



**TRANSPORT
FOR LONDON**

EVERY JOURNEY MATTERS

Commercial Media and Partnerships





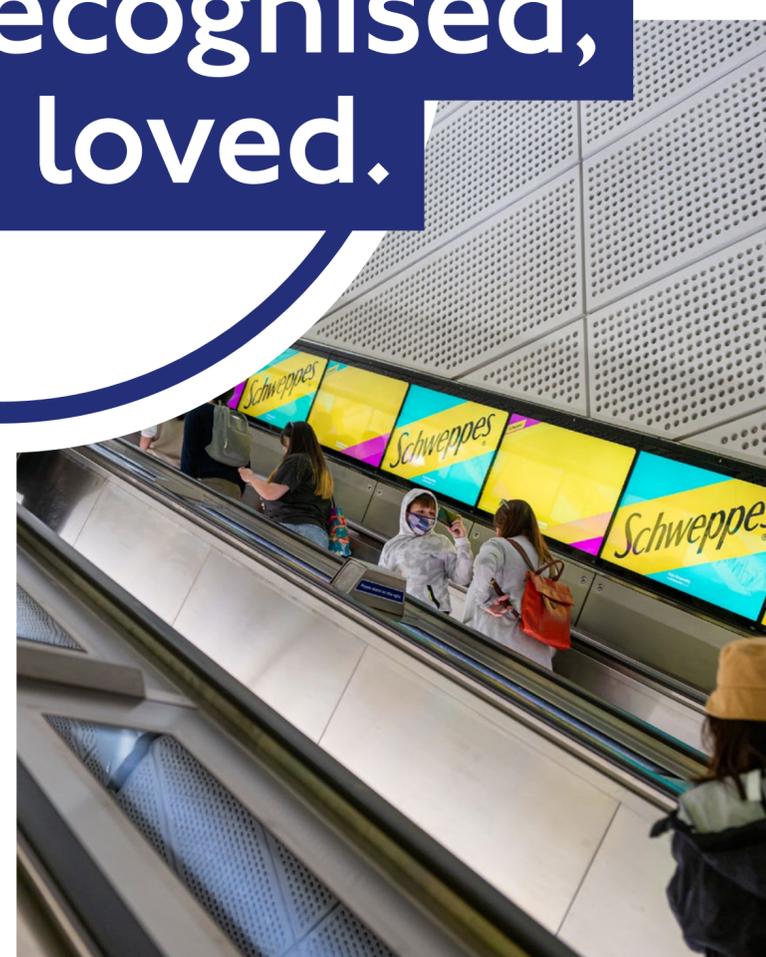
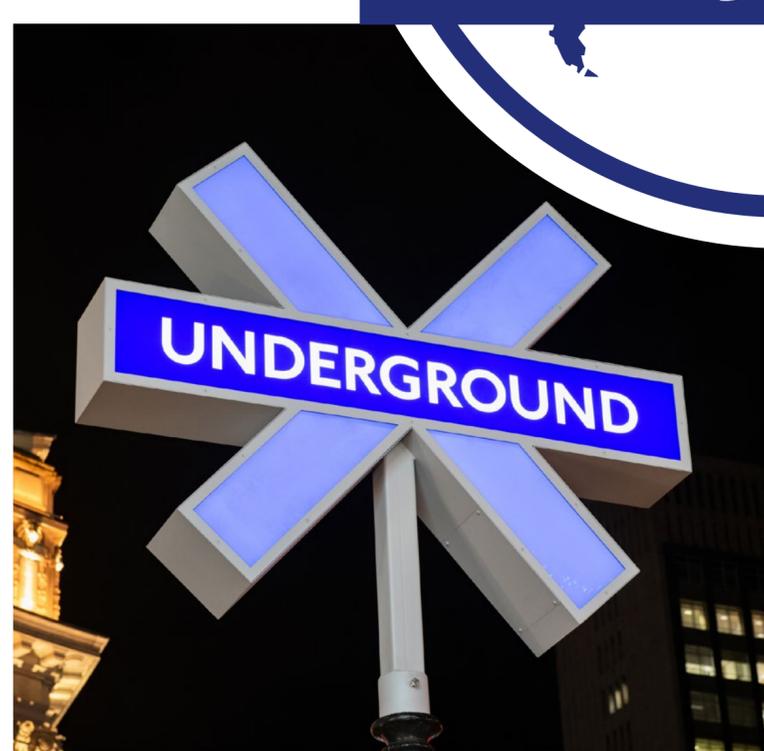
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The beating heart of London.
Globally recognised,
locally loved.



