



**TRANSPORT
FOR LONDON**

EVERY JOURNEY MATTERS



Commercial media and partnerships





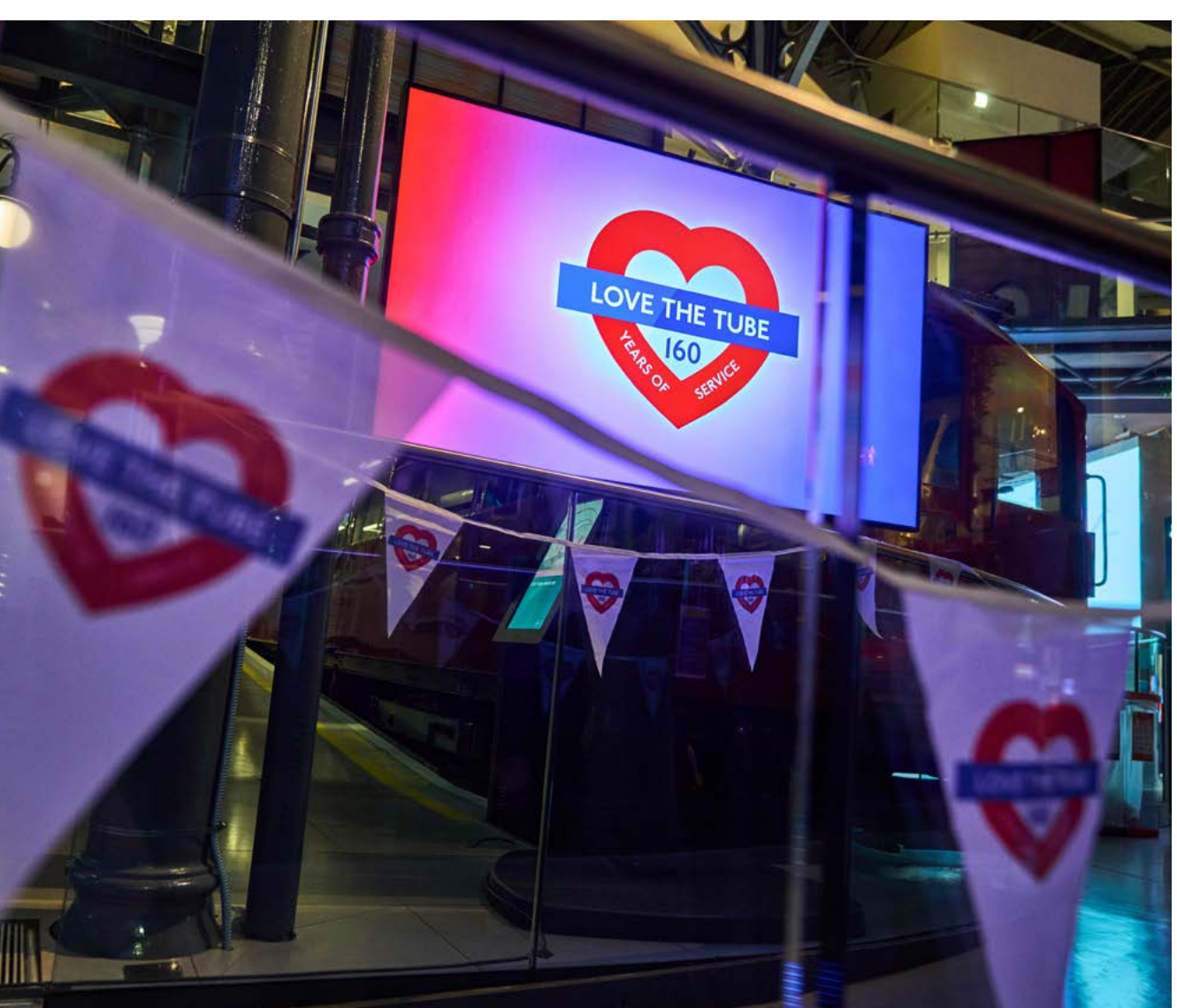
Contents

- 5 The Transport for London brand
- 6 Who we are
- 7 Commercial revenue
- 8 Advertising
- 12 Commercial partnerships and experiential
- 16 Brand licensing
- 21 Film office





The beating heart of London
Globally recognised,
locally loved



The Transport for London brand

London simply isn't London without Transport for London (TfL). Truly iconic, we have served and shaped the capital for more than 160 years.

