

# LET'S LONDON

## Campaign toolkit

London tourism recovery campaign

**Important:** Imagery within this toolkit is for illustrative purposes only, not to be adapted or reused by third parties. You can access free high quality London imagery at [photos.london](https://photos.london)



# Let's Do London campaign

## About this toolkit

This is the **pre-launch** toolkit for a £6m recovery campaign for London. An updated toolkit will be released for the full campaign launch in May.

## Campaign objective

The campaign will increase consumer spend and footfall in the leisure, retail and cultural sectors to help drive London's recovery.

## Target audiences

The target audiences are:

- Domestic overnight trips
- Domestic day trips
- Londoners

## Timings

### April

- Transport for London's transport campaign begins.
- VisitBritain's Escape the Everyday toolkit launches, encouraging UK audiences to visit UK cities.

### May - Oct

- Let's Do London full campaign launch including city wide activations



# How to get involved

Be part of the **Let's Do London** campaign by:

1. Using the **Let's Do London toolkit and assets** in your content and campaigns – download the assets [here](#).
2. Promoting your business to customers using the **#LetsDoLondon** hashtag.
3. Heading over to the **official image library** at [photos.london](https://photos.london) for London imagery. Register for free using the [Press](#) option to access the Let's Do London imagery. More images will be added soon.
4. Sending us your **content\*** – we're currently looking for seasonal summer imagery across the key themes of Food & Drink, Culture, Entertainment, Iconic London, Hidden Gems and Outdoors ideally featuring Young Adults or Families - please do send these to [letsdolondon@londonandpartners.com](mailto:letsdolondon@londonandpartners.com)
5. Letting us know if you share **Let's Do London** on your own channels – so we can re-share or interact with your content where possible.

More details about how to get involved will be shared as we near the full launch in May.

\* Please ensure you have the relevant image rights and permissions in place for London & Partners usage across paid, earned and owned channels.

**LET'S**  
**LONDON**







## Audience & messaging

**LET'S**  
LONDON



# Audience summary

The campaign will target active visitor, leisure and culture going audiences.



## Londoners

- Live in a London borough
- Age: 18-44
- Half have children
- Income: ABC1&2



## Day trip audiences

- Live in the South East / East
- Age: 18-34
- Less likely to have children
- Income: ABC1&2



## Overnight audiences

- National audience, more likely to live in SE, Midlands, NW, SW
- Age: 25-45
- Half have children
- Income: ABC1

# Motivations and barriers *(all audiences)*

People are missing London. They're keen to get back to normal and rediscover the capital with friends and family.



## Motivations

- Social interaction – people have missed this most.
- Doing something fun and entertaining.
- Stimulation and learning (especially for children).



## Coronavirus fatigue

- Visitors are tired of talking about coronavirus and being reminded of it.
- Many people are excited about the possibility of going on a spontaneous trip.



## Barriers

- Low confidence using public transport – align to TfL messaging.
- Crowds.
- Lower confidence for indoor experiences.



# Consumer need states (*all audiences*)

London's unique and varied visitor offer is the most appealing to all our audiences. Consideration should also be given to safety concerns e.g. indoor versus outdoor, social distancing etc.



## Discovery

- Culture without the queues
- Hidden gems
- Alternative ways to see the city
- Foodie experiences
- Music, film and cinema
- Once-in-a-lifetime experiences



## Freedom to explore

- City waterways
- Crowd-free bucket list experiences
- Walking and cycling routes
- Green city spaces
- Wildlife and nature



## Treat yourself

- Shop 'til you drop
- Eating out
- Family memories and days out
- Spa visits and wellness
- Relaxing experiences

# Key messaging

The campaign features inspirational messaging, which encourages the audience to discover and enjoy London's unique visitor offer, responsibly and safely.



London is ready when you are. So, whether you're after some retail therapy, your first alfresco meal in months or a family day out at one of the city's amazing attractions, plan to do it all safely in London.  
**#LetsDoLondon**



If you're heading out to take advantage of all the amazing things London has to offer, don't forget to wear a face covering, bring hand sanitiser, keep a safe distance from others and travel at quieter times. **#LetsDoLondon**



From must-visit attractions, museums and galleries, to family-friendly restaurants and top shops, explore London safely and without the crowds this summer.  
**#LetsDoLondon**



A photograph of two people sitting on wooden deck chairs with green and white striped fabric, viewed from behind. They are in a grassy park with trees in the background. A red rectangular box is overlaid on the left side of the image, containing white text.

# The Toolkit

How to use the campaign  
with your content



# Speak with confidence and energy

Speak with confidence and in a self-assured way, using lively and engaging language inspired by the positive, proactive sentiment of 'LET'S DO LONDON'

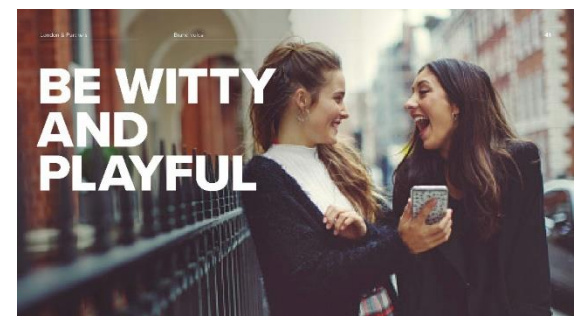
Everything we say should be a jumping off point to encourage people to visit **responsibly**.