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 over 150 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 to be a such an instrumental part of a wonderful, evolving city.

From unforgettable campaigns on London Underground, 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 each of the teams, some of our finest work and how you can get in touch.



Commercial revenue

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





Advertising

We reach millions of customers travelling on our network every day.

We are home to one of the world's most valuable advertising estates, our market-leading assets and technology empowers brands to reach an unrivalled audience.

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





JCDecaux manage 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.

JCDecaux





Global is the sole provider of London Underground advertising opportunities.

A London icon, 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, brands and agencies will need to speak directly with the media owners.



global.com/outdoor



jcdecaux.co.uk

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



tfl.gov.uk/advertisement



Commercial Partnerships and experiential

Share your ambition with us.

Together, we can execute a unique, creative campaign bringing your brand fame.

The Commercial Partnerships team collaborates with brands and their appointed agencies to create premium, integrated campaigns.



Blending our iconic brand with our wide range of customer audiences both on and offline, we develop bespoke, 'one of a kind' partnerships.



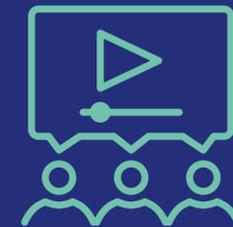
Brand sponsorship

A long-term association with a TfL property or asset. Typically for a minimum of three months



Brand activation

A short-term, high impact brand activity involving a number of our customer interaction points

