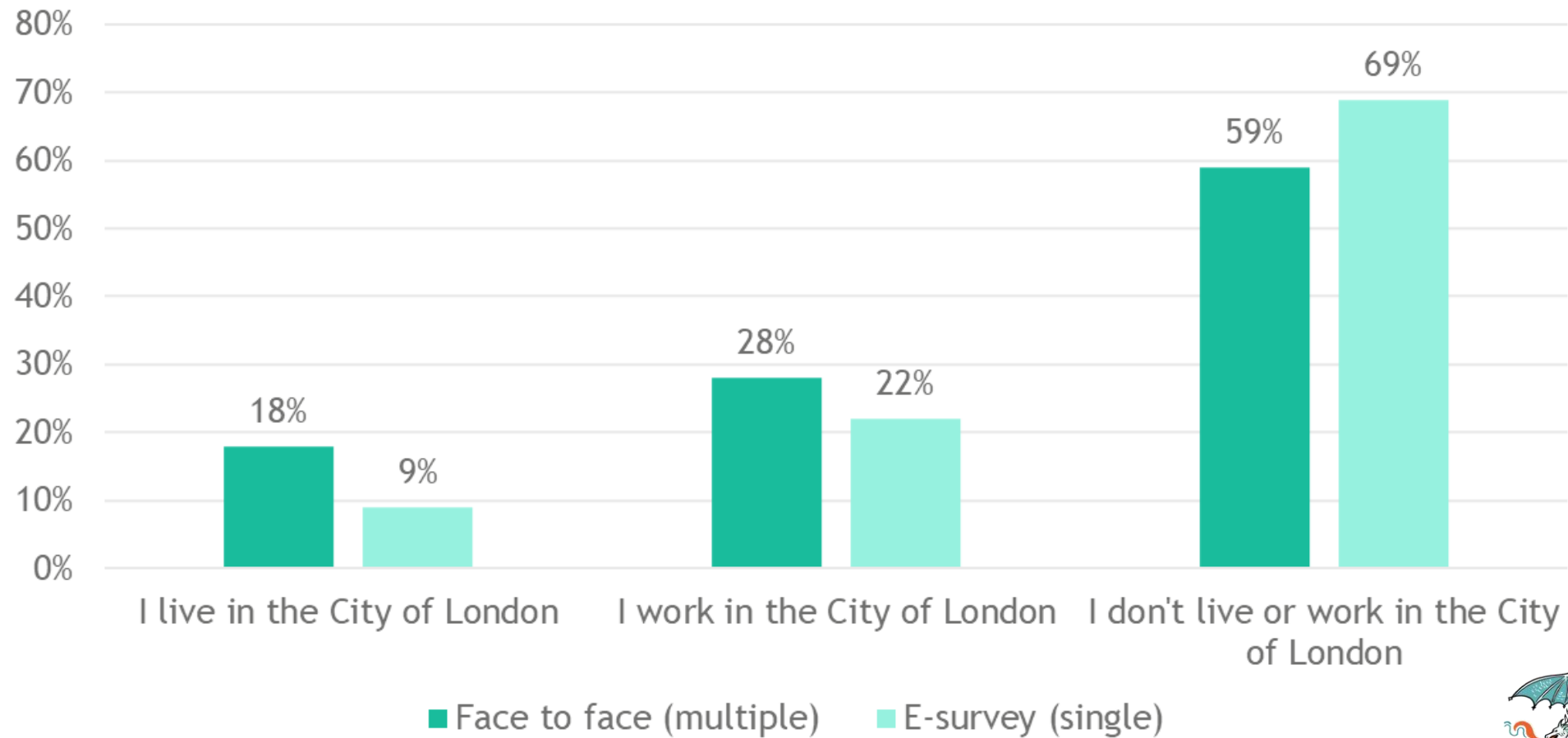
Audience Attendance & Evaluation

- **ATTENDANCE** - The event attracted over **30,000 attendees (+ 6.9% in TfL exit taps** at City stations compared to **2019** pre-covid baseline data)
- **ORIGIN** - 18% of attendees live in the City, 28% work in the City, 71% lived in London
- **MOTIVATION** - 80% came to the City specifically to visit The Golden Key
- **EXPERIENCE** - 89% rated the overall atmosphere as very good or good and 87% rated the programme as very good or good
- **PERCEPTION** - 58% said their impression of the City had changed because of The Golden Key. 89% agreed events like The Golden Key would