**DO:** speak simply and descriptively.

**DON'T:** be too complicated, clever, or bogged down in jargon.

Be mindful of the language of your target audience:

- Young adults appreciate a **relaxed tone**, reminiscent of comments on social media posts
- Family appreciate referencing **feelings** around special times shared with one another





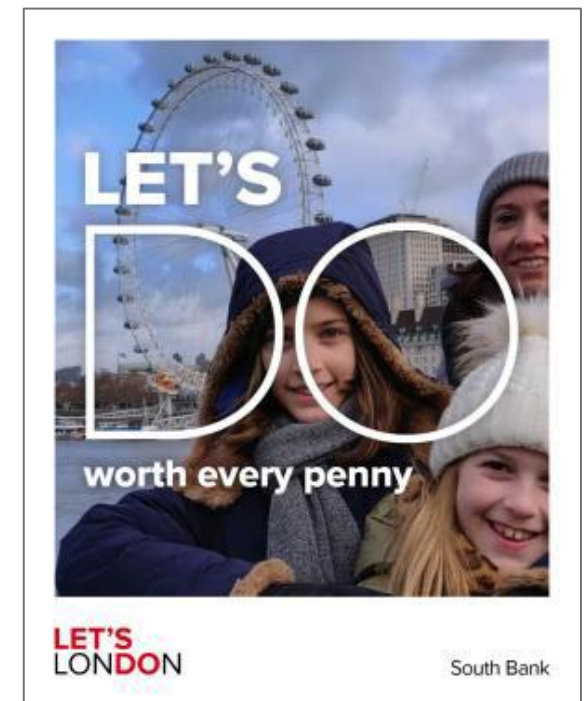
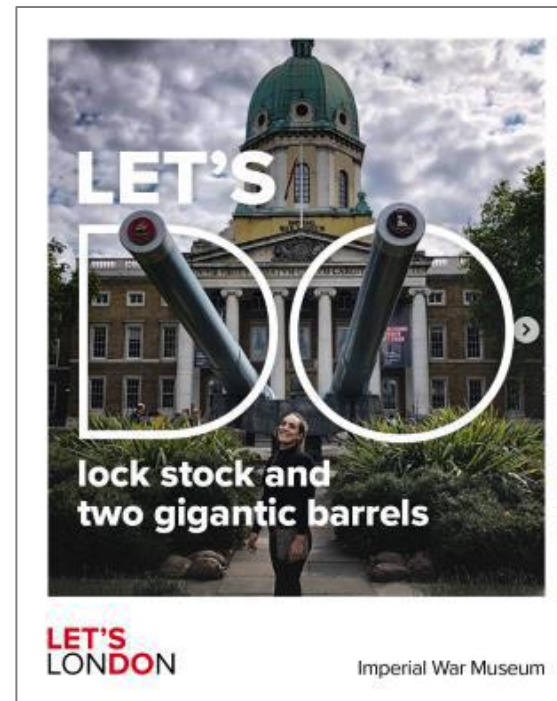
# Inspire with immersive imagery

The best images show people the target audience can relate to and features them genuinely immersed in the experience.

## Choosing Imagery

- **Convey the emotion** of the experience and the effect it's having on the audience.
- **Eye-catching**, engaging and interesting - play with the weird and wonderful, energetic, exciting, and surprising.
- **Mix of emotional vs place/attraction** experience appreciated – audiences like the sense of variety conveyed and to be able to identify place.
- **Seasonal focus** welcomed especially by families.
- **Show people in a natural**, unposed way, avoid staged or unrealistic imagery - user generated content will add authenticity and make your content relatable.

Don't forget to choose imagery aligned to the current social distancing rules to reassure audiences.



