



**TRANSPORT
FOR LONDON**

EVERY JOURNEY MATTERS

UNDERGROUND

Commercial Partnerships

Inspiration and guidance



Contents

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About us



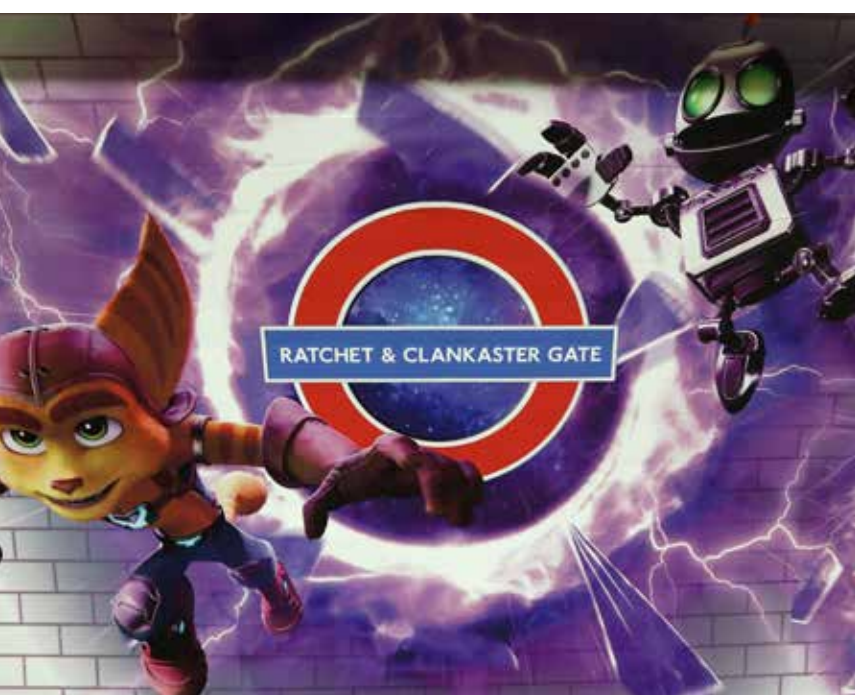
The Commercial Partnerships team collaborate with brands and their appointed agencies to create premium, integrated campaigns. Blending our iconic brand with our wide range of customer audiences both on and offline, we develop bespoke, 'one of a kind' partnerships.

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

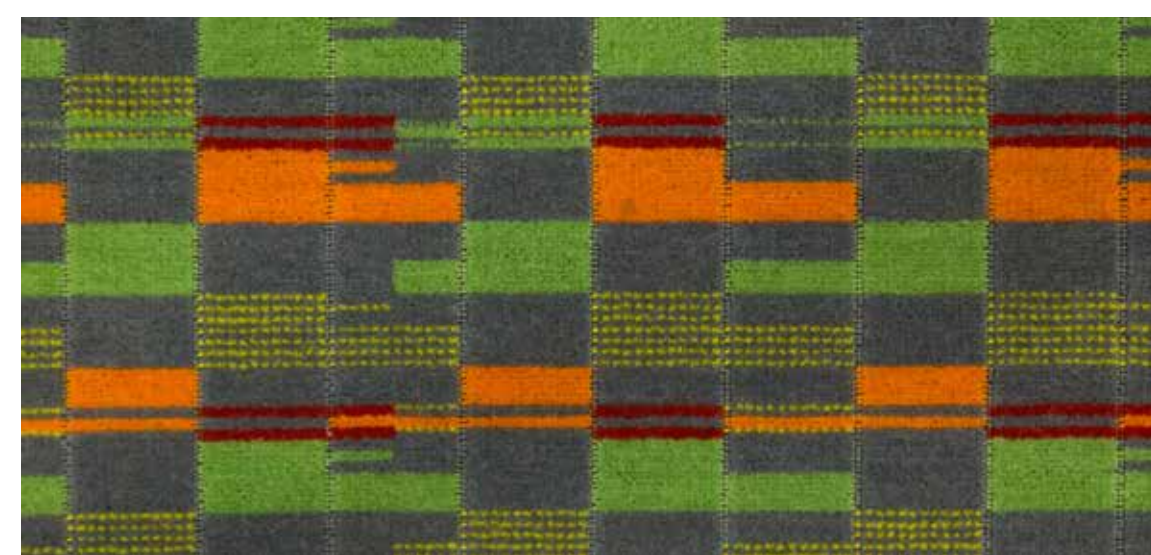
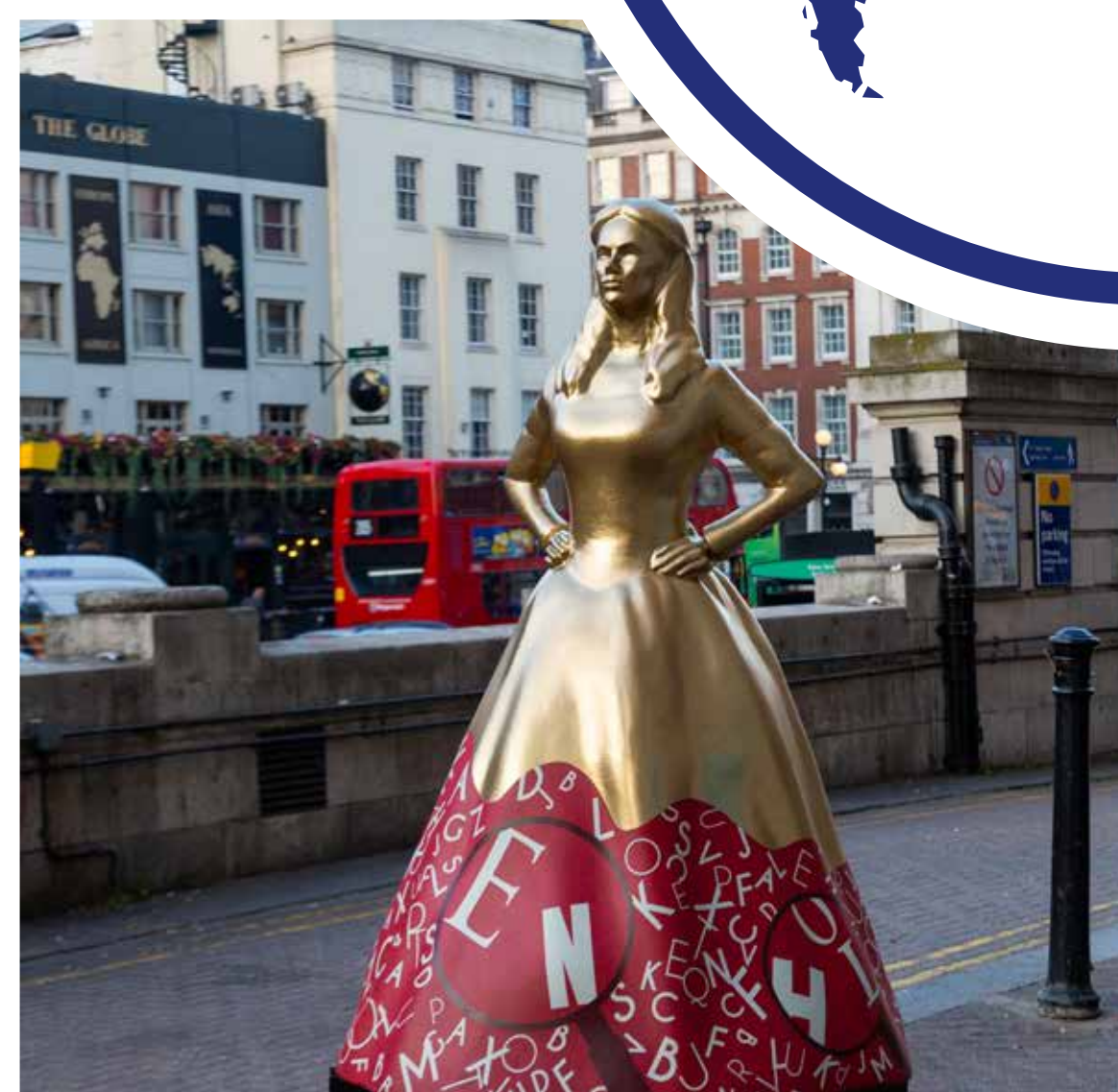


