

# VISIT LONDON

## **Client**

Visit London

## **Background**

Visit London is the official visitor organisation for London. A leader in best practice destination marketing, Visit London promotes the UK capital internationally, throughout Britain and to Londoners targeting leisure and business visitors.

Visit London launched their 'Only in London' campaign in 2009. The international marketing campaign rolled out through the UK, Europe and North America promoting the unique features of the city as well as great value deals, due to the exchange rates of the euro and the dollar.

As part of the campaign, a leaflet with offers for London attractions, restaurants and hotels was produced with the aim of attracting more visitors to London from within the UK. The leaflet was produced to complement the existing leaflets: Visit London Accommodation Guide and Visit London City Guide.

## **The Challenge**

As part of the 'Only in London' campaign, Visit London wanted a bespoke solus distribution campaign to Tourist Information Centres (TICs) which would maximise the chance of display and therefore pick-up. The challenge was to try and get as many TICs as possible to display the leaflet.

## **The Activity**

14,500 'Only in London' leaflets were sent out as a solus campaign to 110 outlets across TICs nationwide. These outlets were chosen because they are the highest distributors of the official Visit London accommodation and city guides, and therefore had the best probability of being both displayed and picked-up by the public. It should be noted that the 110 outlets were throughout the UK demonstrating the broad appeal of the Visit London titles.

As both an incentive to display the leaflets and a gesture of gratitude towards the TICs, Visit London decided to include chocolate coins and teabags for the TIC staff. This proved a popular strategy:

*'What a lovely surprise on a Monday morning! Thank you for the tea and chocolates. Of course we are more than happy to display London items.'*

Dawn Spalding, East Grinstead TIC

## **The Result**

Several TICs emailed to register their thanks for the gifts and for the bespoke leaflets, with some TICs requesting more leaflets to be sent straight away. It is too early to assess how many customers have made redemptions at participating attractions and restaurants, but so far the results are looking positive.

## **Quote**

"It was a pleasure to work with Take One Media on this project. They were very knowledgeable when it came to selecting which TICs to send information out to, as well as providing useful tourist office customer profiles. Take One Media were very flexible, and they delivered the leaflets with efficiency."

Jess Rees, Partnership Marketing Manager, Visit London