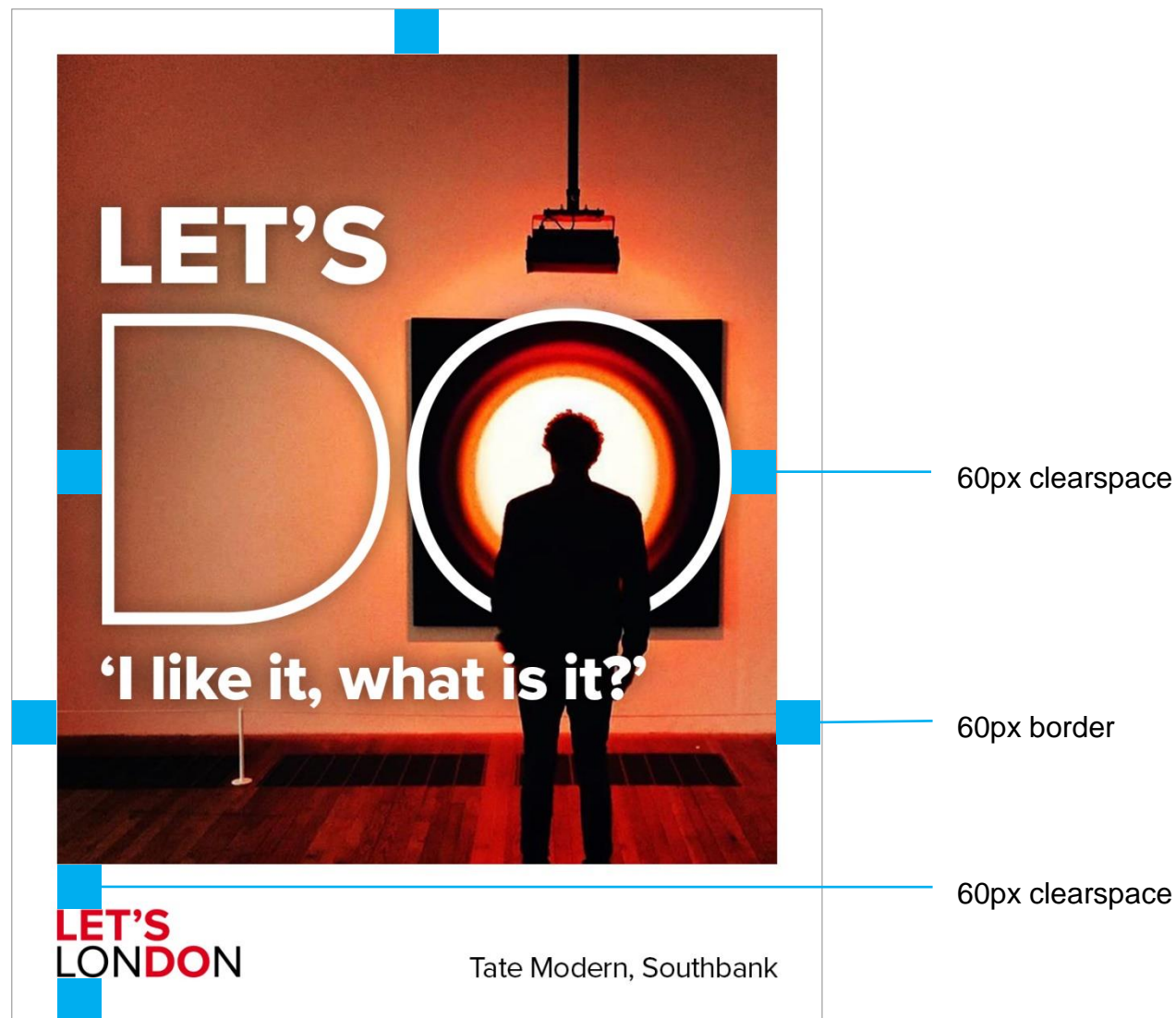


# Asset specs

On 4x5 social assets add a **60px** border around the content.

Then place another **60px** clear space left and right on the campaign lockup and **LET'S DO LONDON** logo.

Use the **PSD template** to layout the design yourself. All you need to do is populate with content and interlace the 'DO' with the hero visual. Remember to replace all images in the supplied templates.



# Asset layers

## Structure

Assets have a structure to create consistency. The **LET'S DO LONDON** logo lockup should sit on the left while the destination sits on the right. There is also a white border around the asset for framing.

## Image

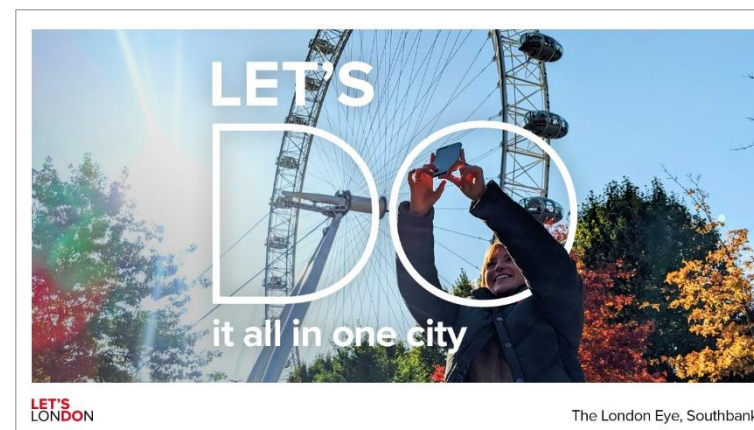
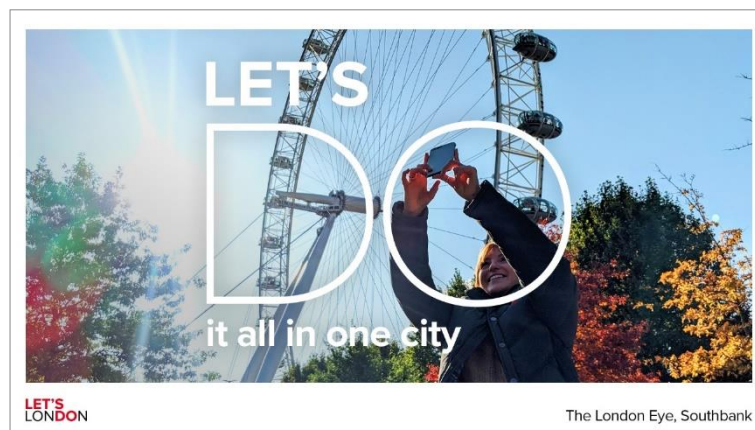
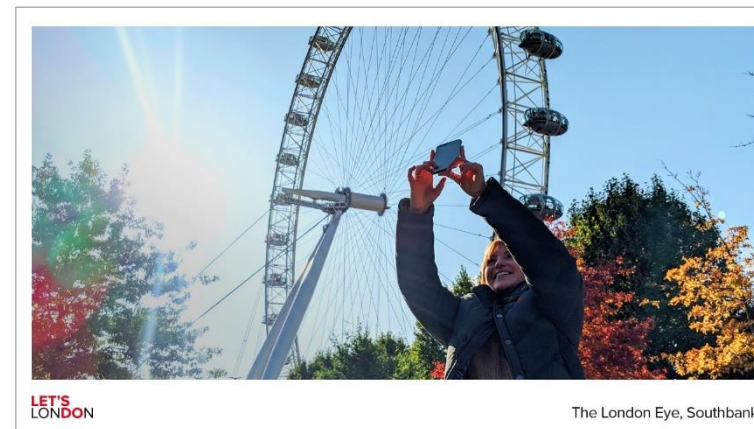
Once an image is selected, crop it within the border as you desire.