encourage them to come to the City more. Over 70% agreed after attending The Golden Key they see the City as a place for leisure and hospitality
- **SPEND** - 81% visited a cafe/restaurant/pub/late night venue on the day. 84% of spend was in the City. On food and drink, £27.30 per head was spent at the event and £41.90 spent in the City outside the event

Source: Activation Zone entry & exits, TfL exit taps, O2 Mobility data. Golden Key Event Survey – The Audience Agency.



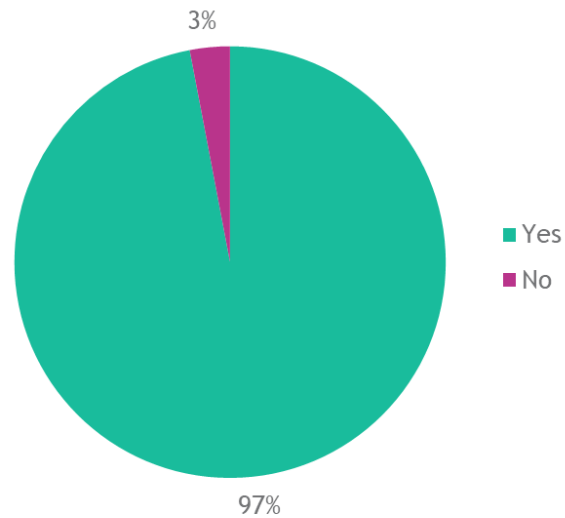
Audience – Association with the City



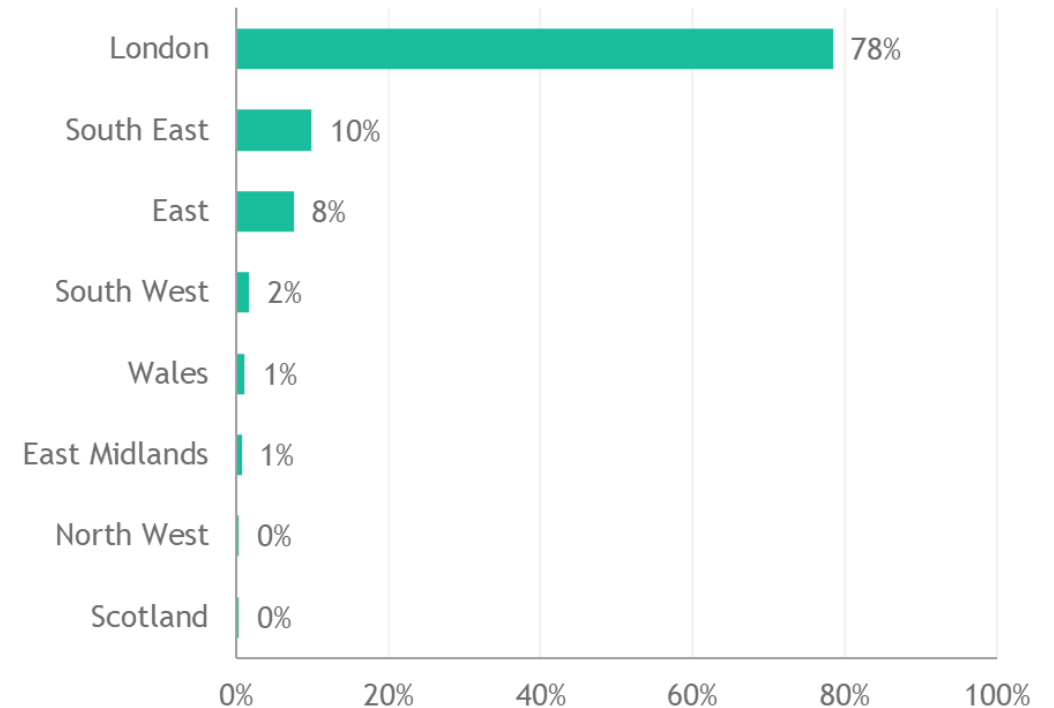
Source: The Golden Key Event Survey – The Audience Agency.