Why partner with us?





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



A wide-angle shot of a modern London Underground station interior. The ceiling is a complex, ribbed structure. A large glass window in the center features a circular logo with the text 'UNDERGROUND' inside. To the left, a blue and white 'Assistance' kiosk is visible. To the right, a row of turnstiles is present. The floor is made of large, light-colored tiles. The overall atmosphere is clean and modern.

London simply isn't London without TfL

Truly iconic, we've shaped and served the capital for more than 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.

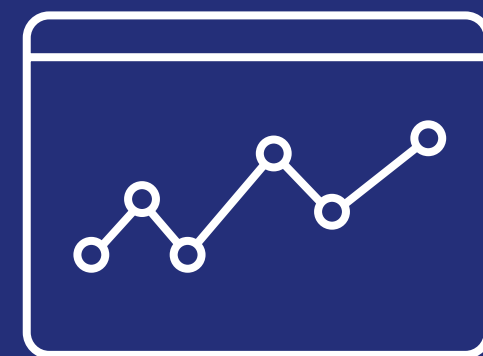


We are unrivalled in scale



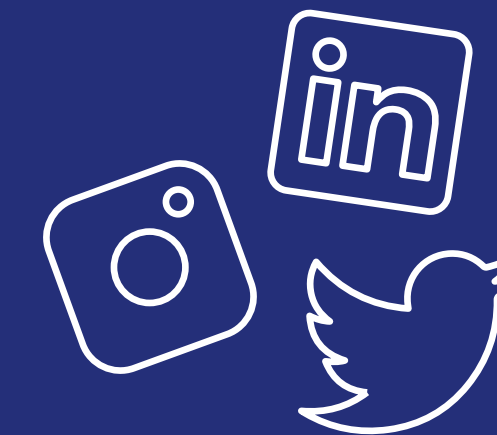
9.7 million

journeys made
every day



8.3 million

website visitors
every month

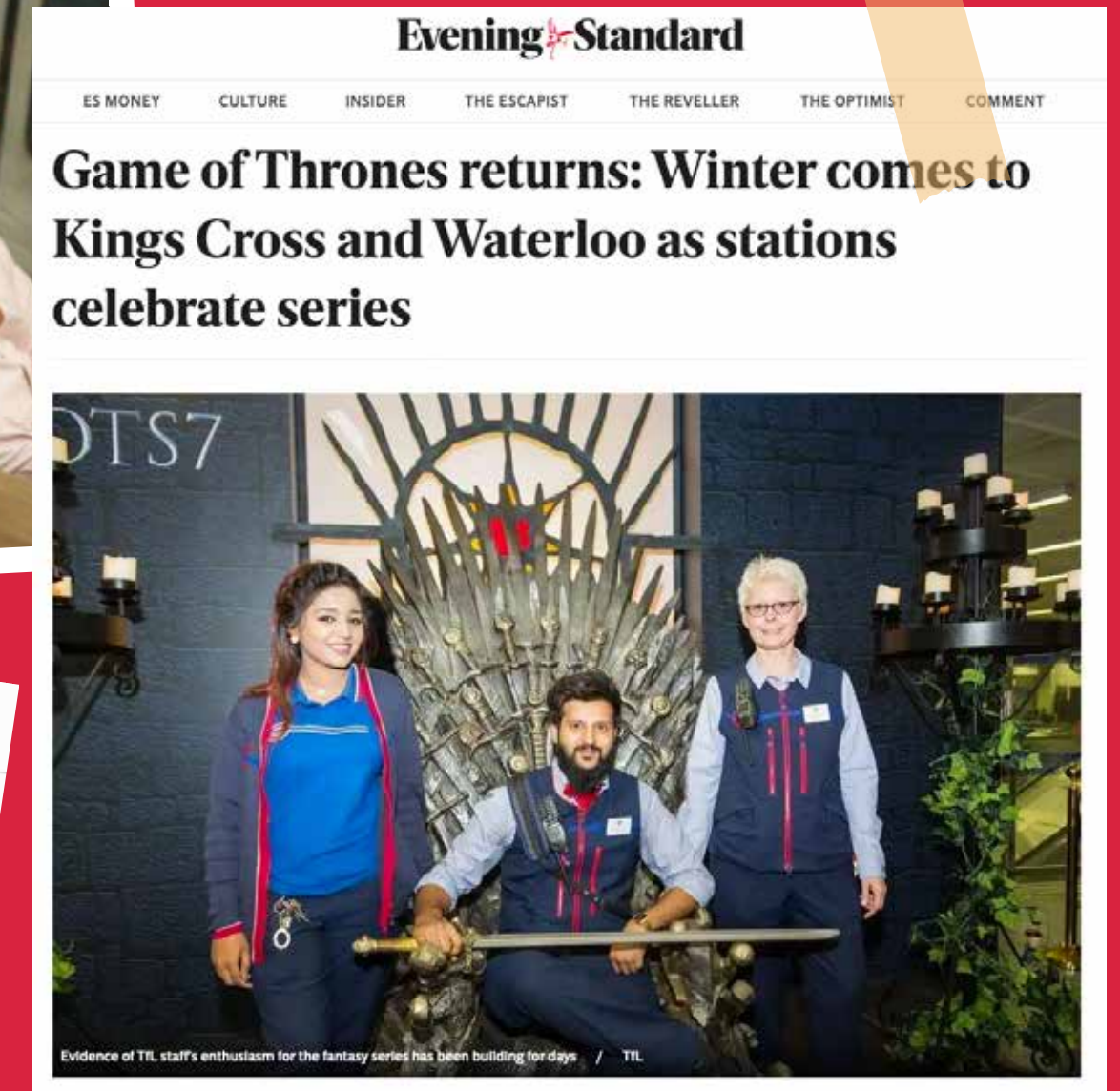
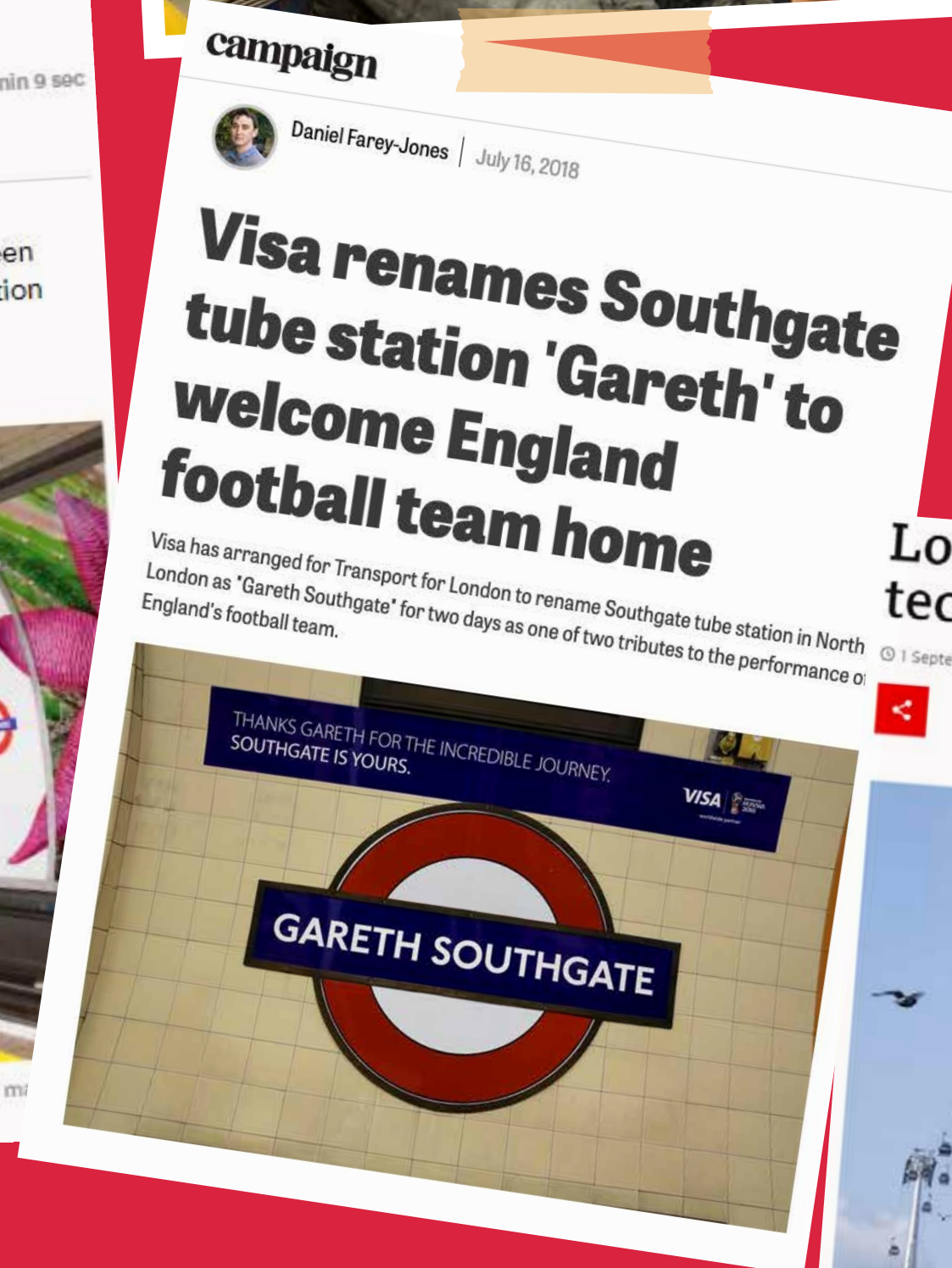
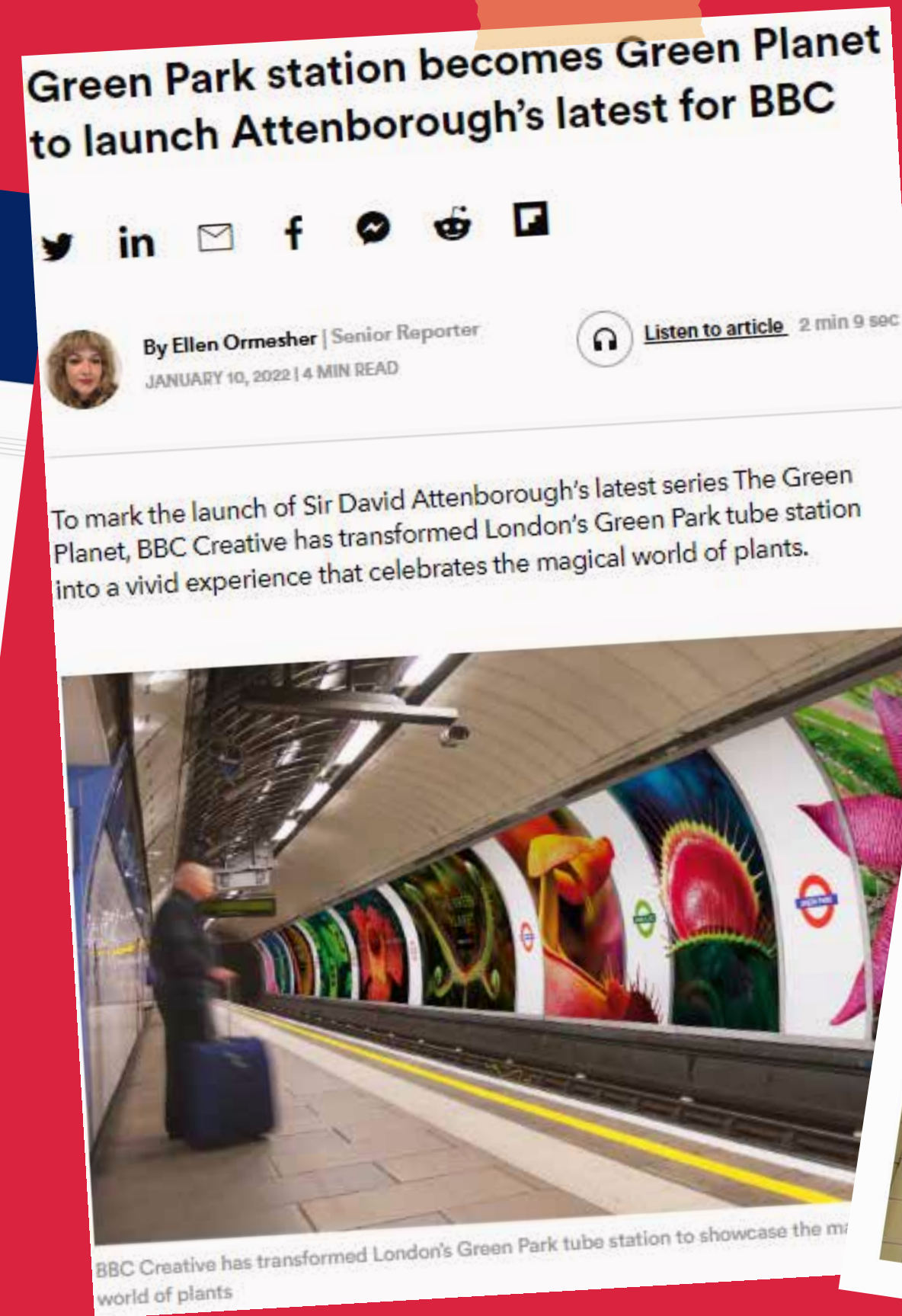
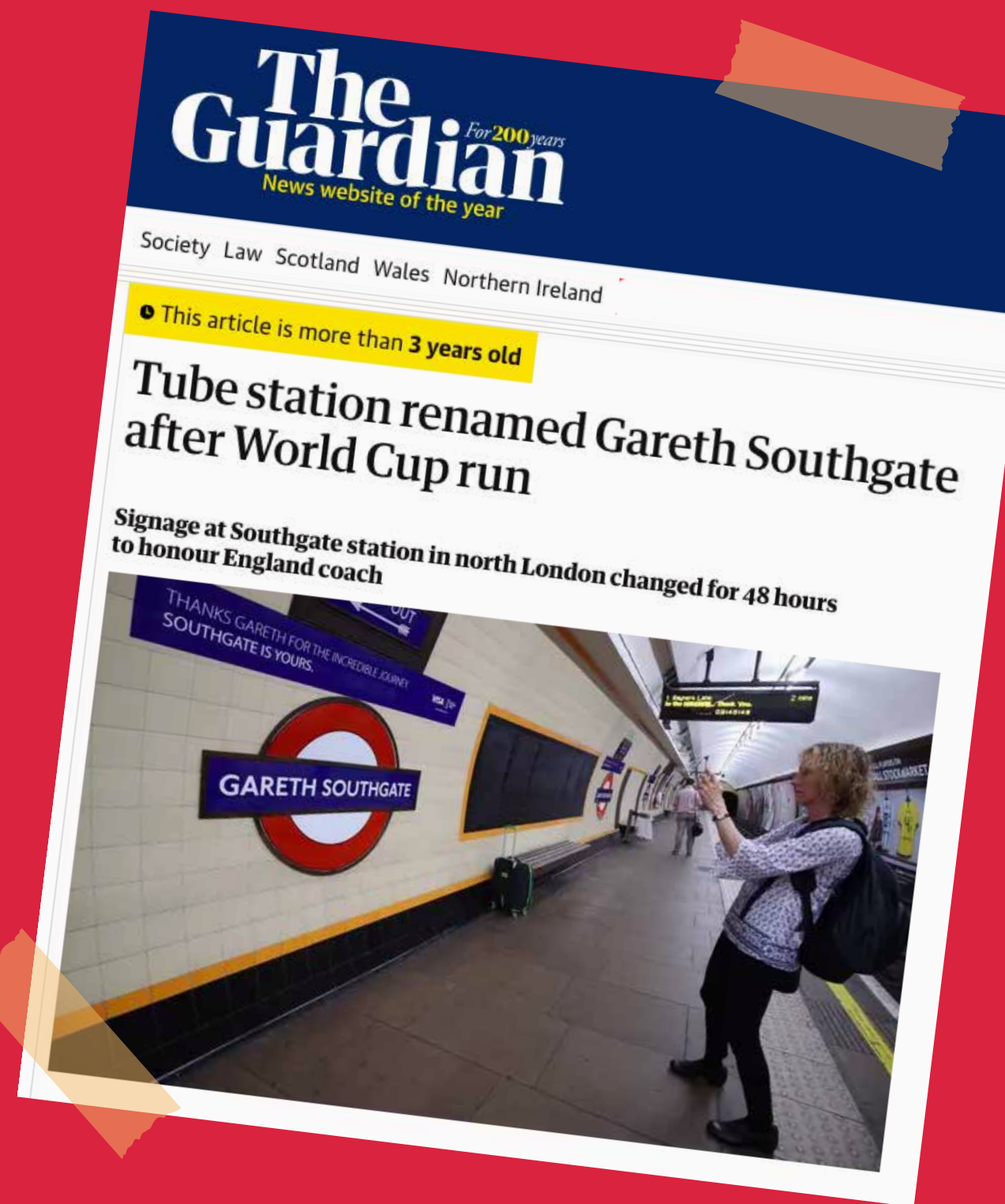