## Copy

Place the LET'S DO... lockup and headline over the image. Make sure the copy is legible. Apply a light drop shadow if need be. But it shouldn't be noticeable.

## Interaction

Elements of the image should ideally interact with the DO in our lockup. This could be objects or people. Just make sure it doesn't cover too much of the DO. It must remain legible.





# Asset layout

The LET'S DO... lockup and headline should not be randomly dropped over the image. Ideally it should be centered within the image wherever possible. The image will most likely need to be resized so that the subject matter can be interlaced nicely with the lockup.



**LET'S**  
**LONDON**

Roof East, Stratford

Lockup / headline center aligned over the image.

The 'DO' should be clearly legible. Do not hide too much.

Use Proxima Nova Extrabold.

Destination and location right aligned to the image.

Logo left aligned to the image.

# Asset layout – What NOT to do

The 'DO' should always be clearly visible. Avoid masking out too much as it will quickly lose legibility and impact on the page.

Drop shadows can certainly be used, but make sure not to overuse them. As a general rule, they should not be noticeable. In most cases, don't go over 40% opacity.

All copy should be in Proxima Nova Extra Bold or Arial otherwise legibility issues could arise.



Keep the drop shadows minimal.

The 'DO' should be clearly legible. Do not hide too much.

Always use Proxima Nova Extrabold or Arial



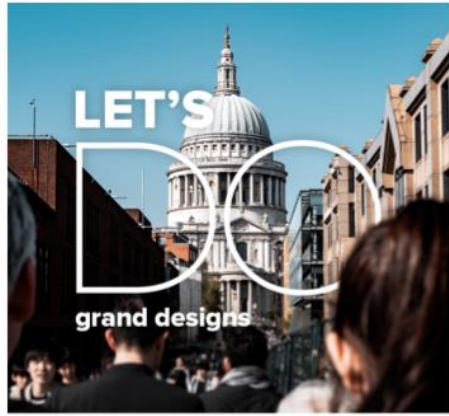
# Story board examples

The below are **examples** of how to bring the campaign to life using a variety of images, mixing the emotion with the place. The exact images cannot be used due to licensing. Access high quality London imagery at [photos.london](https://photos.london)



LET'S  
LONDON

Barbican Conservatory, City of London



St Paul's Cathedral, City of London



Royal Academy of Arts, Piccadilly



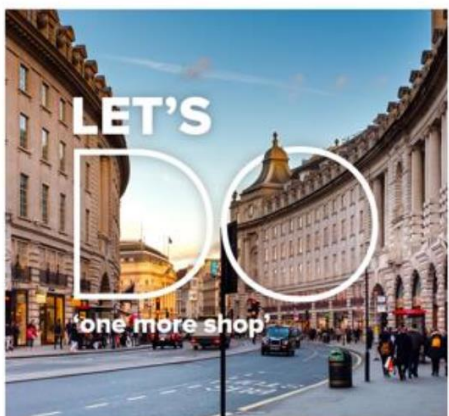
Everybody's Talking About Jamie, Apollo Theatre

LET'S  
LONDON



LET'S  
LONDON

26 Grains, Seven Dials



Regent Street



Winter Carnival, Oxford Street



Red Farm, Covent Garden

LET'S  
LONDON



# Creative considerations

- **Consider audience barriers.** Show don't tell key safety messaging such as wearing masks or showing socially distanced people.
- **Diversity** is an important component of the campaign (images, video and stills, more emotional focus vs. more attraction specific, seasonal vs all year round) to appeal to different audiences whilst conveying both the **emotion and the unique and variety of London's offer.**
- It is important to ensure focus is on the domestic market by **featuring cues the audience can identify with** – ensure a balance of iconic London and hidden/insider gems for overnight audiences and day trip audiences. Content aimed at Londoners should avoid the iconic or looking 'touristy'.
- **Make it easy for the audience to easily take action** following exposure to the campaign e.g. CTAs, links to website and offers.





# Social Post Copy

Accompanying copy for each post should be as succinct as possible, referencing [#LetsDoLondon](#) and [#escapetheeveryday](#), tagging [@VisitLondon](#) where applicable.

Social posts or videos will usually be a series or montage to excite and engage specific audiences:

## **FAMILIES**

Let's do escape rooms, big burgers, and a bit of shopping. Let's do unforgettable days out for the whole family. [#LetsDoLondon](#) [#escapetheeveryday](#)

## **FRIENDS & COUPLES**

Let's do hidden bars, sloppy selfies, and decadent dinners. Let's do more with our weekends.

[#LetsDoLondon](#) [#escapetheeveryday](#)

## **GENERIC**

Let's do something unexpected and unforgettable this weekend with a little trip to London town.

[#LetsDoLondon](#) [#escapetheeveryday](#)

# Logos

The primary Let's Do London logo should be used wherever possible in your creative.

## Primary logo

**LET'S  
LONDON**

## Secondary logo

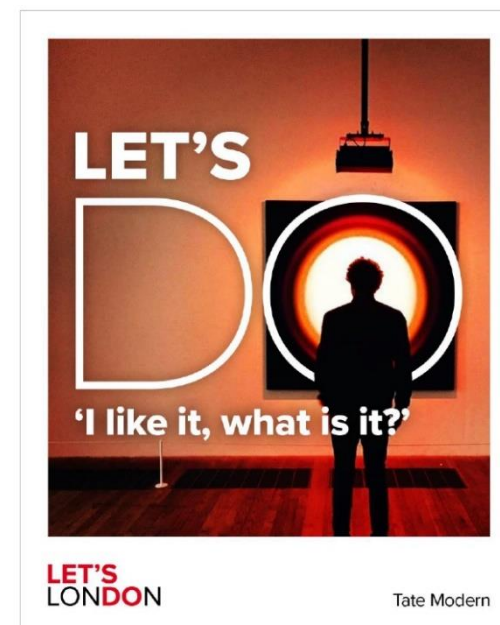
**LET'S DO LONDON**

## Monotone Logo

**LET'S DO LONDON**

**LET'S  
LONDON**

## Lockup examples





# Logo usage

The logo should be left aligned on the page on a white background. However, when it comes to video content it's often better to blur the footage and centre the logo over top.