Audience – Geography



Do you live in the UK?

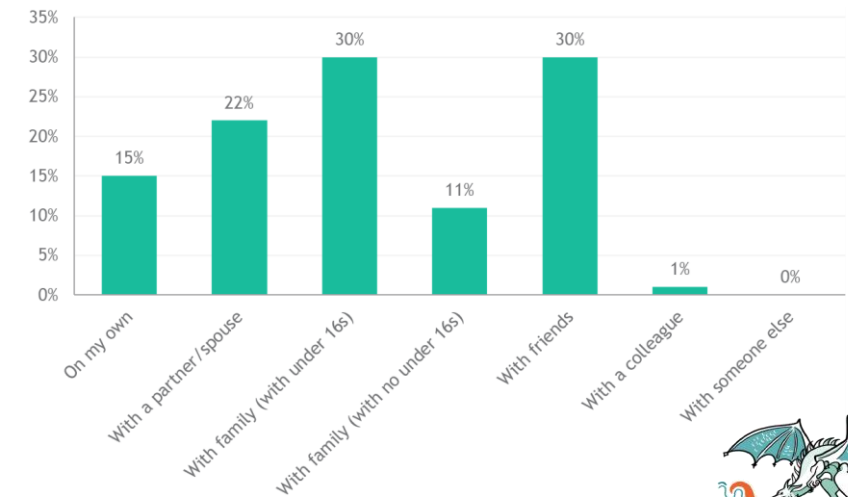
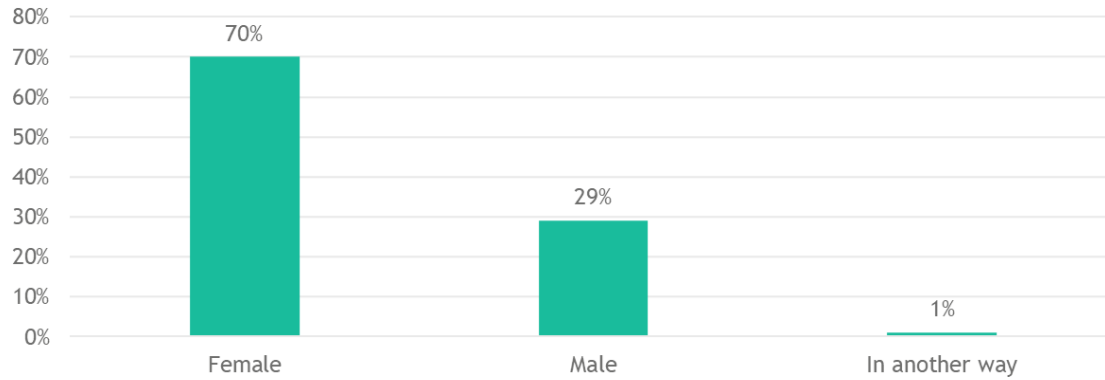


If you live in the UK, what is your full postcode?

Source: The Golden Key Event Survey – The Audience Agency.