3 million

social media
followers



We make headlines



CAMPAIGN UK | CAMPAIGN US | CAMPAIGN ASIA | CAMPAIGN AI

campaign

Campaign Media Awards 2021: Best Use of Experiential





LONDONIST

PICARDILLY Circus Goes Where No Station Has Gone Before

BY MIB
LAST EDITED 24 MONTHS AGO

Looks like this article is a bit old. Be aware that information may have changed since it was published.

Piccadilly Circus tube station has been rebranded PICARDILLY Circus to celebrate the return of the greatest Star Trek character.



Mashable


TV Shows [Game Of Thrones](#)

White Walkers are stalking commuters at this London train station

Creepy.

By [Rachel Thompson](#) on July 17, 2017

f t i



Random: Pokémon Takes Over London Transport For World Championships

Cable car, use Fly!

by Jim Norman · Wed 17th Aug 2022



Evening Standard

ES MONEY CULTURE INSIDER THE ESCAPIST THE REVELLER THE OPTIMIST COMMENT

Playstation 5 takes over Oxford Circus ahead of much-anticipated console launch



TimeOut

Things to Do Food & Drink Art Theatre Travel Offers Love Local News More

Oxford Circus tube station has a new look – and we're kind of into it

X marks the spot

Written by [Joe Mackertich](#) Wednesday 18 November 2020

campaign

LATEST > CREATIVE WORK > TOP BRANDS & AGENCIES > EXPERIENCES > CASE STUDIES > EVENTS > JOBS > Q

Winter is here for King's (Landing) Cross

Sky, Transport for London and Exterion Media created 'Stark' makeovers for London's largest stations to celebrate the launch of the latest Game of Thrones season.