Don't alter the colour ways, change the alignment, rotate, skew or warp it in anyway.

Avoid placing the logo over imagery that isn't blurred or colours, to avoid legibility issues and make sure your content is accessible. Further [accessibility guidelines here](#)

✓ DO THIS

LET'S  
LONDON



✗ DON'T DO THIS

LET'S  
LONDON

LET'S  
LONDON



# Typography

The Proxima Nova font family is our campaign font, but please use **ARIAL** if you do not have access to this.

Typically for headlines or important copy, we use Extrabold, while body copy or less important copy sits in Regular.

Font Licensing:

Proxima Nova is a Typekit font available on Adobe Creative Cloud or to purchase from [myfonts.com/fonts/marksimonson/proxima-nova](https://myfonts.com/fonts/marksimonson/proxima-nova)

All external agencies and designers must purchase a licence to use this font software. We cannot transfer, send or make a copy.

Proxima Nova Extrabold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Proxima Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



# Colour palette

Since a large percentage of the campaign assets will be made up of imagery, block colour does not play much of a role.

It's a good idea to keep copy either black or white, while the brand red could be used sparingly to draw the eye.

BLACK  
C91 M79 Y62 K97  
R0 G0 B0  
#000000

WHITE  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

BRAND RED  
C0 M100 Y100 K0  
R224 G0 B27  
P Red 032  
#E0001B

# Escape the everyday

**Let's Do London** will work alongside Visit Britain's **Escape the Everyday** campaign to support the industry and encourage consumers to book a domestic break this year.

**Let's Do London** will be the lead message for London to emphasise the city as a destination, as research has shown it is essential to lead with a specific London CTA. VisitBritain will continue using **Escape the Everyday** to encourage consumers to explore, discover and treat themselves to a UK short break in urban destinations.

More detail will be available on both campaigns from early May, until then you are welcome to use either campaign toolkit. The below guidance shows some different use cases for each.

**LET'S  
LONDON**

Use if your product is  
specific to London

**ESCAPE**  
THE EVERYDAY

Use if you are brand with  
products in multiple  
destinations

**LET'S  
LONDON**



# Using Let's Do London with your brand

This toolkit provides guidance on how to use the Let's Do London assets.

The primary objective is to ensure we all use the same messaging and campaign.

You can use ideas within this toolkit or you may decide to incorporate Let's Do London into your own branding.

Transition 1



Your logo here

Transition 2

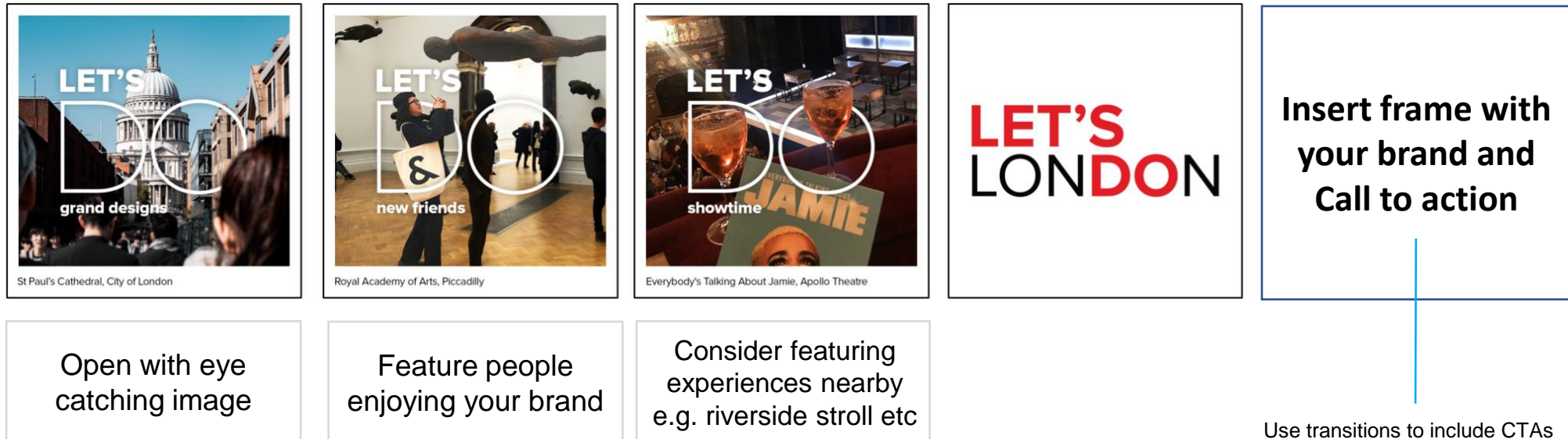


Use transitions to include CTAs

# Storyboard with your brand

Use multiple transitions to bring your brand and London to life. Use different frames to communicate:

- Your brand / place / venue
- The emotion of the experience
- Consider also including the wider London offer – what does a day out at your venue and the local area look like?







