



**TRANSPORT
FOR LONDON**

EVERY JOURNEY MATTERS

Commercial Partnerships

Inspire and guide



Contents

1. About us
2. Why partner with us?
3. Types of partnership
4. What makes a successful TfL partnership?
5. Working with us
6. Useful links
7. Media partners
8. Contact us



About us

The Commercial Partnerships team collaborates with brands and their 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.

This document offers inspiration and guidance for brands looking to make an impact and deliver creative excellence.

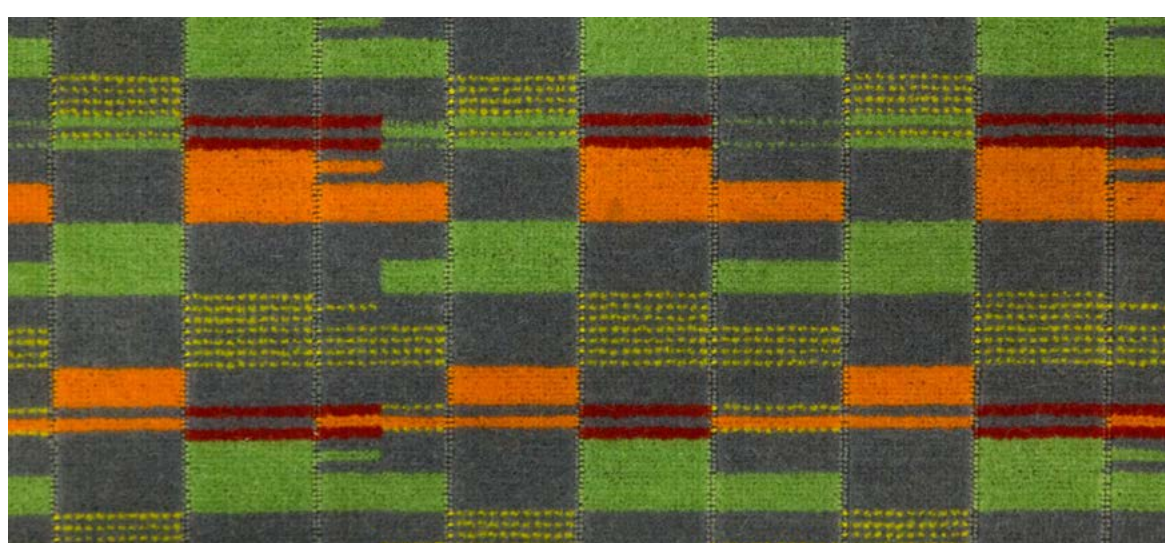


Why partner with us?





We're the beating heart of London. Globally recognised and locally loved





London simply isn't London without TfL

Truly iconic, we've shaped and served 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.

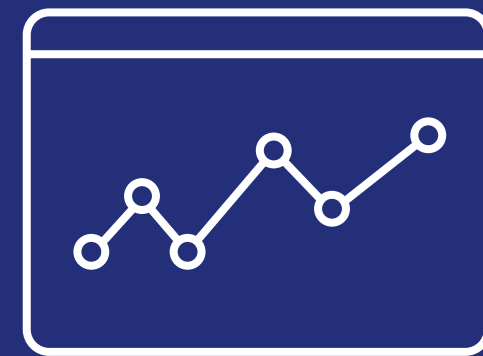


We are unrivalled in scale



10.9 million

journeys made
every day



8.3 million

website visitors
every month



3.6 million

social media
followers



London Underground



London Buses



London Trams



Our assets

DLR



London River Services



IFS Cloud Cable Car



We make headlines



Society Law Scotland Wales Northern Ireland

This article is more than 3 years old

Tube station renamed Gareth Southgate after World Cup run

Signage at Southgate station in north London changed for 48 hours to honour England coach