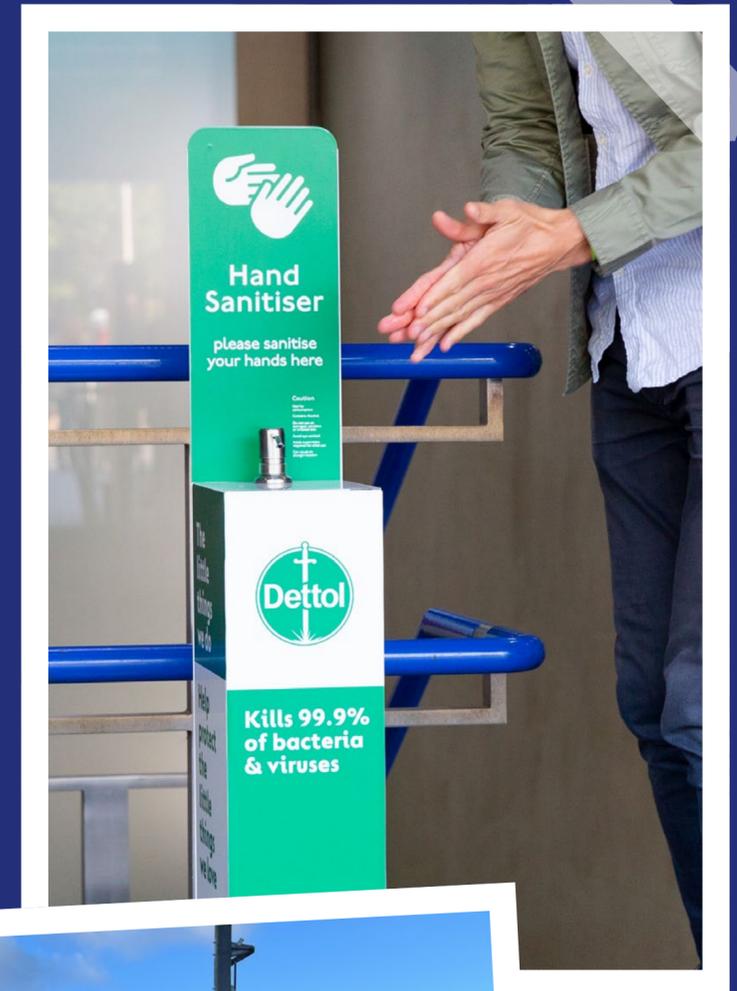
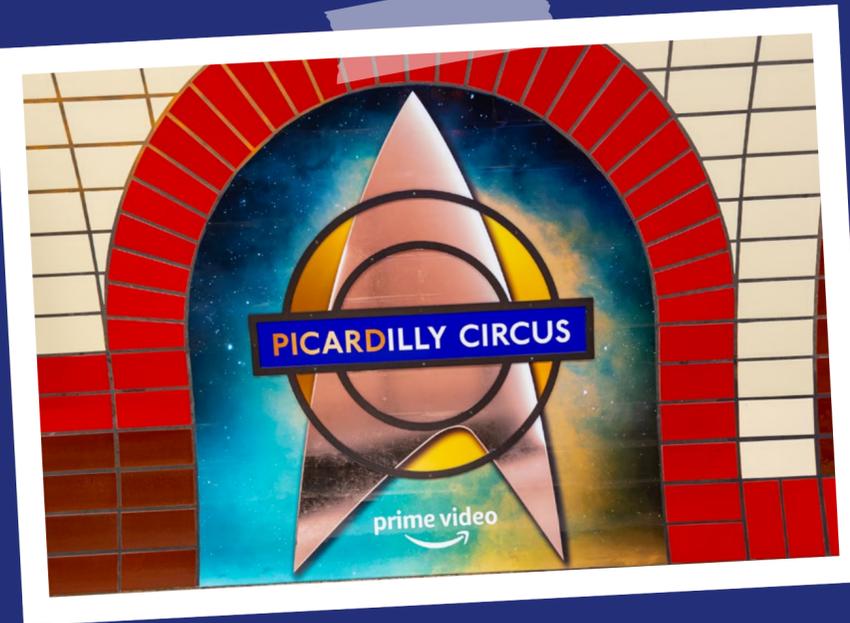


Experiential space

Pop-up presence for sampling and distribution in a pre-approved space in a station



Here's just some of our finest work



How to work with us

Check out our webpage, our Inspire and guide document and take a look at our case studies:

Get in touch with the team:



tfl.gov.uk/advertisement



commercialpartnerships@tfl.gov.uk



experientialmarketing@tfl.gov.uk

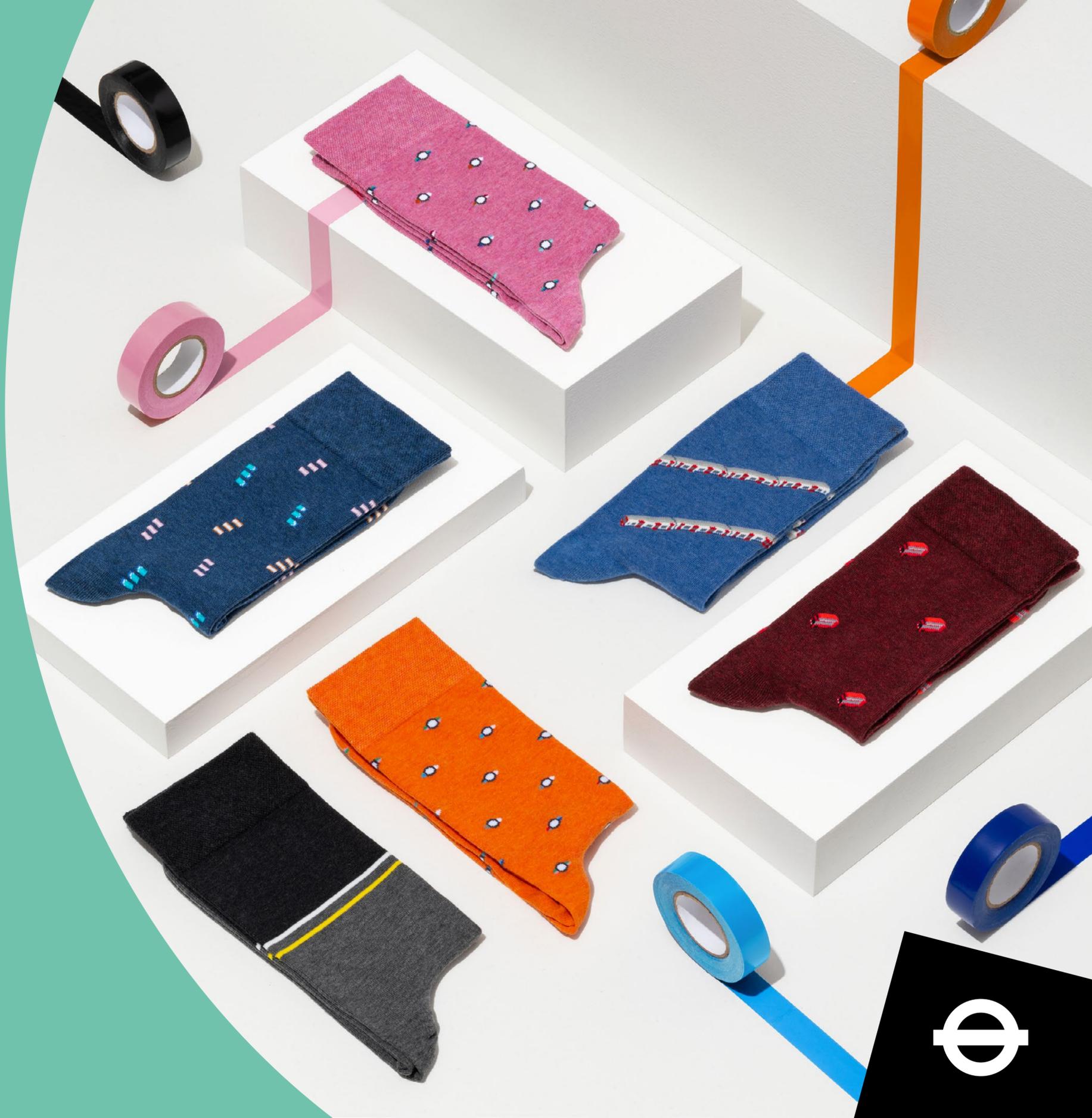


Brand licensing

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 of design. We are at the heart of London's design heritage and today our commitment to design continues and our licensing programme is a part of this.