## Specific audience considerations

Families, friends and couples



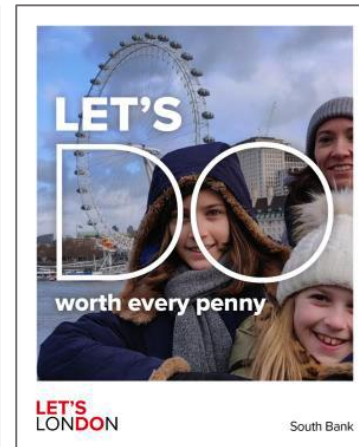
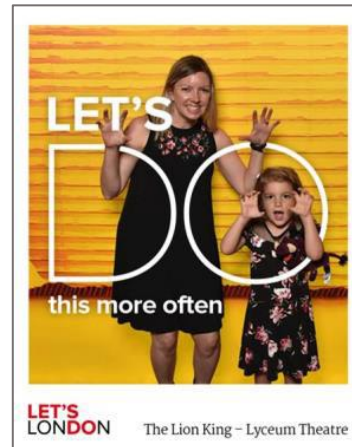
# Family: appealing visuals

✓ DO THIS

**Reflect classic family times in London** – theatre trip

**Seasonal elements** – Summer and school holidays

**Taps into emotional rewards** – creating memories, priceless times with the family worth the money and effort

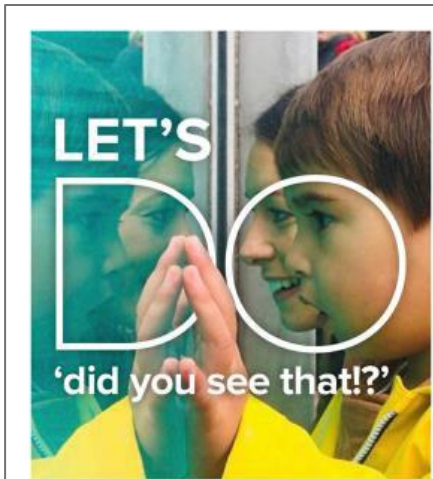




# Family: less appealing visuals

**Inability to reference attraction** e.g.  
expect to see animal for London Zoo or  
something more distinctive for Science  
Museum or London Transport Museum

X DON'T DO THIS



LET'S  
LONDON

ZSL London Zoo



LET'S  
LONDON

London Transport Museum

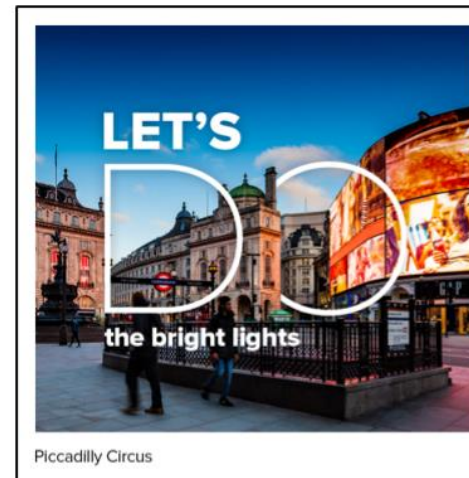
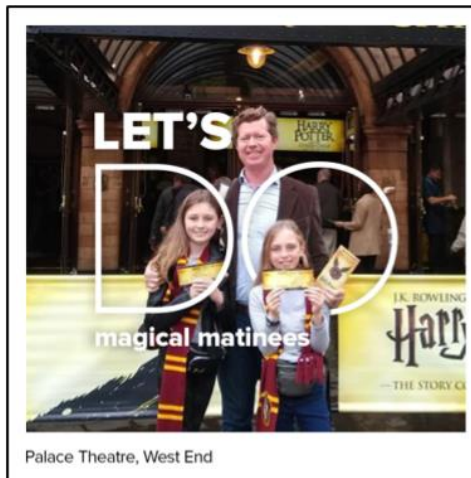
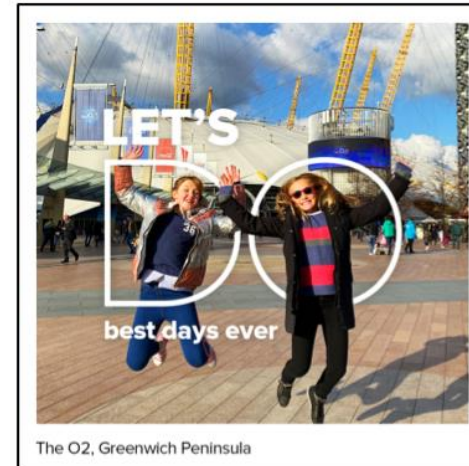
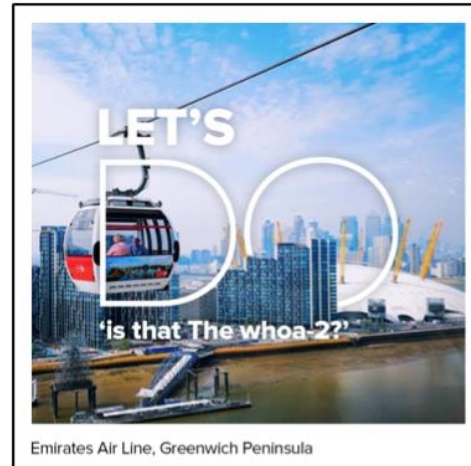


LET'S  
LONDON

Science Museum

# Story board examples - Family

The below are examples of how to bring the campaign to life for families showing emotion and place. The exact images cannot be used due to licensing. Access high quality London imagery at [photos.london](https://photos.london)





# Families: Copy that works well

- Remember, London is competing with coast and countryside destinations or replacing international holidays. Highlight experiences that may surprise some audiences – outdoors, green space, relaxation, family fun, experiencing the world in one city etc
- Lines that affirm trips into London would be worth family time and money landed work well.
- Lines that lean on emotion to reassure parents that London would pay-off with a connection experience, negating thoughts around safety and the hassle of organising a trip.
- Lines can be used directly as simple CTA if the image is working hard enough to convey instantly relatable emotion.
- Lines that playfully reference kids “growing up so fast” strike a chord.
- Using a specific occasion in the headline gives our audience something to hold on to and something to plan for. For families, think birthdays, graduations, school holidays, etc.