We hold a special place in the hearts and minds of Londoners and visitors.

Unrivalled in scale, we are deep-rooted in history, famous and trusted.





Who we are

We take pride in being part of a world-famous brand, the symbol of authentic London, and such an instrumental part of a wonderful, evolving city.

From unforgettable campaigns on London Underground, and creative collaborations using our globally recognised symbols, to managing the filming of high-end film and TV productions across the network – we're the experts in delivering it all.

This guide provides insight into some of our finest work and how you can get in touch.



Commercial revenue

One hundred per cent of the revenue we generate through commercial activities goes back into the network – reinvesting in the city and keeping London moving.

Our expert teams are here to inspire and guide brands and storytellers in using our environments and assets as effectively as possible.



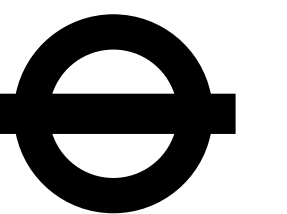


Advertising

We reach millions of commuters, leisure-seekers and international visitors travelling on our network every day.

Home to one of the world's most valuable advertising estates, our market-leading assets and technology can empower your brand to reach an unrivalled audience.

We work closely with our media partners to manage high-quality advertising assets throughout London - on the road and on public transport.

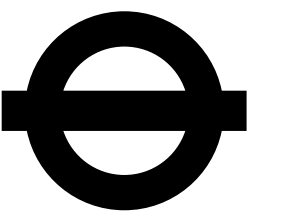




JCDecaux

JCDecaux manages more than 5,000 digital and poster sites across our bus shelter network.

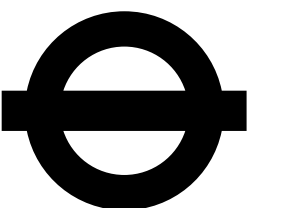
Their pedestrian-targeted street furniture channel is part of the urban infrastructure of everyday life for anyone living and working in London and cities across the UK.





Global is the sole provider of London Underground advertising opportunities.

With up to five million passenger journeys across the network every day, advertising on the Tube is a more cost-effective way to target hard-to-reach audiences compared to other mediums such as TV advertising.

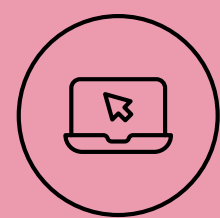


How to advertise with us

To advertise across the London Underground or London bus shelter network, please speak directly with the media owners:



[Global](#)

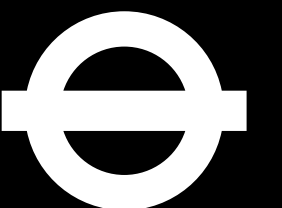


[JCDecaux](#)

For any other information, head over to our webpage and get in touch with us directly:



[TfL advertising](#)



Commercial partnerships and experiential

Harness the power of the TfL brand and network assets to give your brand direct access to millions of customers.

Our Commercial Partnerships team collaborates with brands to create premium, integrated campaigns.