CAMPAIGN UK | CAMPAIGN US | CAMPAIGN ASIA | CAMPAIGN AI

campaign

Campaign Media Awards 2021: Best Use of Experiential



Green Park station becomes Green Planet to launch Attenborough's latest for BBC



By Ellen Ormesher | Senior Reporter
JANUARY 10, 2022 | 4 MIN READ

Listen to article 2 min 9 sec

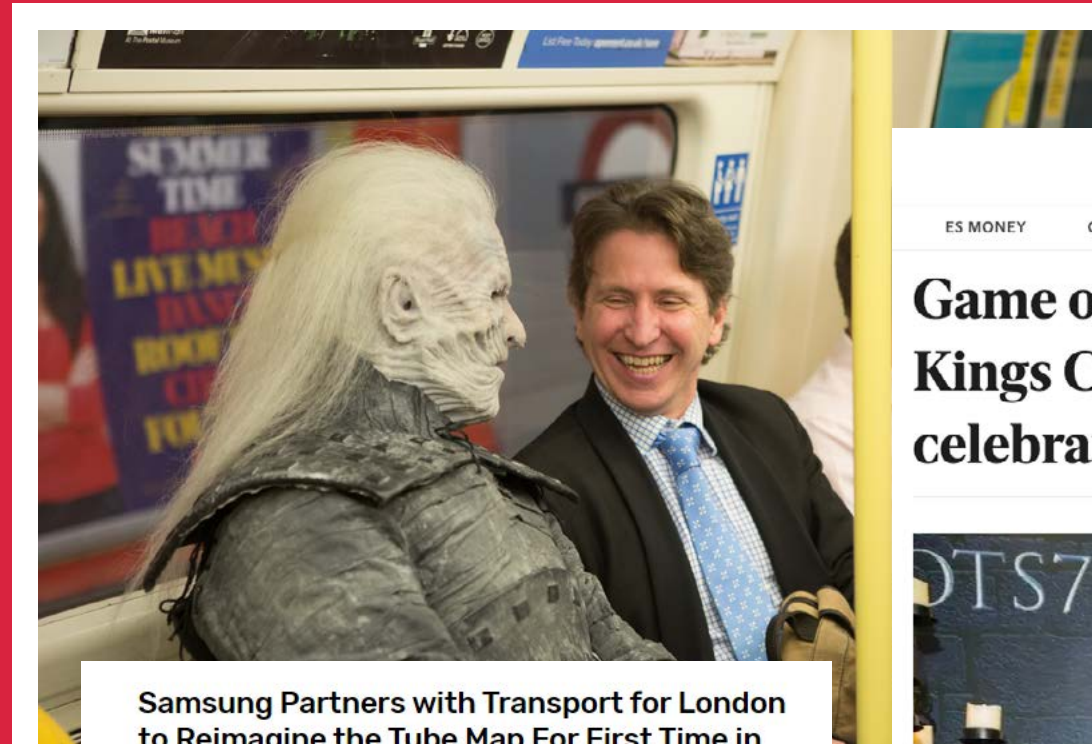
To mark the launch of Sir David Attenborough's latest series, BBC Creative has transformed London's Green Park station into a vivid experience that celebrates

campaign

Daniel Farey-Jones | July 16, 2018

Visa renames Southgate tube station 'Gareth' to welcome England football team home

Visa has arranged for Transport for London to rename Southgate tube station in North London as 'Gareth Southgate' for two days as one of two tributes to the performance of England's football team.

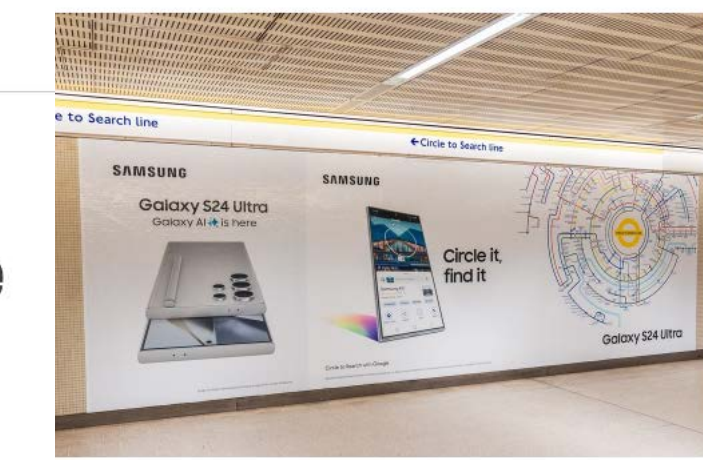


Samsung Partners with Transport for London to Reimagine the Tube Map For First Time in 90 Years

Iconic map reimaged into a circular design to promote the latest Circle to Search with Google* feature on Samsung's Galaxy S24

Map showing 11 London Underground lines will be on display on five Circle line platforms

Wrapped station entrances at Victoria will also promote the 'Circle to Search' line



Evening Standard

ES MONEY CULTURE INSIDER THE ESCAPIST THE REVELLER THE OPTIMIST COMMENT

Game of Thrones returns: Winter comes to Kings Cross and Waterloo as stations celebrate series



Evidence of TfL staff's enthusiasm for the fantasy series has been building for days / TfL

