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TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING ON MAY 7, 2013
FROM:	ART ZUIDEMA, CITY MANAGER and 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, this Report **BE RECEIVED** for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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Corporate Services Committee Report - January 8, 2013.

BACKGROUND

Many local organizations and community groups play a role in promoting London. Most recently a number of organizations including the London Economic Development Corporation, Downtown London, Tourism London, the Arts Council, the Heritage Council, the London Convention Centre, Western University, Fanshawe College, and Western Fair District (the "Community Partners") came together to actively promote London to an international audience during the World Figure Skating Championship through the "Canada's London Campaign".

Work on the Canada's London Campaign began in 2012, when a number of organizations from across our community including those noted above collaborated to develop a strong, consistent message to promote London to the world. As noted, the result of this collaboration was the development of the "Canada's London" brand and marketing campaign launched during the 2013 World Figure Skating Championships.

The goal of the campaign was to enhance and broadcast the image of the City of London, as a vibrant, exciting and welcoming city. The audiences included international media who covered the event, national and international viewers, visitors to London and Londoners.

The Canada's London logo was developed as part of this campaign, as well as the creative elements of "Alive". The four themes (Culture, Flavour, Movement, Innovation) were designed to highlight the best of London to visitors and Londoners. The logo and designs ensure a consistent brand and messaging that is fresh and welcoming; that positions London as unique to Canada and a vibrant and exciting city.

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The campaign included outdoor advertising (bus shelters, billboards, banners), television, newspaper and online advertising, and several 30 second videos.

The “Canada’s London” website portal housed videos, photos and social media posts from Twitter, Facebook and Instagram. The social media campaign also included weekly and daily blogs written by Londoners featuring London arts, culture, sports and innovation, as well as a campaign to encourage visitors and Londoners to take photos around the city and share them with others.

The Canada’s London logo is now being embraced as a community brand. It is free and available for anyone to download online and use to promote the community of London.

DISCUSSION

Quantitative Results¹

Outdoor advertising:	39,000,000 impressions (number of times the ads were viewed)
Print advertising:	1,940,000 impressions
Website traffic:	47,473 total visits
Blog traffic:	12,768 total visits
Videos:	82,600 views
Online advertising:	13,834 impressions; 48,172 click throughs
Social Media:	Facebook reach: 10,058,000; over 2,700 people like our page Twitter: 4,058 tweets with #CanadasLondon; 650 followers Instagram: 103,545 impressions; 1100 photos tagged

Qualitative Results - Survey (online and in person)²

An online and in person survey was conducted during the week of March 17 – 24. Full results of the survey are included as “Appendix A”.

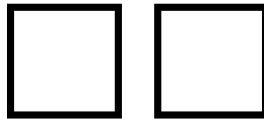
- 746 respondents
- Female: 56.6; Male 43.5 %
- Residents of London: 73.9%; Visitors: 26.1 %
- Comments gathered show a good representation from international visitors (United States, South Korea, Japan, Italy)
- Street and online respondents almost equally see city as ‘friendly’
- Street respondents scored the city higher on “exciting/entertaining”
- Street respondents also reported the city favourably in terms of “helpful/good service”
- About 20% of comments contain specific negative comments about city hall/budget/ infrastructure showing dissatisfaction with city itself

Logo Insights

- Street respondents had more favourable view of logo and city itself

¹ AdHome Creative estimates based on London, Canada marketing studies which estimate the total amount of times that an advertisement is viewed at a location during the life of the campaign.

² Survey respondents were asked a series of questions about the Canada’s London logo, the marketing campaign and whether the campaign enhanced their impressions of the City.



- Common feedback showed some concern with muted tones of creative's colours
- Street responses scored, on average, 1 point (10%) higher on all characteristics of the logo
- Some comments from residents echoed the confusion of this brand versus the City Hall corporate identity (the tree logo)

Campaign Insights

- "Movement" was the attribute that received the highest scores (8.31 from street level)
- "Flavour" also received high scores from street level respondents

Survey comments:

- London is a Beautiful City that has a lot to offer residents and travelers! As a resident who grew up here I love it here!!!
- A fresh approach that takes nothing away from "The Forest City" "Canada's London, the forest city. Well done with this branding.
- If this is a logo that will be adored by the City moving forward, would recommend removing the word "Canada's". London with the maple leaf in the o, says it all and brands London well and proudly Canadian.
- Keep using the logo Canada's London. I like it :)
- very proud to be a Londoner, especially this week,keep it going!!!!!!!!!!!!!!!!!!!!
- A new logo and a bunch of graphics are not going to help raise London's profile. More financial aid needs to be given to artists, neighbourhood associations and social service organizations.
- I admire the efforts of this campaign. I know there's a lot of criticism over it, but talk is cheap isn't it?