Each opportunity can be tailored to create a bespoke package that meets specific brand objectives and budgets



**Brand
sponsorship**



**Brand
activation**



**Major
events**

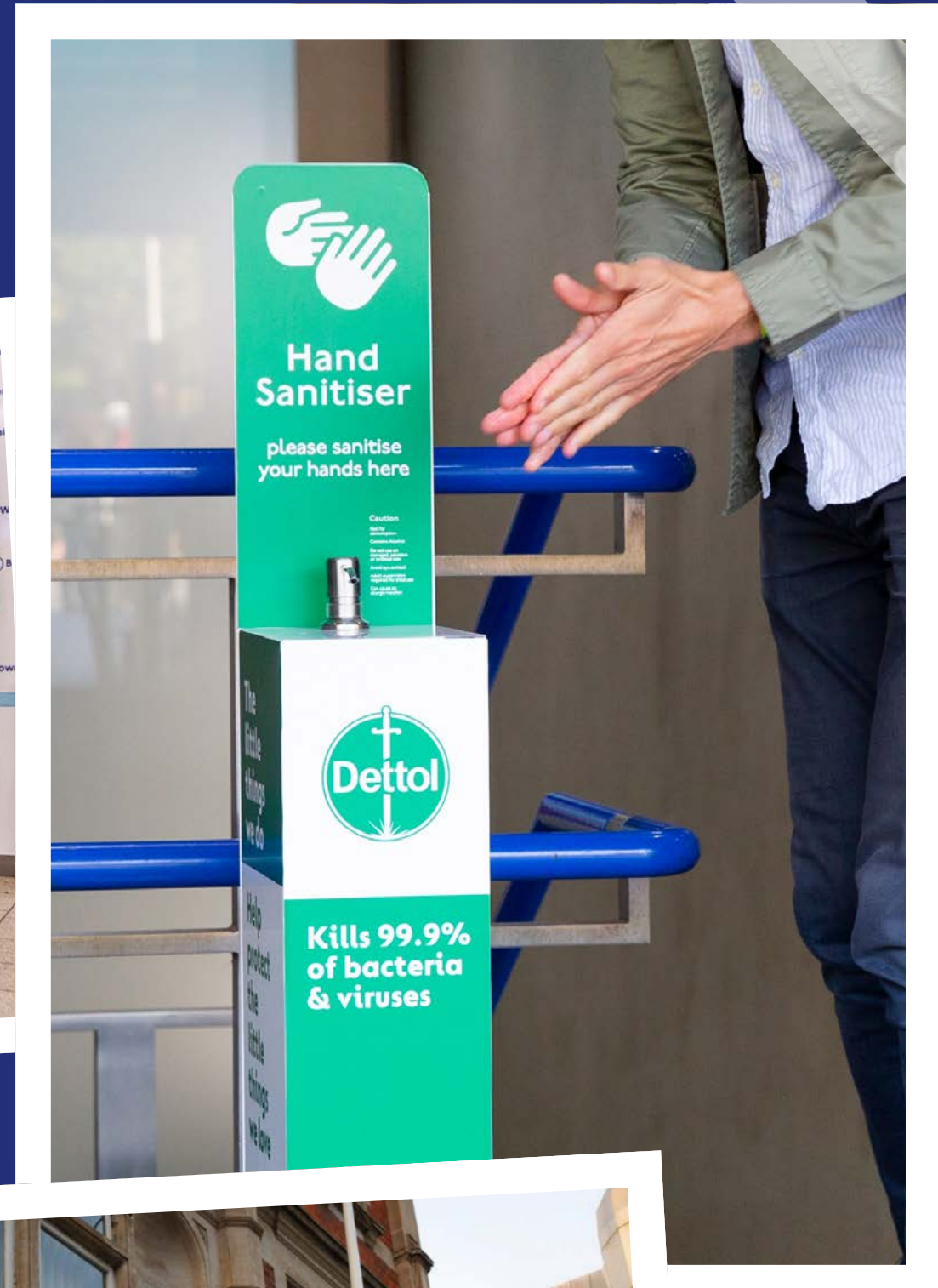


**Co-created
content
featuring
the TfL brand**

See our [Commercial partnership opportunities catalogue](#) for full details



Helping brands to create memorable moments



How to work with us

Check out our webpage,
our Opportunities
catalogue and our
inspiring case studies:

Get in touch with the team:



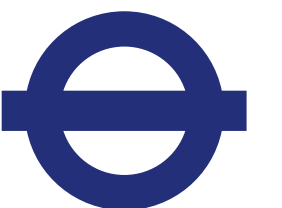
[TfL commercial partnerships](#)



commercialpartnerships@tfl.gov.uk



experientialmarketing@tfl.gov.uk



Brand licensing

Jump on board with the true London brand.