We ignite conversations



Zack Ahmed ✓
@zckmed

I think Sony have won it with this one. The iconic PlayStation buttons asserting the London Underground vibe. All displayed on the Oxford Circus Tube signs.

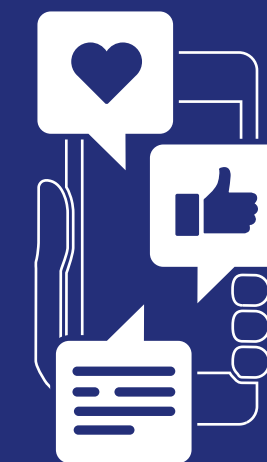
Well done @PlayStationUK

Sony: Promoting the PlayStation PS5 launch at Oxford Circus station



9m

organic impressions from PlayStation-owned channels




100,000

interactions on social media





Soccer AM 
@SoccerAM

Southgate Tube Station has been renamed Gareth Southgate in honour of the England manager.

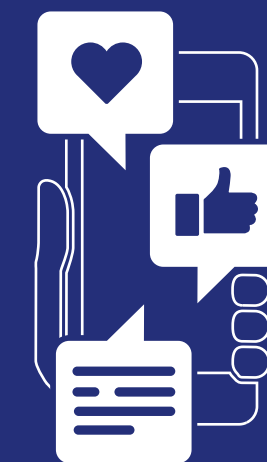
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Visa: Promoting Gareth Southgate at Southgate station



1.2m

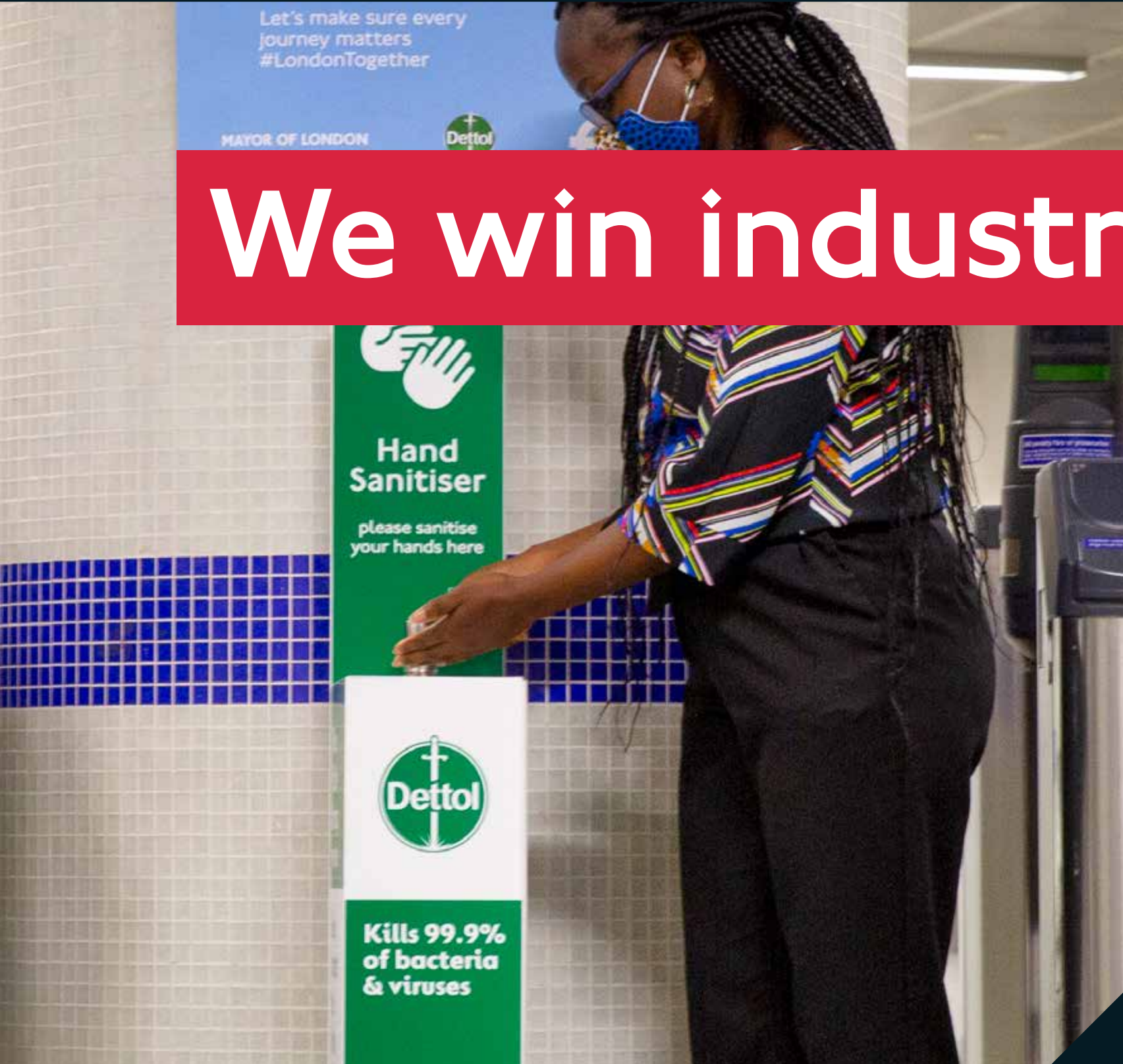
views across all channels



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)