Other comments:

- Downtown London reported that they had amazing feedback from visitors about the beautiful and clearly personally designed window displays from visitors. They felt it "made" the experience here in London and elevated it above other cities they had attended this event in. In a survey, 64 per cent of downtown businesses indicated that they would tailor their store windows again for future events.
- 92 per cent of downtown businesses said they believed events of this caliber are good for London as a whole
- Great work @canadaslondon. Even more proud to be from #ldnont after an amazing week on the global stage. So impressed with all involved!
- @canadaslondon It really opened up eyes about what is going on around #LDNONT esp BMO Centre, can you believe that many people go there?
- Being part of the #FSWorlds13 makes me proud to be a Londoner tonight @BudGardens @LdnOntTV @canadaslondon pic.twitter.com/PnXzOhNv2b
- London is doing a fantastic job of hosting Worlds Michelle. Very excited for competition to officially start tomorrow.
- I would like to thank Jo-Anne Bishop and all the other "alive" bloggers. The past week was an excellent opportunity for London.

Survey Analysis

Survey participants who took the survey in person downtown or who indicated that they had taken part in some of the events downtown were overall more positive than those who took the survey online. This reflects the fun and excitement that people were able to be part of in the downtown area.

Survey results were also positive related to the Canada's London brand, the marketing campaign and the overall experience for those who participated in the events during the week of the campaign. Some comments indicated confusion of the Canada's London brand with the City Hall corporate identity (the tree logo). This is to be expected with the launch of a brand new logo. Subject to Council's feedback, we believe that consistent use of the Canada's London logo by Community Partners and other organizations throughout the city will continue to reinforce the brand and strengthen its presence in the community. Brand guidelines and rules for its use will need to be developed and ultimately minimize this confusion.

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Overall, the survey reflected the brand and campaign was positively received among both residents and international visitors. A further benefit of the campaign was the success of uniting our Community Partners under one brand that they can embrace and promote across many platforms. It also shows the power of collaboration amongst community partners in promoting and celebrating our city.

Financing

The campaign was funded in collaboration with campaign partners. Council authorized Civic Administration to transfer up to a maximum of \$100,000 from the Operating Budget Contingency Reserve to implement the campaign. An additional \$35,000 was paid from the City’s Corporate Communications advertising budget and \$65,000 in funding was provided by the Community Partners. The overall cost of the campaign was \$200,000.

CONCLUSION

The 2013 World Figure Skating Championships presented a unique opportunity to market and brand London as an exciting, vibrant city. The Canada’s London marketing communications campaign was very successful in exciting and engaging Londoners in the many activities that happened throughout the city. The campaign also successfully reached many of the visitors to our City. By working with our Community Partners, the City leveraged existing funding to carry out the campaign successfully with less than three months to develop and execute.

One key learning for the Canada’s London partnership was that the collaborative effort allowed us to showcase the city in a much more comprehensive way. Bringing the entire “community team” together allowed us to leverage different skills, knowledge and abilities in a coordinated effort to market and promote London. The Community Partners strongly recommend that this collaboration continue for future efforts whether it be special events, conventions, sales and marketing initiatives to bring businesses, companies and talent to London. A strong, coordinated and consistent approach will ensure all our efforts are more successful.

Next Steps

Our Community Partners are very interested in keeping “Canada’s London” as a community brand and a way of consistently promoting London and its activities, events, amenities and success stories. Subject to Council’s feedback, the Community Partners are proposing to develop a plan to continue and expand the use of “Canada’s London” as a community brand, through the use of websites, toolkits, blogs and social media tools. The Community Partners will also work on developing guidelines on the use of the logo, so organizations and individuals know when, where and how they can use it to promote the community of London. Moving forward with the plan will not require any further financial commitment from the Corporation at this time.

PREPARED BY:	CONCURRED BY:
ELAINE GAMBLE DIRECTOR, CORPORATE COMMUNICATIONS	THE CANADA’S LONDON PARTNERSHIP

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