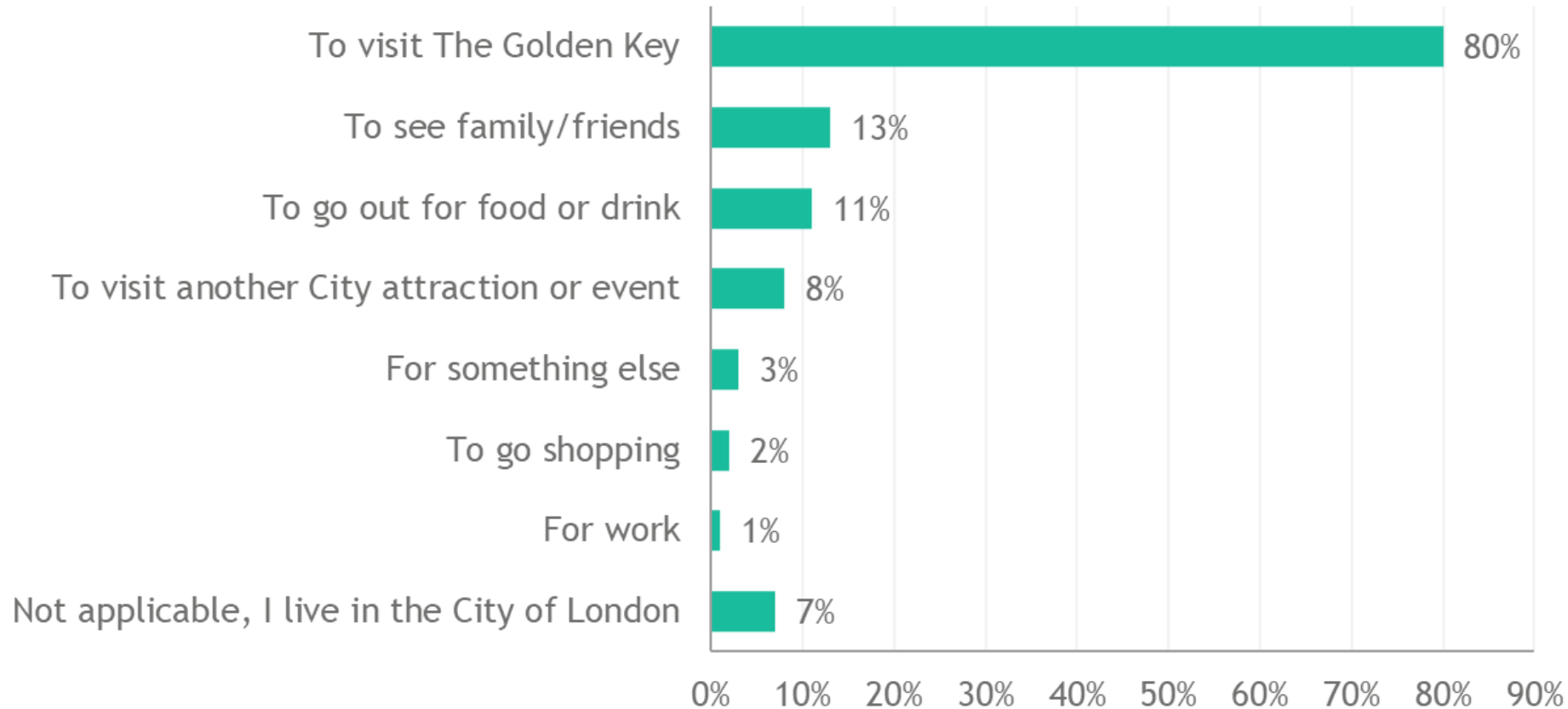
Audience – Demographics



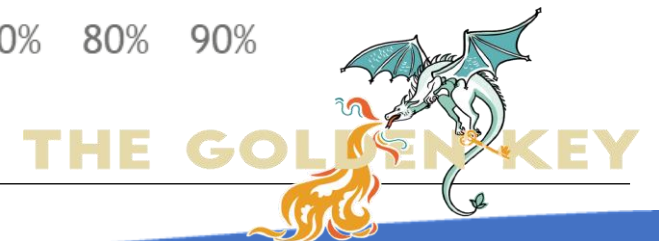
Source: The Golden Key Event Survey – The Audience Agency.