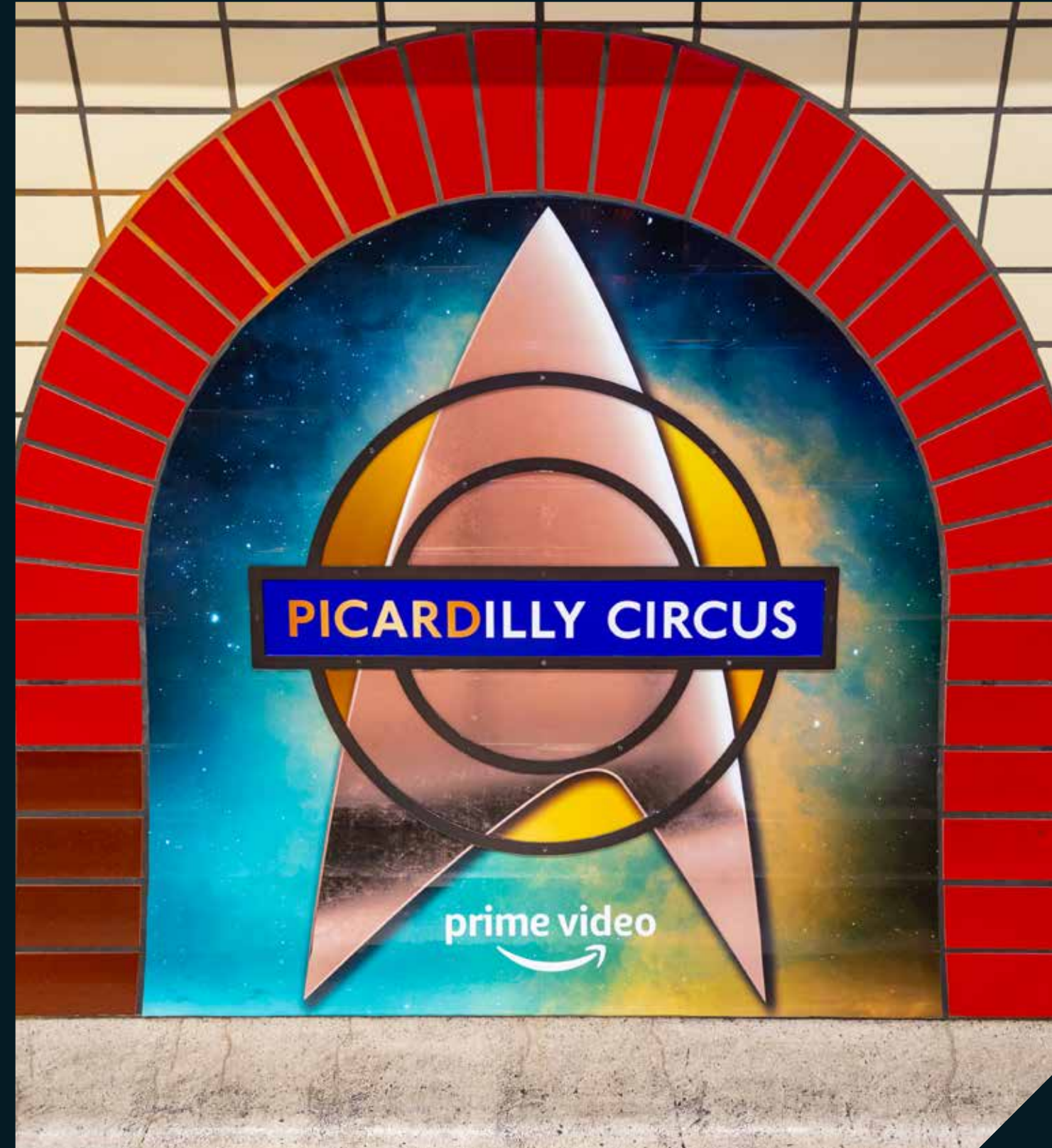




Game of Thrones: Best multi-platform campaign

 The Drum Creative
Out of Home Awards

GAME OF
THRONES



Amazon Prime: Media sponsorship of the year

 The European Sponsorship
Association Awards

prime



Santander Cycles: Social purpose sponsorship

 The UK Sponsorship
Awards

 Santander



You're in good company



TfL is the strong
green heartbeat
of London



Nearly **6**
in **10** perceive
TfL as green

The TfL environment lends
its green equity to brands.

53% say brands that
advertise on TfL are
environmentally conscious.



Types of partnership



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





Brand sponsorship

- ♦ Sponsorships provide a long-term, consistent presence across London
- ♦ We work with brands to find and create new sponsorship opportunities across our network