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

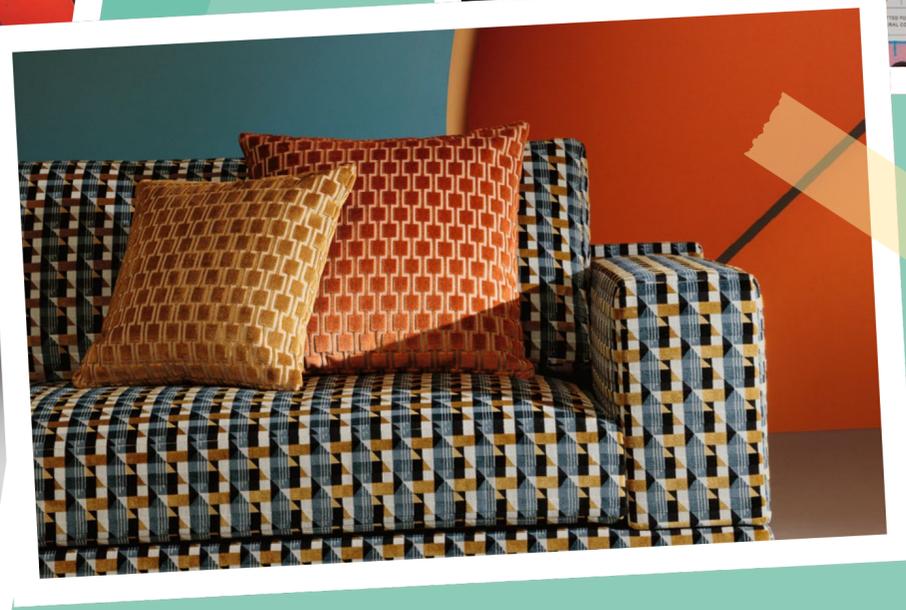




Our licensing partners have included high street names from adidas to Kurt Geiger. Our partners have created high-quality, exciting products including souvenirs, apparel, jewellery and gifts.



From fashion to homeware



Get in touch with Brand licensing

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



tfl.gov.uk/brand-licensing



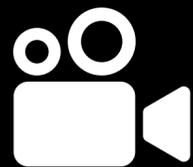
brandlicensing@tfl.gov.uk



Film office

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

The TfL network provides the perfect backdrop of authentic London when telling your story.