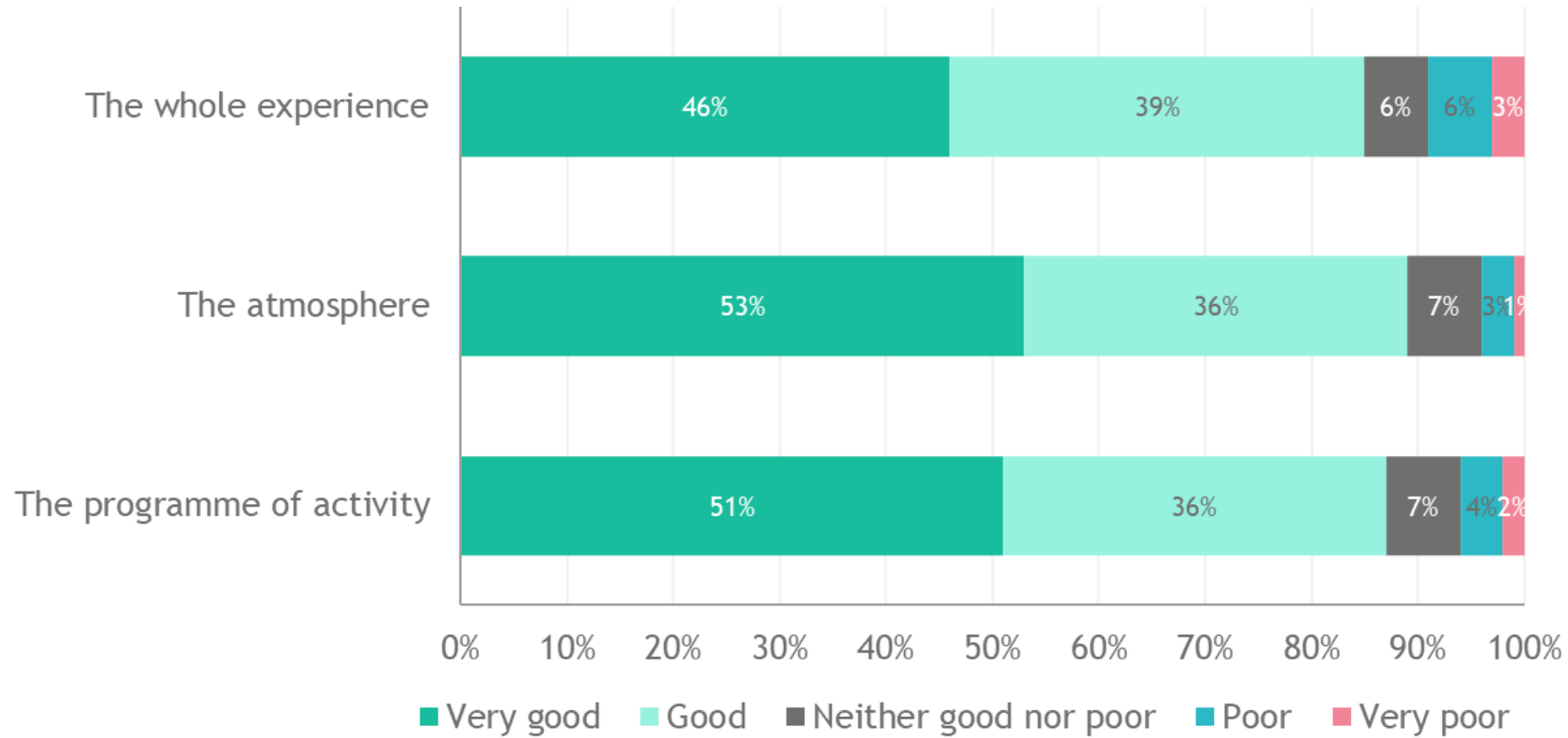
Audience – Motivations



Source: The Golden Key Event Survey – The Audience Agency.



