

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON JANUARY 8, 2013
FROM:	ART ZUIDEMA, CITY MANAGER VERONICA MCALEA MAJOR, MANAGING DIRECTOR, CORPORATE SERVICES AND CHIEF HUMAN RESOURCES OFFICER
SUBJECT:	WELCOMING THE WORLD TO LONDON CAMPAIGN

RECOMMENDATION

That, on the recommendation of the City Manager, and the Managing Director, Corporate Services and Chief Human Resources Officer, Civic Administration **BE AUTHORIZED** to transfer up to a maximum of \$100,000 from the Operating Budget Contingency Reserve to Corporate Communications in 2013 to implement the “Welcoming the World to London” marketing communications campaign, **IT BEING NOTED** that the City is working with its partners to obtain matching funding.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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None.

BACKGROUND

London is hosting the World Figure Skating Championships in March 2013. This event is the single largest event hosted in London in the city’s history. The World Figure Skating Championships attracts 150 million viewers worldwide, showcasing over 200 of the best athletes from over 50 countries. It is anticipated that over 300 major media outlets will be present to cover the event.

This is a once in a lifetime opportunity to market and celebrate London to the world. The City and its partners have unique opportunities before, during and after this event to promote London as a great place to do business, visit and live.

The Welcoming the World to London campaign has been developed as a multi-faceted marketing and communications campaign designed to showcase London to businesses, investors, visitors and Londoners. The “Welcoming the World to London” project team included city staff and public sector partners, including:

City of London Mayor’s Office	Jennifer Buchanan
City of London City Manager’s Office	Kate Graham
City of London Corporate Communications	Elaine Gamble, Robert Paynter
LEDC	Kadie Ward
London Convention Centre	Darrin Pollard
Tourism London	Cheryl Finn
London Arts Council	Andrea Halwa
London Heritage Council	Andrea Hallam
Downtown London	Janette MacDonald

DISCUSSION

Following a request for quotations (RFQ), the “Welcoming the World to London” project team have been working with a local marketing communications company to develop a communications campaign to welcome the world to London.

The goal of the campaign is to enhance and broadcast the image of the City of London, as a vibrant, exciting and welcoming city. The audiences include international media who will be covering the event, national and international viewers, visitors to London and Londoners.

Through the development of the campaign, a creative concept has been finalized. It is proposed that the Canada’s London logo will be used throughout the campaign, as well as the creative elements of “Alive” (see logos and designs below). The logo and designs will ensure a consistent brand and messaging that is fresh and welcoming and that positions London as unique to Canada and a vibrant and exciting city.

Logo and design concepts:



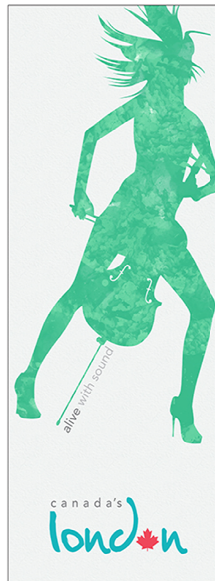
ALIVE WITH
COLOUR



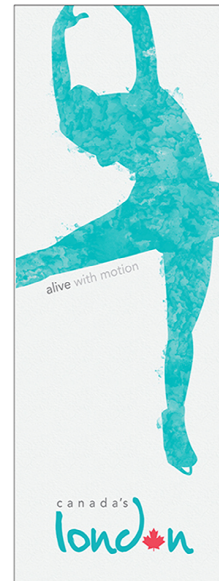
ALIVE WITH
FLAVOUR



ALIVE WITH
SOUND



ALIVE WITH
MOVEMENT



The campaign includes outdoor advertising (bus shelters, billboards, banners), television, newspaper and online advertising, and several 30 second videos. A special event guide and a special newspaper section will be produced and distributed to all Londoners, visitors and media. Indoor advertising includes banners and advertising in hotels, local businesses and restaurants.

Online, a “Canada’s London” website portal will house videos, photos and social media posts from Twitter, Facebook and Instagram. The website will also link to the City and partner websites where users can find more information on the city, parking, restaurants, attractions, promotions and news.

A social media campaign will encourage visitors and Londoners to take photos around the city and share them with others. In this way, the people here at the event will become our brand champions who will help us promote London to their international network of friends and family.

This project can be funded up to a maximum of \$100,000 through a “one time” drawdown from the Operating Budget Contingency Reserve, it being noted that Civic Administration is projecting \$100,000 of savings from corporate advertising accounts in 2012. Additional matching funding is being provided by members of the project team. Civic Administration is continuing to pursue other public sector partners for additional funding.

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The 2013 World Figure Skating Championships presents a unique opportunity to market and brand London as an exciting, vibrant city. This marketing communications campaign is designed to reach an international audience to share that excitement and opportunity. The campaign is also designed to excite and engage Londoners in the many activities that will be happening around the city. By working with our public sector partners, we can leverage existing funding to carry out this campaign from January to March 2013.

PREPARED BY:	CONCURRED BY:
ELAINE GAMBLE DIRECTOR CORPORATE COMMUNICATIONS	LARRY PALARCHIO DIRECTOR, FINANCIAL PLANNING AND POLICY

CONCURRED BY:	RECOMMENDED BY:
VERONICA MCALEA MAJOR MANAGING DIRECTOR, CORPORATE SERVICES AND CHIEF HUMAN RESOURCES OFFICER	ART ZUIDEMA CITY MANAGER