London cable car to be sponsored by technology firm IFS

1 September 2022



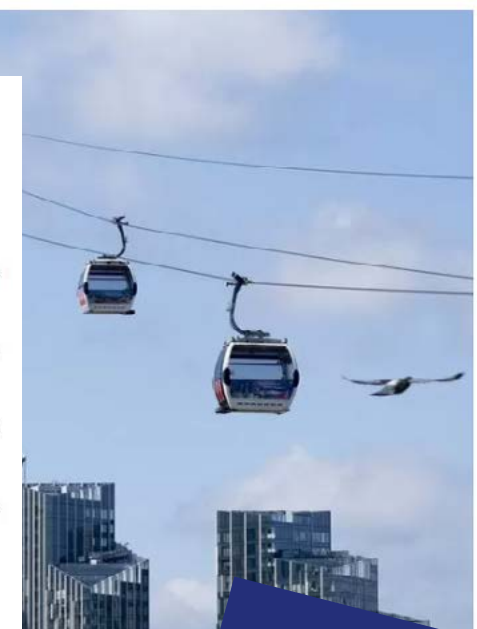
Bond Street tube station transformed into 'Burberry Street' for London Fashion Week

Cover Media
15 September 2023 · 1-min read



TRENDING

- Manchester United injury list and return dates ahead of FA Cup semi-final vs Coventry
- Scottish Premiership post-split fixtures reveal date delayed by Dundee vs Rangers game
- Alan Shearer denies Arsenal one excuse as he spots what made Aston Villa win 'even more impressive'
- Harlequins confident they can upset the odds again Champions Cup clash with Toulouse
- County Championship 2024 Division 1: live scoreboards



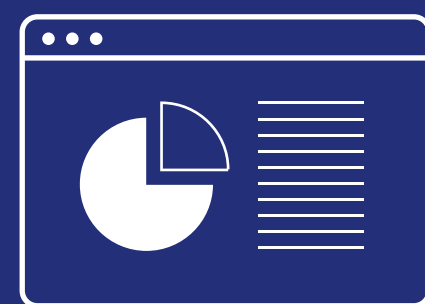
We ignite conversations



Sony: Promoting the PlayStation PS5 launch at Oxford Circus station

9m

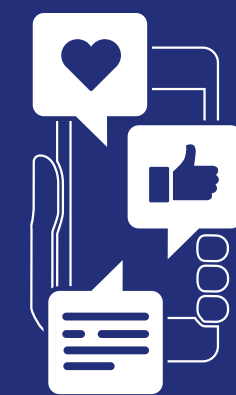
organic impressions from PlayStation-owned channels