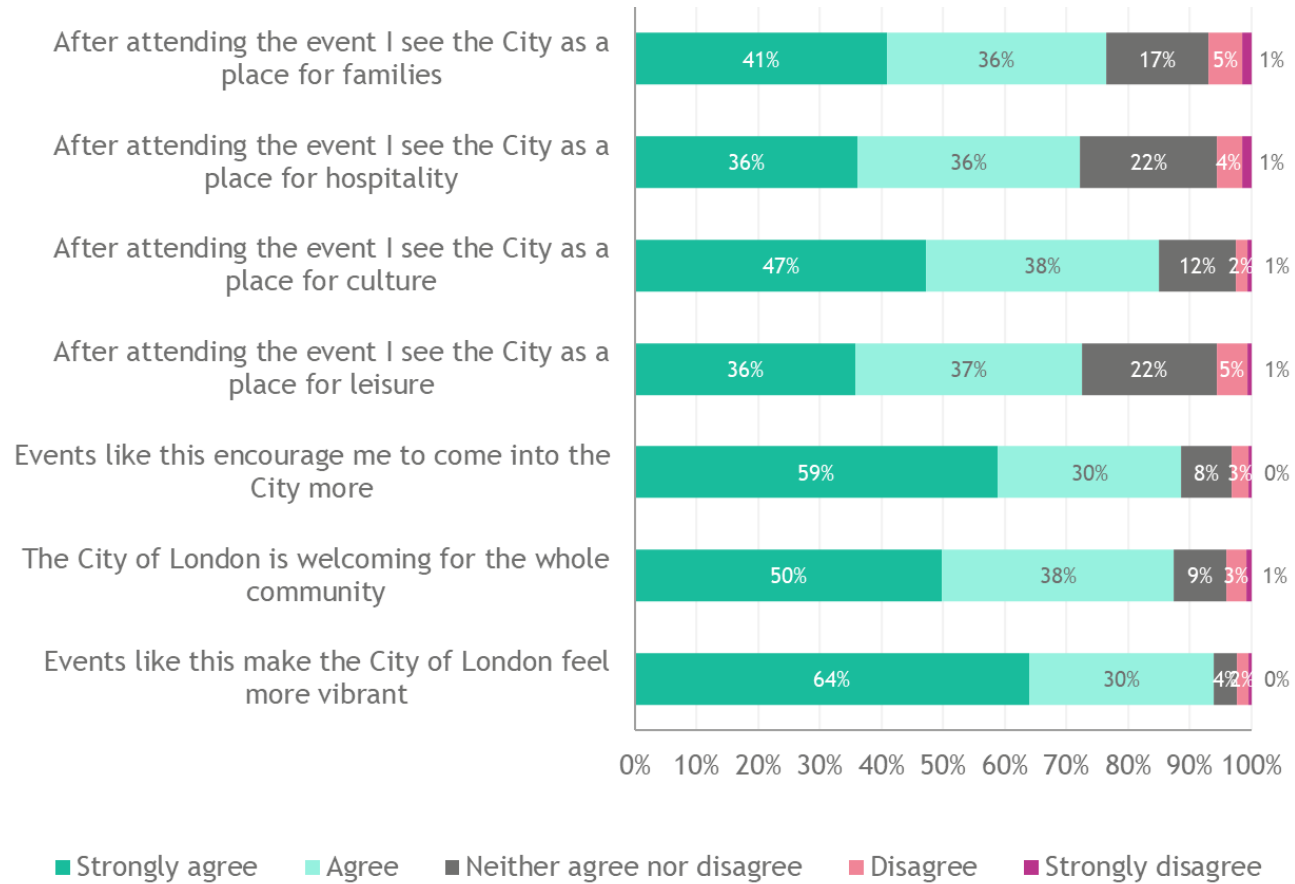
Audience – Experience



Source: The Golden Key Event Survey – The Audience Agency.



Audience – Perceptions



Source: The Golden Key Event Survey – The Audience Agency.