Use our famous design assets and heritage to create profitable products and exciting brand collaborations.

With many of the world's firsts, we have always been a leader in design at the heart of London's design heritage. Today our commitment to design continues and our licensing programme is a part of this.



LONDON UNDERGROUND



We work with partners to create exciting commercial products that reflect our past, our future and our values. Along with our licensing agency, we will support you throughout the design and approvals process, so your collection can tell our brand story.

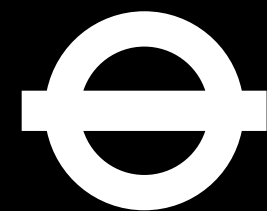
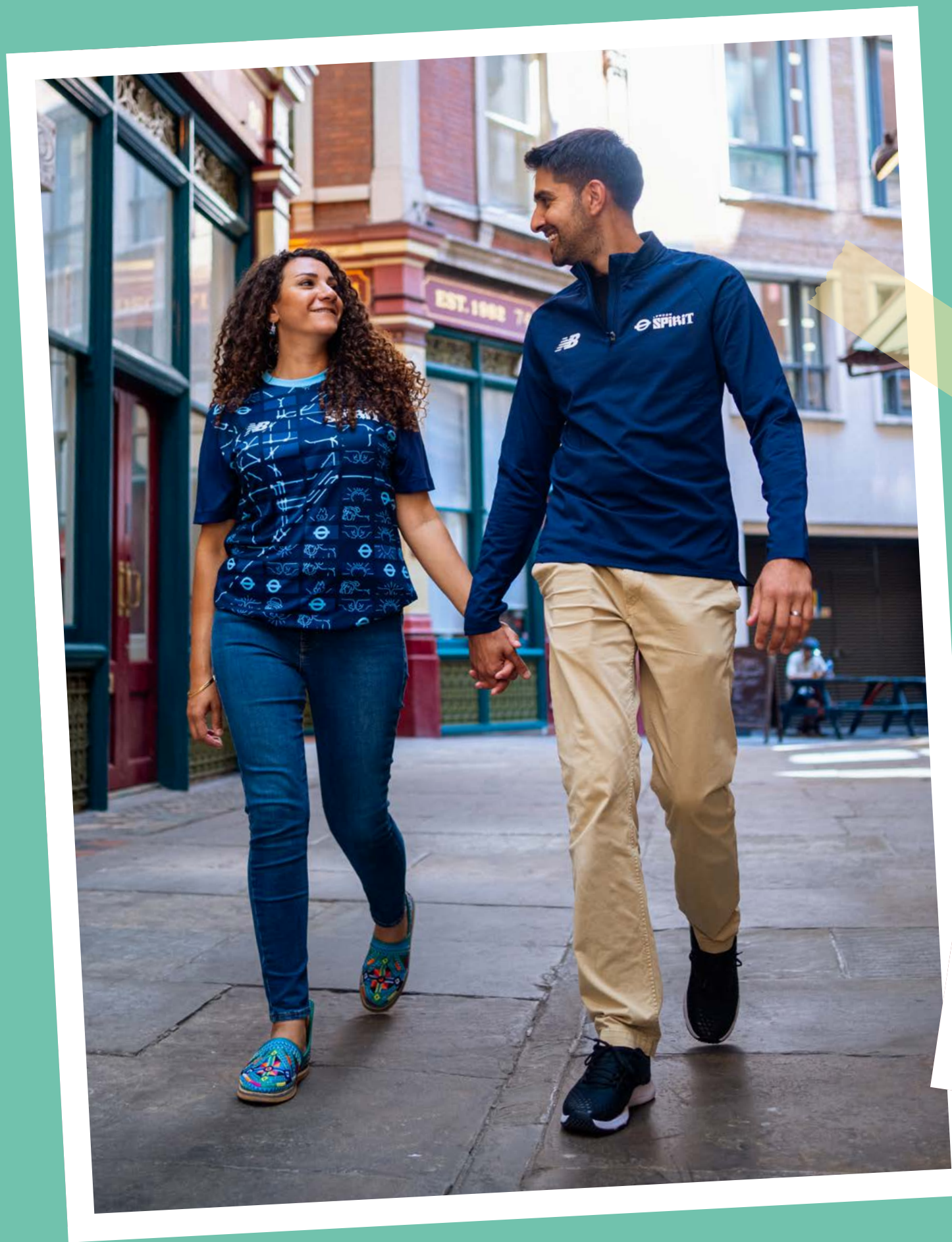