100,000

interactions on social media

Visa: Promoting Gareth Southgate at Southgate Underground station



1.2m

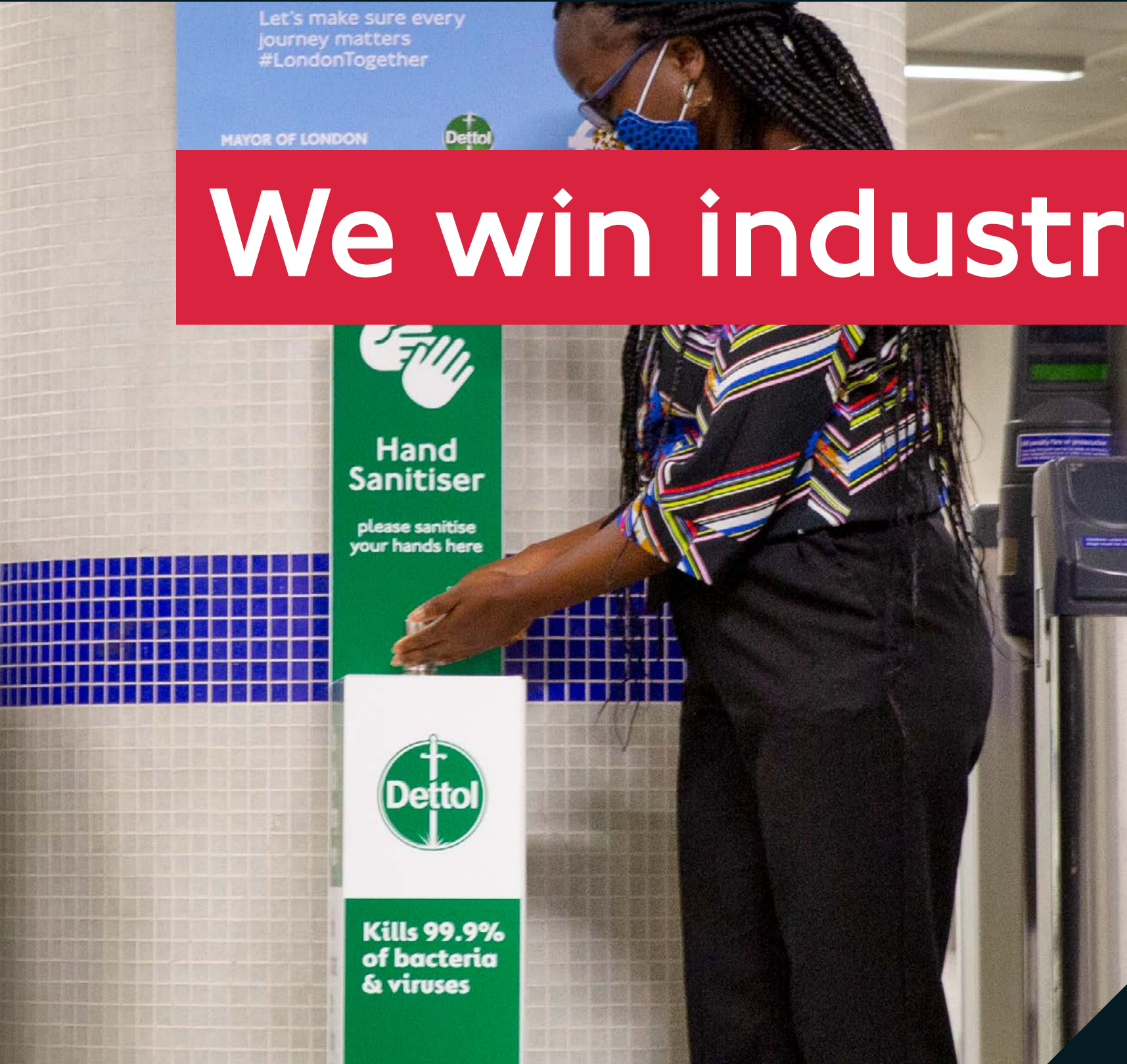
views across all channels

66,600

engagements



We win industry awards



Dettol: Best creativity and innovation during COVID-19

 The Drum Out of Home Awards




Lucozade: Best use of digital technology

 The Drum Creative Out of Home Awards



PlayStation: Campaign of the year

 The Drum Out of Home Awards (Also won 28 awards in total)





Game of Thrones: Best multi-platform campaign

 The Drum Creative
Out of Home Awards



Amazon Prime: Media sponsorship of the year

 The European Sponsorship Association Awards



Santander Cycles: Social purpose sponsorship

 The UK Sponsorship Awards



Types of partnership

Brand activation

A short-term, impactful brand activity at a number of customer interaction points

Experiential space

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

Brand sponsorships

A long-term association with a TfL property or asset

Co-created content featuring the TfL brand

Align your brand with ours to create unique content featuring our iconic assets



Brand activations

Harness TfL's prominent brand and network assets to give your brand direct access to millions of our customers. Brand activations range from transforming a station with a new name, to delighting audiences with roaming characters from favourite shows and much more.

The cultural impact and worldwide recognition of the TfL brand means that these activations frequently gain global press attention and reach millions on social media.

Cost
£225,000 to £1million

Lead time
Six weeks to 12 weeks
depending on the opportunity





Experiential spaces

Put your brand in customers' hands with direct access to London commuters and visitors sightseeing, shopping and attending events. We offer more than 100 locations across the network for experiential bookings and sampling in our Tube stations, enabling your brand to reach thousands of customers across the city.

Drive engagement with your brand and interact with customers via live performances and much more in an enhanced experiential activation everyone will remember.