Audience – Perceptions

BEFORE

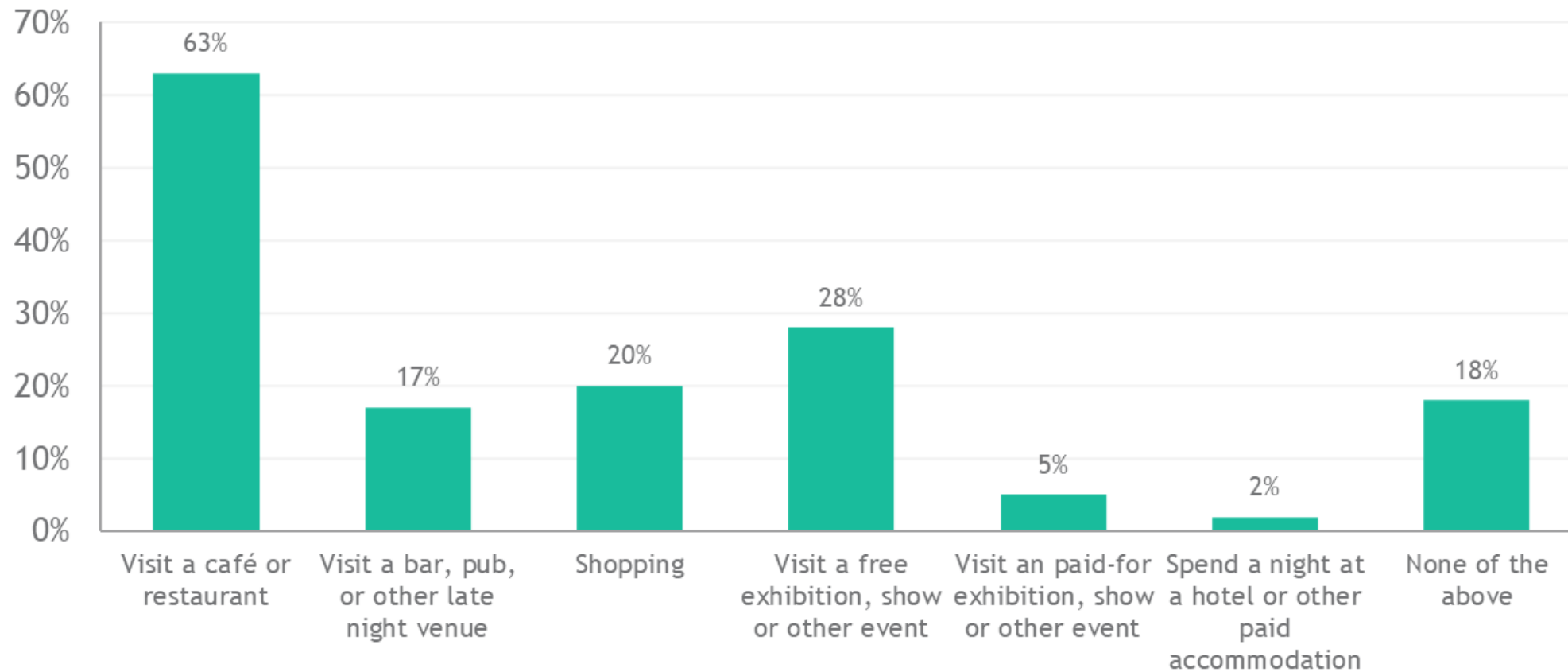


AFTER



Source: The Golden Key Event Survey – The Audience Agency.

Audience – Spend



Source: The Golden Key Event Survey – The Audience Agency.



Audience – Spend



Source: The Golden Key Event Survey – The Audience Agency.



7. Learnings & Recommendations

Measurement & Reporting	<ul style="list-style-type: none"> • Data sources to be reviewed and developed to ensure measurement is robust - footfall counters • Sales data is reliant on business sharing - agreement to be made in advance for percentage uplifts to be shared • Allow a 6-week turnaround for event reporting to factor in third party data collation and analysis
Concept & Creative	<ul style="list-style-type: none"> • Concepts to be simple, sustainable and inclusive • Concepts and programming to be designed to attract sponsorship • Extend the duration of events to maximise impact and Return On Investment
Marketing & Comms	<ul style="list-style-type: none"> • Provision longer lead-times to maximize awareness, engagement and visitor intent • Build in more paid media activity to extend reach. Provision for photocall launch moment • Continue to build social influencer relationships as a key channel for audience awareness and conversion
Event Execution	<ul style="list-style-type: none"> • Provide a minimum six-month lead in time for planning, permissions, procurement and production • Develop a clear wayfinding plan - review on street signage and distribution across event footprint • Build in road closure opportunities for event activity
Community & Business Engagement	<ul style="list-style-type: none"> • Work with relevant departments to create a CoL stakeholder engagement framework that can be adopted • Develop relationship with BIDs to leverage their network and influencer across district wide local businesses • Build in tourism packages with hotels to drive overnight stays





For access to supporting reports or for questions, please contact:

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THANK YOU