We've been lucky to work with an amazing selection of partners - including high street names from Adidas to Uniqlo - to create a range of quality products, from souvenirs, apparel and jewellery to gifts and craft items.

Our portfolio is always expanding and there is huge scope for creativity in the UK and across the globe.



From fashion to homeware



Get in touch with Brand licensing

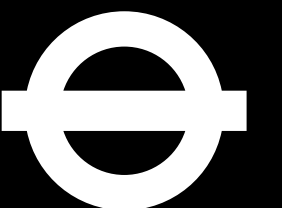
Check out our webpage or speak to the team at TfL:



[Tfl brand licensing](#)



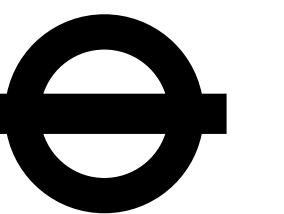
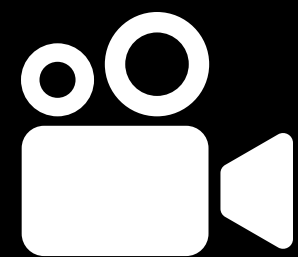
brandlicensing@tfl.gov.uk



Film office

Capture those unforgettable moments through our iconic locations and invaluable expertise.

The TfL network provides the perfect backdrop of authentic London to tell your story.