Cost
£1,500 to £75,000 per day

Lead time
Minimum of five days



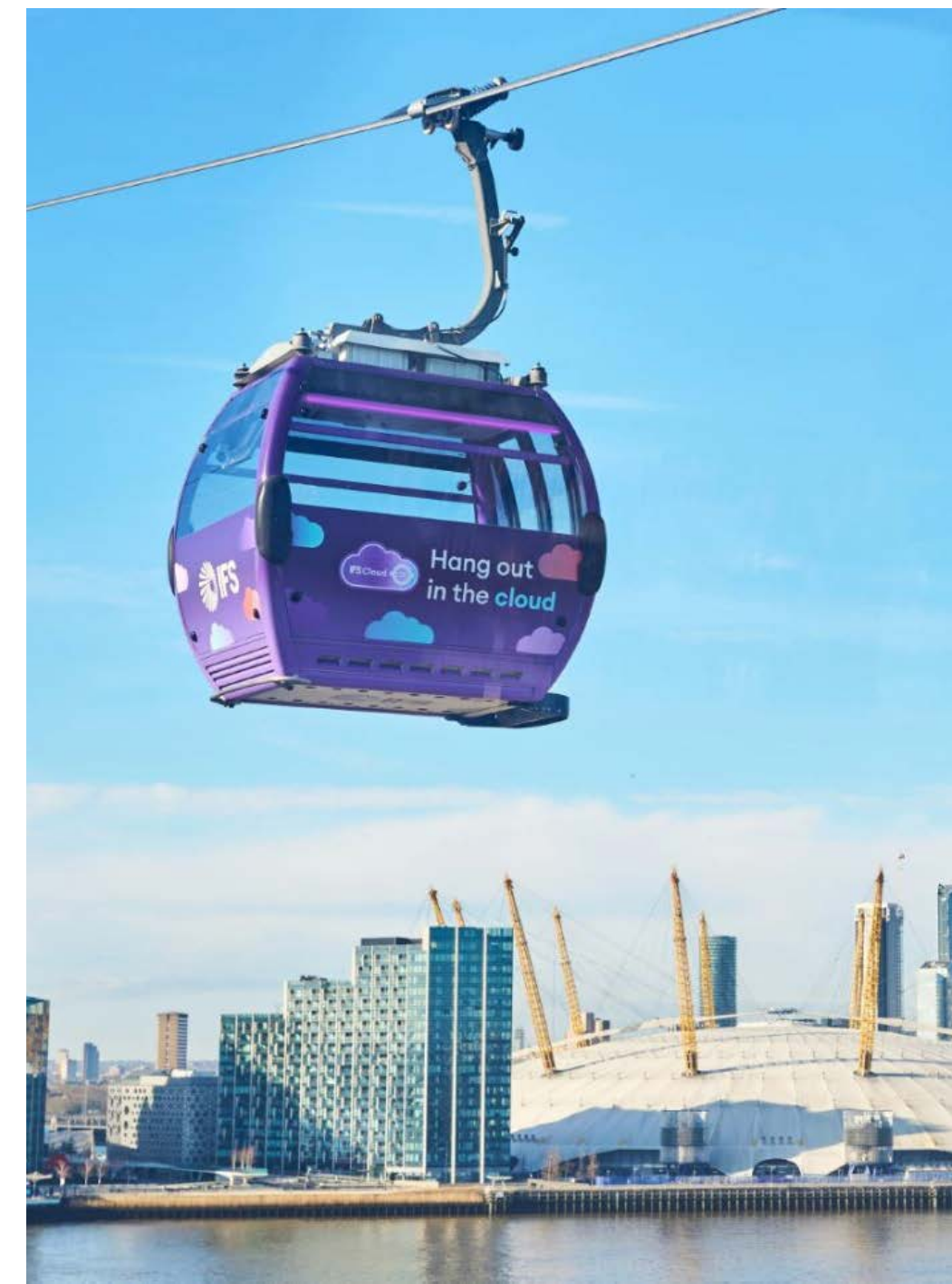
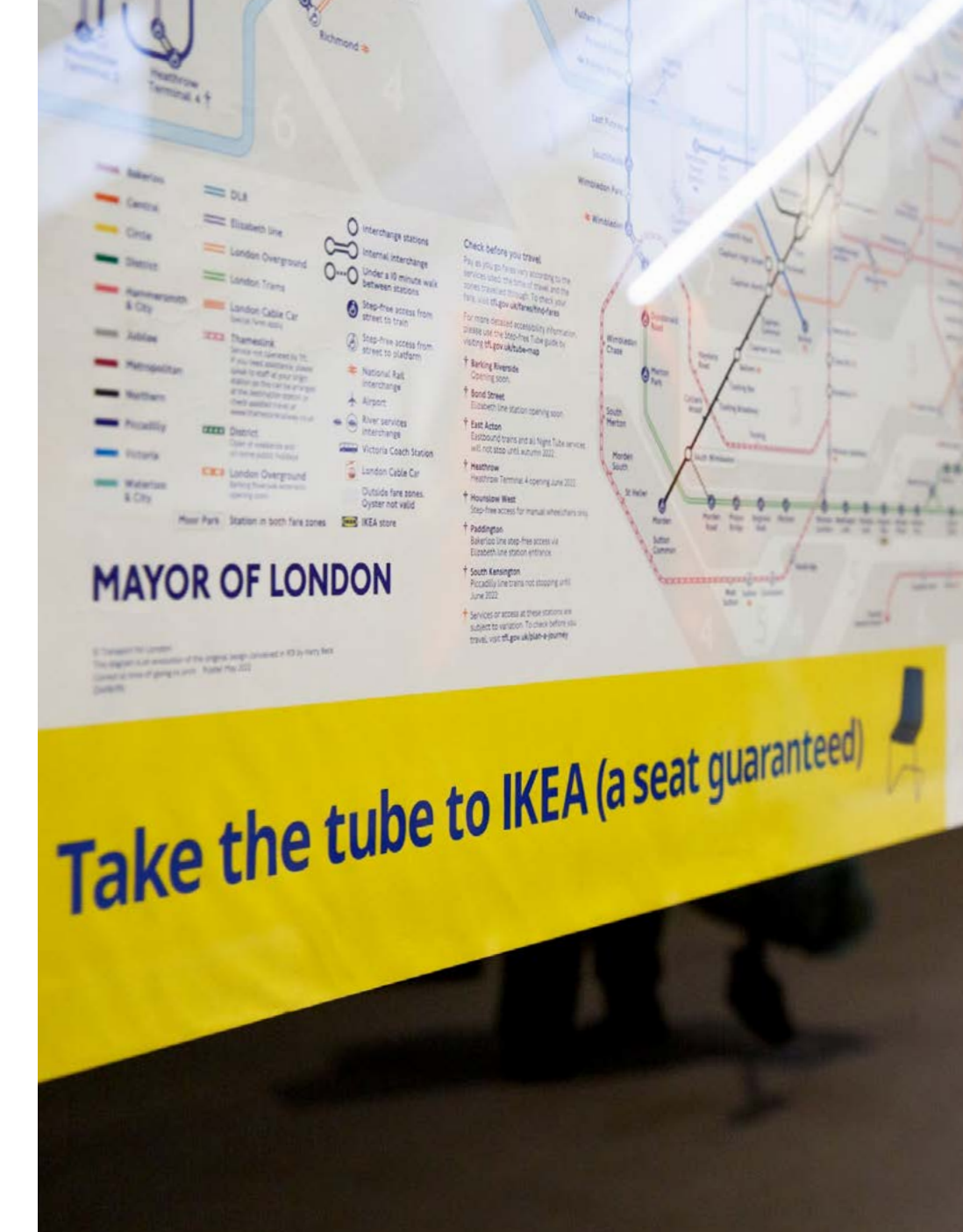
Brand sponsorship