# Friends & Couples: appealing visuals

**Insider London feel** – new and surprising experiences

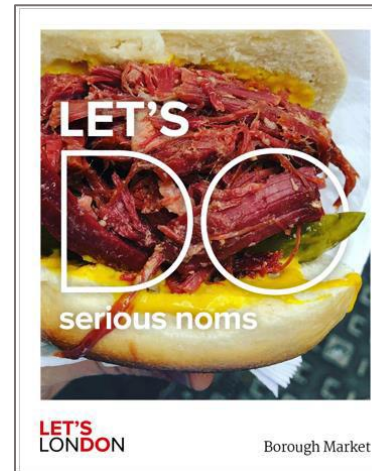
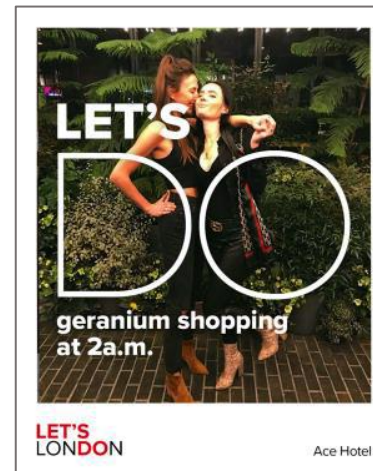
**Impactful visual, colourful** would stand out on social media

**Element of intrigue/what is that about**

**Striking and clever visuals** – cannons on Imperial War Museum

**In tune with the target audience's interests and passion points**

✓ DO THIS



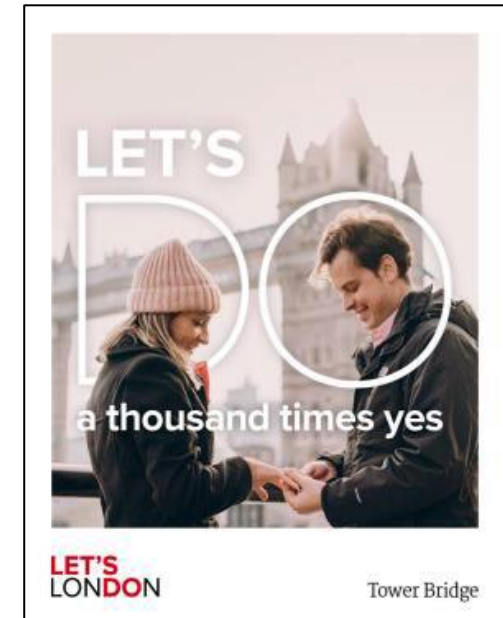
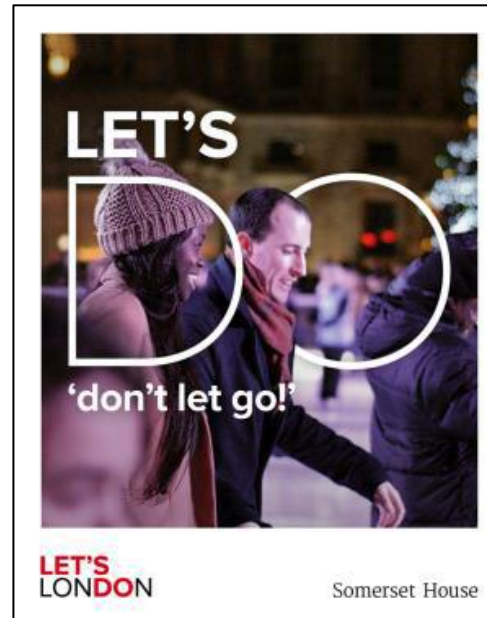