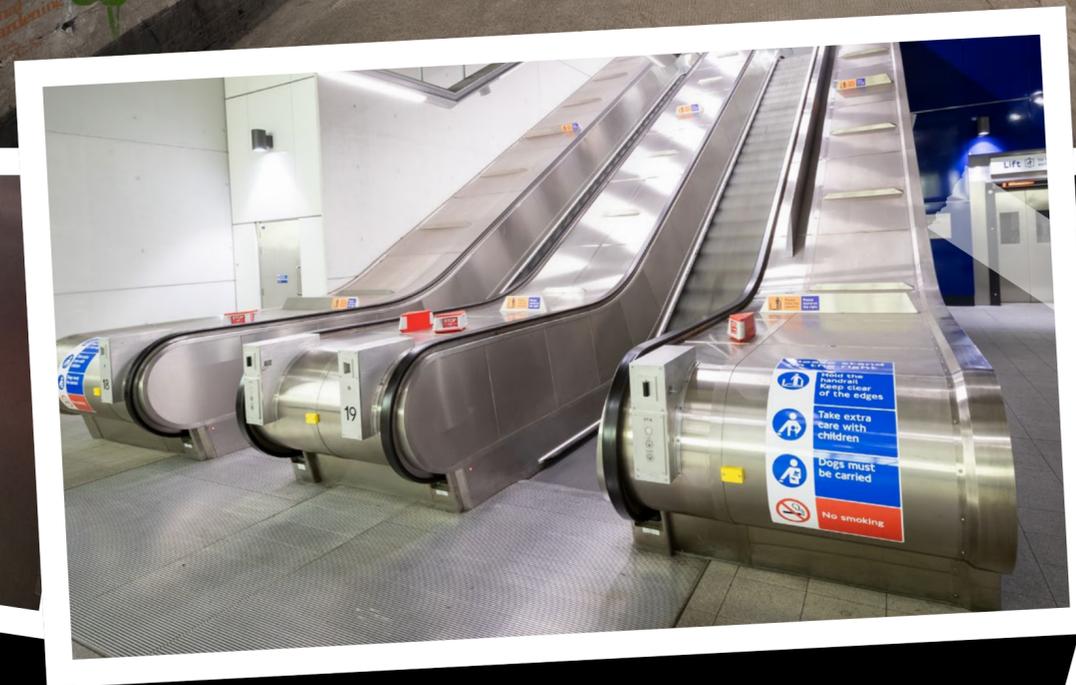
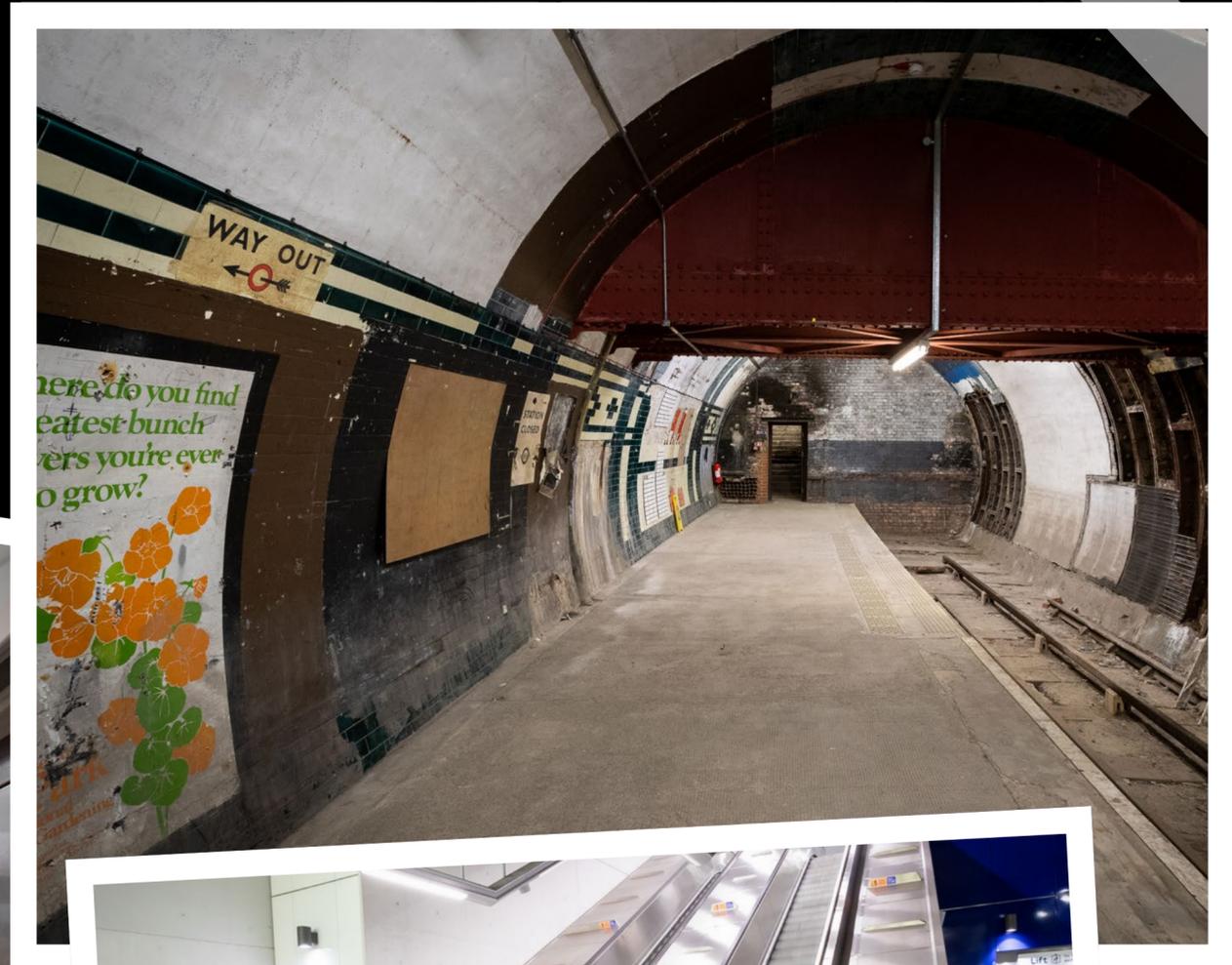
From high-end film and TV productions, documentaries, and fashion shoots, there's no better way to capture London than through our iconic locations and symbols. Nothing says London more than TfL.

If you'd like to film or photograph at any of our locations, we'll work with you throughout the application process and provide you with 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.gov.uk/film-locations



filmoffice@tfl.gov.uk



TfL: Globally recognised, locally loved



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