Sponsorships offer your brand a long-term, consistent presence across London.

We work with brands to find and create new sponsorship opportunities across our network.

Cost
£500,000 to £7.5m

Lead time
12 weeks to 12 months
depending on the opportunity





Co-created content featuring the TfL brand

Aligning your brand with TfL unlocks the opportunity to craft unique content using our iconic assets, from Tube trains to 'Mind the Gap'.

Our intellectual property is deeply ingrained in pop culture, offering a rich canvas for creating impactful content tailored to your campaign objectives.

TfL's brand IP, can only be used in commercial content under a licensed agreement. Modification of our IP is only permitted within high-value partnerships. Please see our website for [further information on using TfL brand IP](#)



Keep it simple



Keep it relevant



What makes a successful TfL partnership?

Surprise and delight



Excellent execution



Making your activation successful

Thinking about how our customers will experience your activity is critical to its success. Here are some tips:

- ♦ Keep it simple. A well-executed idea with a clear message will have a much greater impact than a complex story or competition
- ♦ Imagine the photo opportunity and invest your time and resources into making your idea look fantastic.
- ♦ Aim to surprise and delight. Unexpected relevant moments of added value are where some of our activations have really stood out, for example Mariah Carey giving travel advice over the Tannoy at Christmas, and a Game of Thrones White Walker carrying out crowd control at King's Cross





Working with us

No two activations are the same. This ensures every activation surprises and delights audiences, creating a moment in the spotlight for your brand.

Do involve us as early as you can with your brief so that we can develop ideas and recommend a delivery plan.

See our [Opportunities catalogue](#) for more information on what we can offer your brand, ballpark costs and lead times.



Approvals

Activations and partnerships must be approved by our Customer Experience team, Press Office, and sometimes the Greater London Authority, distinguishing them from standard advertising

Safety checks

Activations must adhere to our operational safety and compliance procedures, with guidance available from our in-house experts

Production and delivery

Managed by us on behalf of the client and typically handled by our framework suppliers due to our specialised environments. Costs covered by the client



Q: What policies govern messaging on TfL's estate?

A: All messaging on our estate is governed by our advertising policy, available on the [Commercial media page](#) on our website

Q: Are there any restrictions on advertising certain products?

A: Yes, it is important to be aware of our policy to restrict the advertising of foods and non-alcoholic drinks that are high in fat, sugar or salt across our advertising estate. To find out whether a product can be promoted on the network, read our advertising policy on the Commercial Media page on our website

Q: How soon after partnerships go live do you publish contracts your website?

A: Contracts are published within 48 hours of partnerships going live, in line with our Freedom of Information (FOI) policy. This information includes partnership and production costs, as well as any work undertaken to assess the project's impact on customers