# Friends & Couples: less appealing visuals

## Predictable and generic imagery

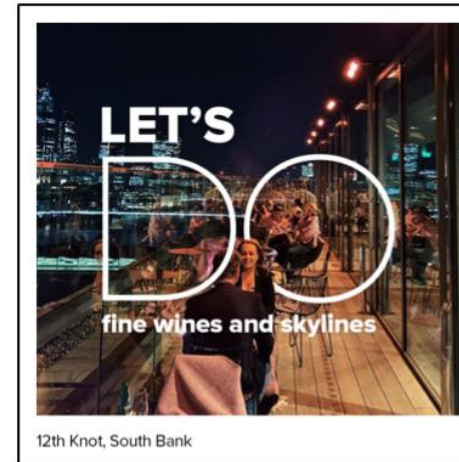
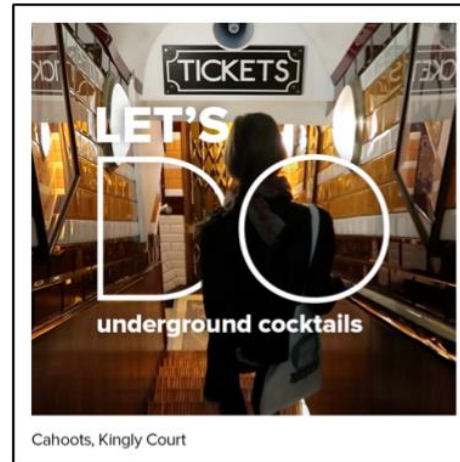
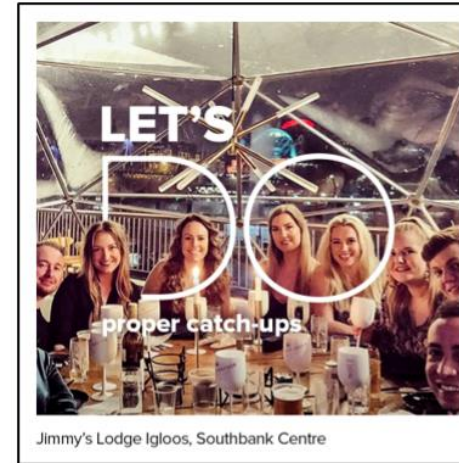
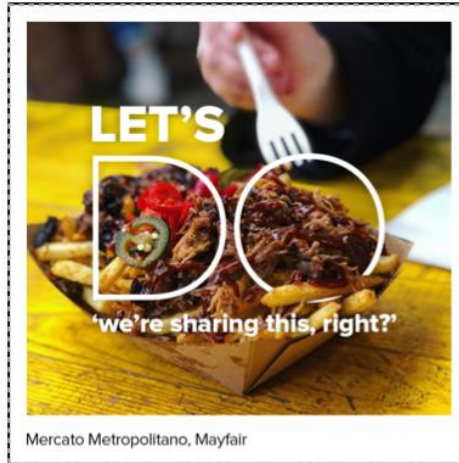
**Sentimental, softer couples imagery** – out of step with dynamic feel for the campaign, more of a touristy view of London (via straightforward images)

X DON'T DO THIS



# Story board examples – Friends & Couples

The below are examples of how to bring the campaign to life. The exact images cannot be used due to licensing. Access high quality London imagery at [photos.london](https://photos.london)





# Copy that works well for Friends & Couples

- Lines that deliver a sense of spontaneity and unexpectedness, as they seek new unique experiences.
- Lines that challenge the perception of London being too touristy.
- Lines written like someone's real thoughts work well (photographer or person featured) and gives the opportunity to inject more personality and authenticity into the copy.
- Lines that are playful and bold with popular phrases and expressions
- Lines using contemporary language or turns of phrase can also be effective.
- Lines that allude to a day of activity are effective because they make the trip to London feel like more of an event and a worthwhile experience.

# Business tourism, meetings & events





# Audience summary (*events*)

The campaign will target active visitor, leisure, culture and event-going audiences.



## Business community

- Key decision makers of businesses who are looking to get their teams back together, meet with their clients and investors or have a creative brainstorm.



## Meeting and event planners

- Planners will be the ones to look for destinations to host their events, they need to see London as safe and equipped for hybrid, sustainable and innovative needs.



## Eventgoers

- Domestic consumers who travel into the city to attend an event. This could be a local gig or a city-wide cultural or sporting event.

# Motivations and barriers (*events*)

People are keen to go back to shared experiences.



## Motivations

- Social interaction – people have missed this most.
- Team morale and engagement
- Industry support
- Value of face-to-face meetings



## Coronavirus fatigue

- People are tired of talking about coronavirus and being reminded of it.
- People are excited about the possibility getting their teams back together for an engaging event



## Barriers

- Pilot outcomes
- Travel restrictions
- Cost and value for money



# Key messaging (*events*)

The campaign features inspirational messaging, which encourages the audience to book meetings and event spaces across the city, and inspires consumers to visit events again.



London is ready to welcome business events again. So, whether you are looking to host a meeting, conference or incentive activity, plan to do it all safely in London.  
**#LetsDoLondon**



London's rich history of business and culture is ready to inspire you again – choose London for your next business event. **#LetsDoLondon**



Boost your team's morale, engagement and wellbeing with a business meeting in one of London's unique and COVID-secure venues. **#LetsDoLondon**

# Social Post Copy (events)

Accompanying copy for each post should be as succinct as possible, referencing #LetsDoLondon and #escapetheeveryday tagging @London\_CVB where applicable.

Social posts or videos will usually be a series or montage to excite and engage specific audiences:

## **BUSINESS COMMUNITY**

Let's do an action-packed team building activity to boost team morale.

[#LetsDoLondon](#)

## **MEETING AND EVENT PLANNERS**

Let's do a once-in-a-lifetime experience for your delegates at one of London's unique event spaces. [#LetsDoLondon](#)

## **EVENT GOERS**

Let's do sporting events and watch your favourite team score, listen to live music and experience the fullness of London's culture through city wide or local consumer events. [#LetsDoLondon](#)



# How to get involved

Be part of the **Let's Do London** campaign by:

1. Using the **Let's Do London toolkit and assets** in your content and campaigns – download the assets [here](#).
2. Promoting your business to customers using the **#LetsDoLondon** hashtag.
3. Heading over to the **official image library** at [photos.london](https://photos.london) for London imagery. Register for free using the [Press](#) option to access the Let's Do London imagery. More images will be added soon.
4. Sending us your **content\*** – we're currently looking for imagery across the key themes of Meeting Safely, Culture, Entertainment, Iconic London, Hidden Gems and Outdoors - please do send these plus images of your event spaces to [letsdolondon@londonandpartners.com](mailto:letsdolondon@londonandpartners.com)
5. Letting us know if you share **Let's Do London** on your own channels – so we can re-share or interact with your content where possible.

More details about how to get involved will be shared as we near the full launch in May.