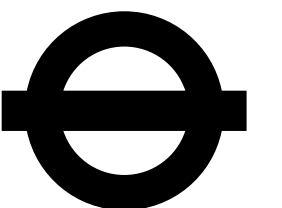
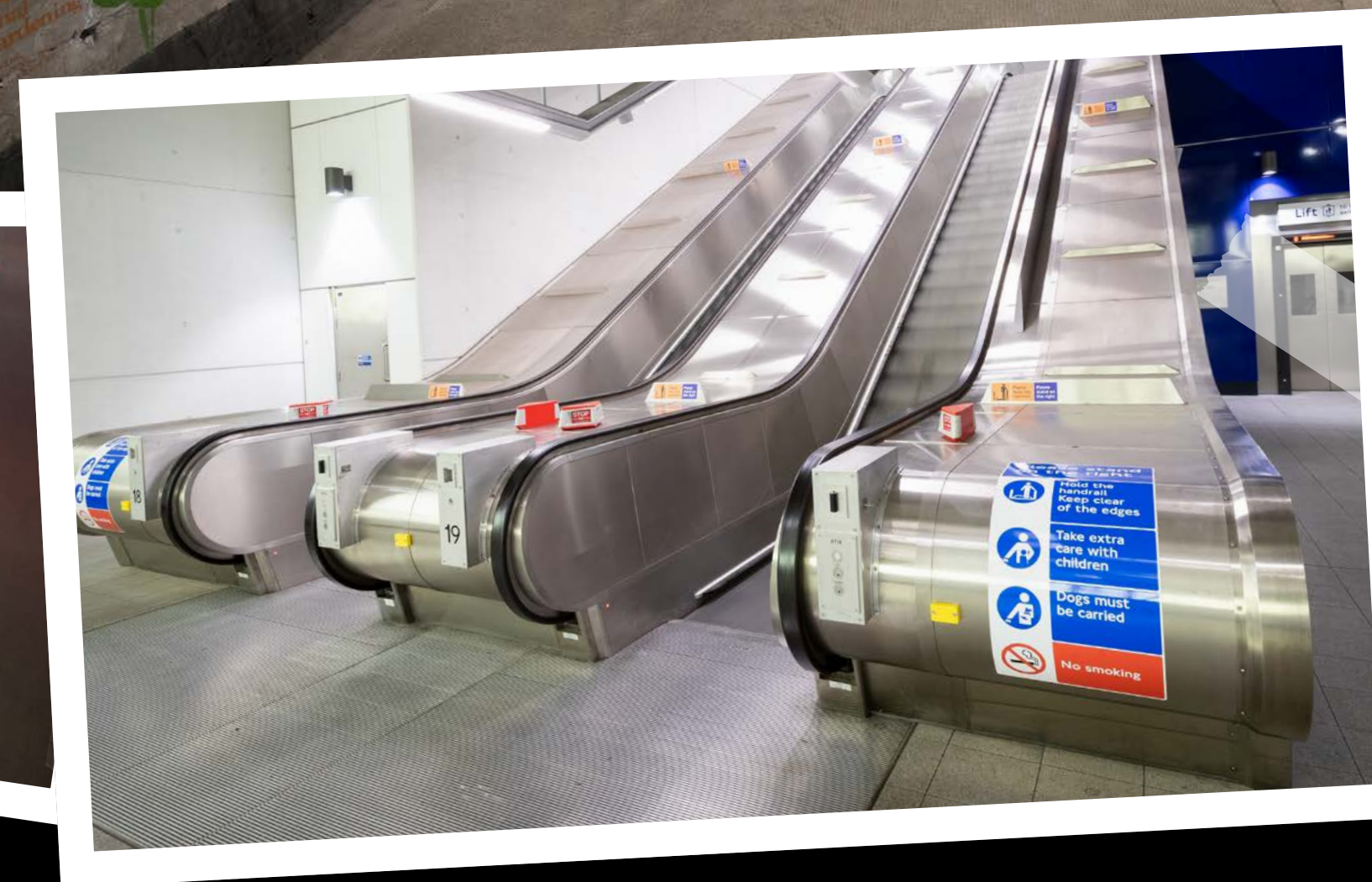
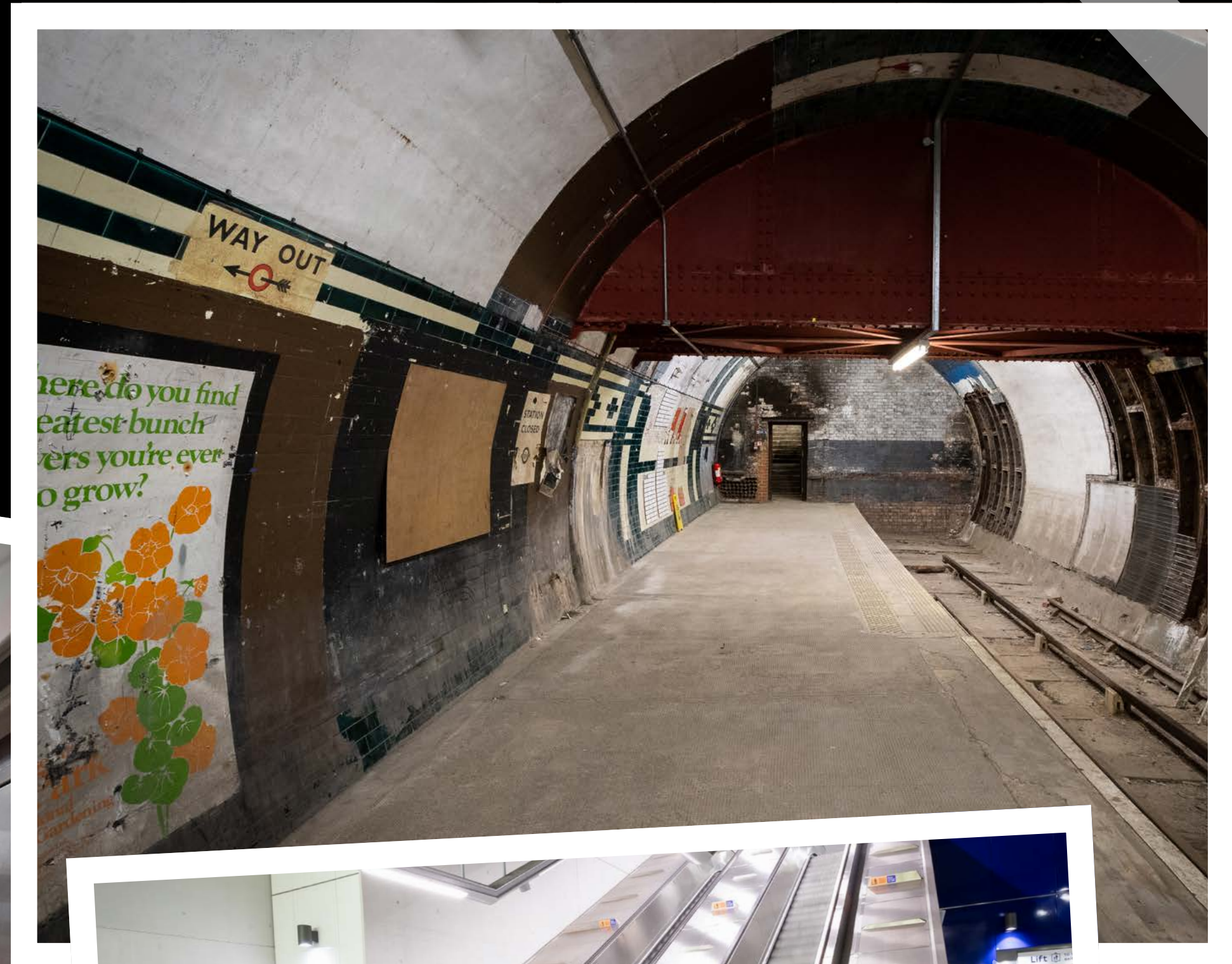
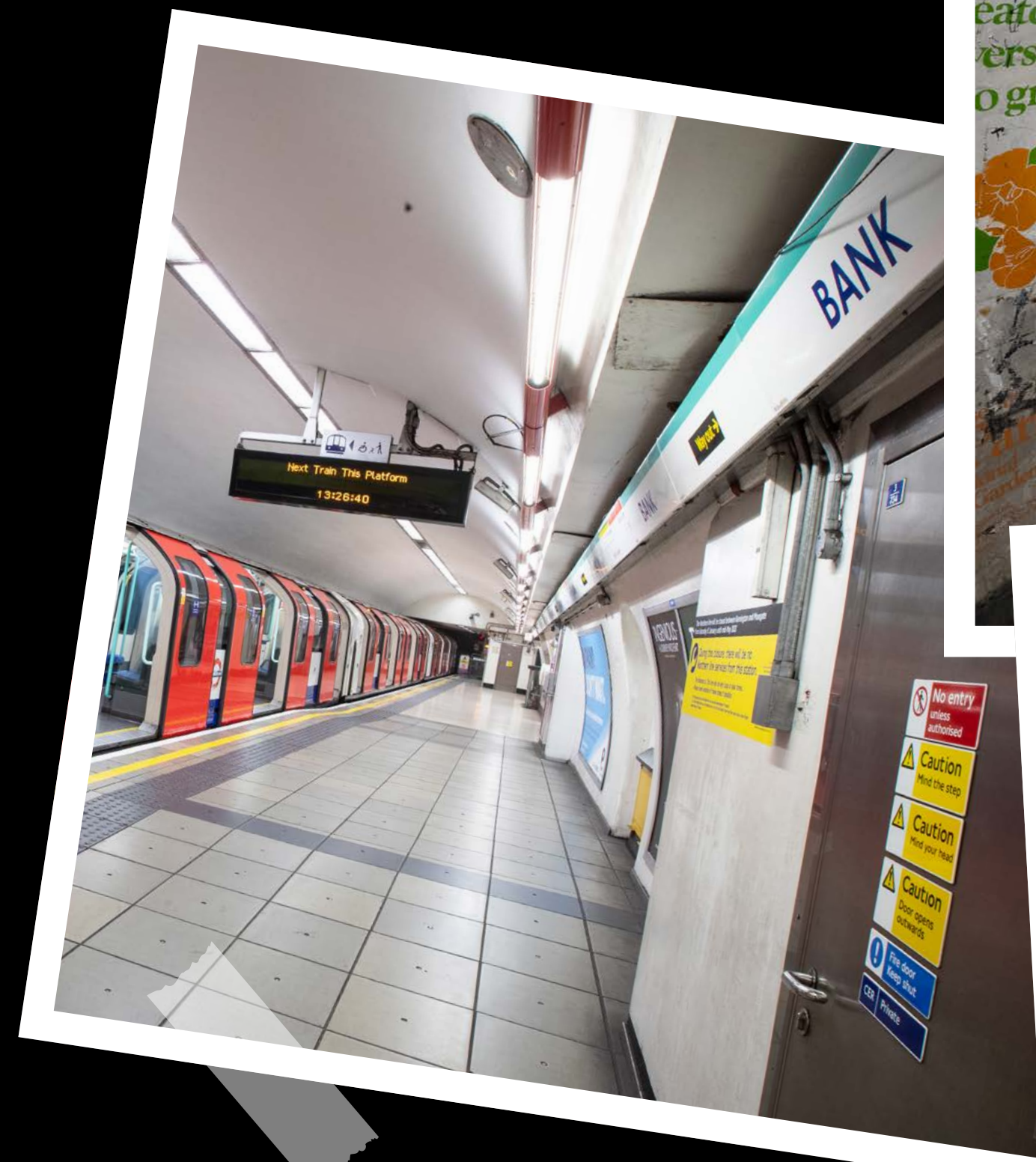
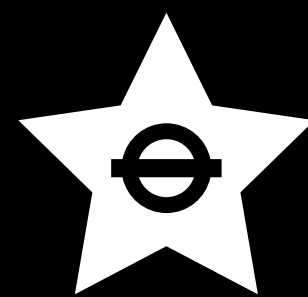
From high-end film and TV productions to documentaries and fashion shoots, there's no better way to capture London than through our iconic locations and symbols. Nothing says 'London' more than TfL.

If you'd like to film or photograph at any of our locations, we'll work with you throughout the application process and offer expert guidance to tell your story in the best way possible.



Exclusive areas

Alongside our operational stations, our exclusive areas have been used by many productions to create iconic scenes and moments over the years. These include Aldwych, Charing Cross and Bank (Waterloo & City line).



How to work with us

To apply for filming or photography permission or browse our exclusive areas in more detail, head over to our webpage:



[TfL film locations](#)



filmoffice@tfl.gov.uk





TfL: Globally recognised, locally loved



© Transport for London

May 2024

tfl.gov.uk