Useful links

London Cable Car – A star on the London stage

TfL Community Team / The Commercial Network

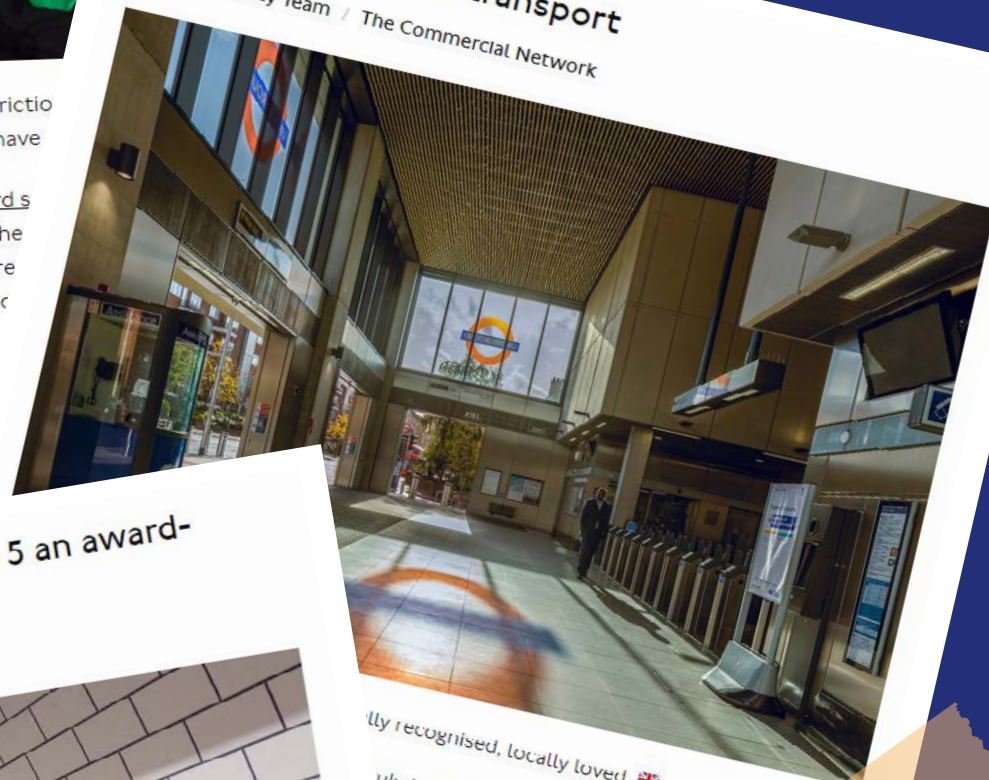


With more and more freedom granted to the UK as restriction planning weekends and school holidays out and about have

Back in June of this year, MyLondon reported our records after TikTok videos of people using it went viral. Since the passengers using the Cable Car weekly which is 18% increase busiest week on the Cable Car (August 2021) and reached journeys since it opened back in 2012!

So much more than transport

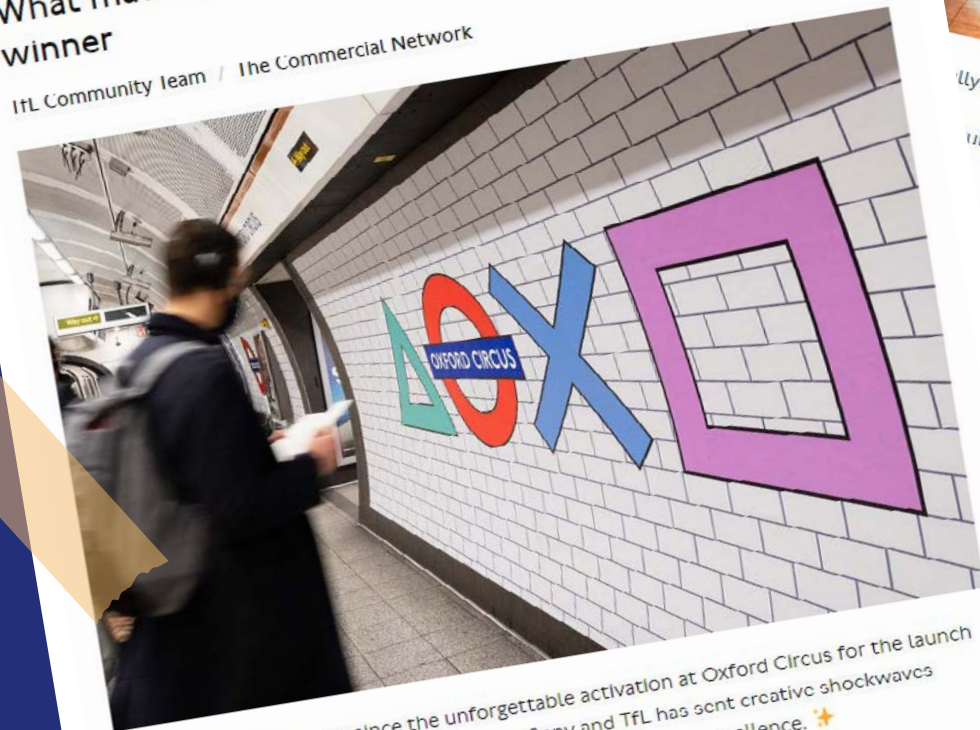
TfL Community Team / The Commercial Network



...ly recognised, locally loved. ... uly iconic, we've served and shaped the Capital

What made the launch of PlayStation 5 an award-winner

TfL Community Team / The Commercial Network



It's been just over a year since the unforgettable activation at Oxford Circus for the launch of PlayStation 5. This partnership between Sony and TfL has sent creative shockwaves across the media industry and has raised the bar for creative excellence.

[Commercial partnerships and experiential marketing](#)

[Advertising](#)

[Event spaces](#)

[Filming and photography](#)

[Using TfL brand IP](#)

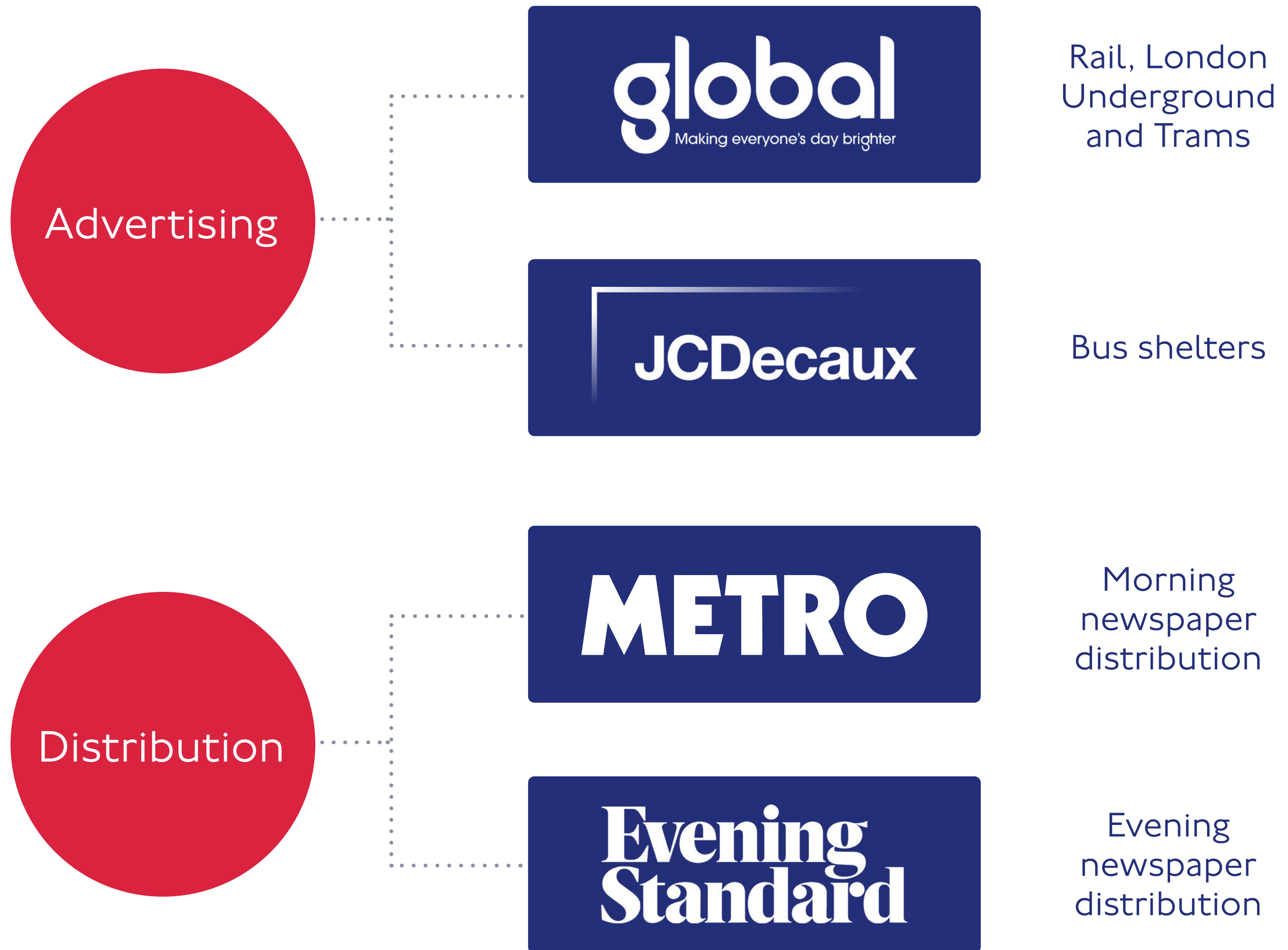
[Join our mailing list](#)

[Made by TfL blog](#)



Media partners

We work with partners across our media and advertising estate to integrate advertising and distribution into our creative partnerships.



Contact us

If you'd like to talk to us about a commercial partnership, we can develop a bespoke proposal based on your brief.

Please fill out a brief, which can be found on the [Commercial partnerships](#) page on our website.

We will contact you to arrange a call for further discussion.

Commercial Partnerships

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Experiential Marketing

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