Cost

£300,000 to £7.5m

Lead time

12 weeks to 12 months
depending on the opportunity



Brand activations

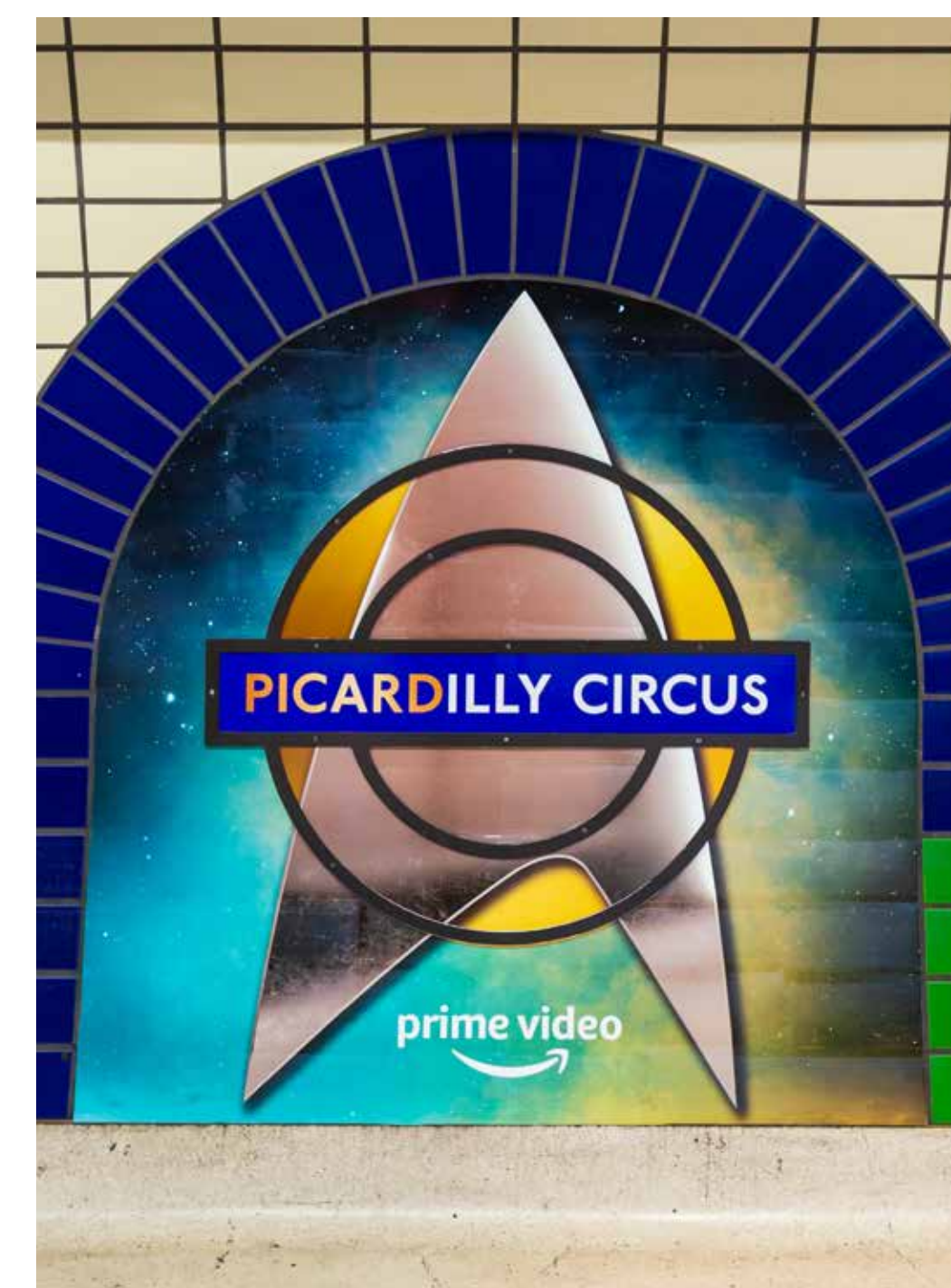
- ♦ Activations involve utilising our high-profile brand and assets to create everything from the surprise of a renamed station to the joy of a live performance
- ♦ Due to the cultural resonance and global fame of our brand and transport network, these activations are often picked up by the press across the world and shared widely on social media, reaching an audience of millions

Cost

£125,000 to £500,000

Lead time

Six weeks to 12 weeks
depending on the opportunity





Experiential spaces

- ♦ Our experiential spaces enable brands to reach Londoners at scale, across the city
- ♦ We offer more than 100 locations across the network for experiential bookings and sampling, providing brands with direct access to commuters, as well as people sightseeing, attending events, shopping and supporting sports events



Cost

£1,500 to £12,000 per day

Lead time

Minimum of five days



Developing your activation



Renaming a station

Renaming a station for a 24-hour period is a creative opportunity for a brand to reach customers across London and the UK by generating extensive social media and press coverage.

Successful station renamings tend to have a special relevance for our customers, often linking to a major cultural event or a significant location.



Examples include:

- ♦ Buxton Water changed Canada Water to Buxton Water during the London Marathon
- ♦ VISA changed Southgate station to Gareth Southgate for the semi-final of the 2018 World Cup
- ♦ Amazon Prime changed Piccadilly Circus to Picardilly Circus for the launch of the new Star Trek series, Picard

.....

Cost

£130,000 to £250,000 depending on the station

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Production cost

£15,000 to £35,000 depending on the station

.....

Lead time

10 weeks from contract signature

.....





Animating a station

Surprising and delighting our customers by animating a station with unexpected content creates visual imagery and provokes conversations. Some of our most successful activations have been brilliantly executed station animations.

Animations involve high quality, creative theming of our key customer interaction points and sometimes include live performances and exhibitions.



Examples include:

- ♦ **Sky Atlantic:** Game of Thrones characters interacting with customers at King's Cross
- ♦ **Disney:** Lion King characters interacting with customers at King's Cross
- ♦ **Lucozade:** Tap and flow campaign using contactless payment chips to fit the base of Lucozade Energy bottles that were handed out at Oxford Circus
- ♦ **Sony:** Promoting the PlayStation PS5 launch at Oxford Circus station with adapted roundels

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Cost

£50,000 to £300,000 depending on the location and extent of the activation

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Production cost

£20,000 to £45,000 depending on the extent of activation

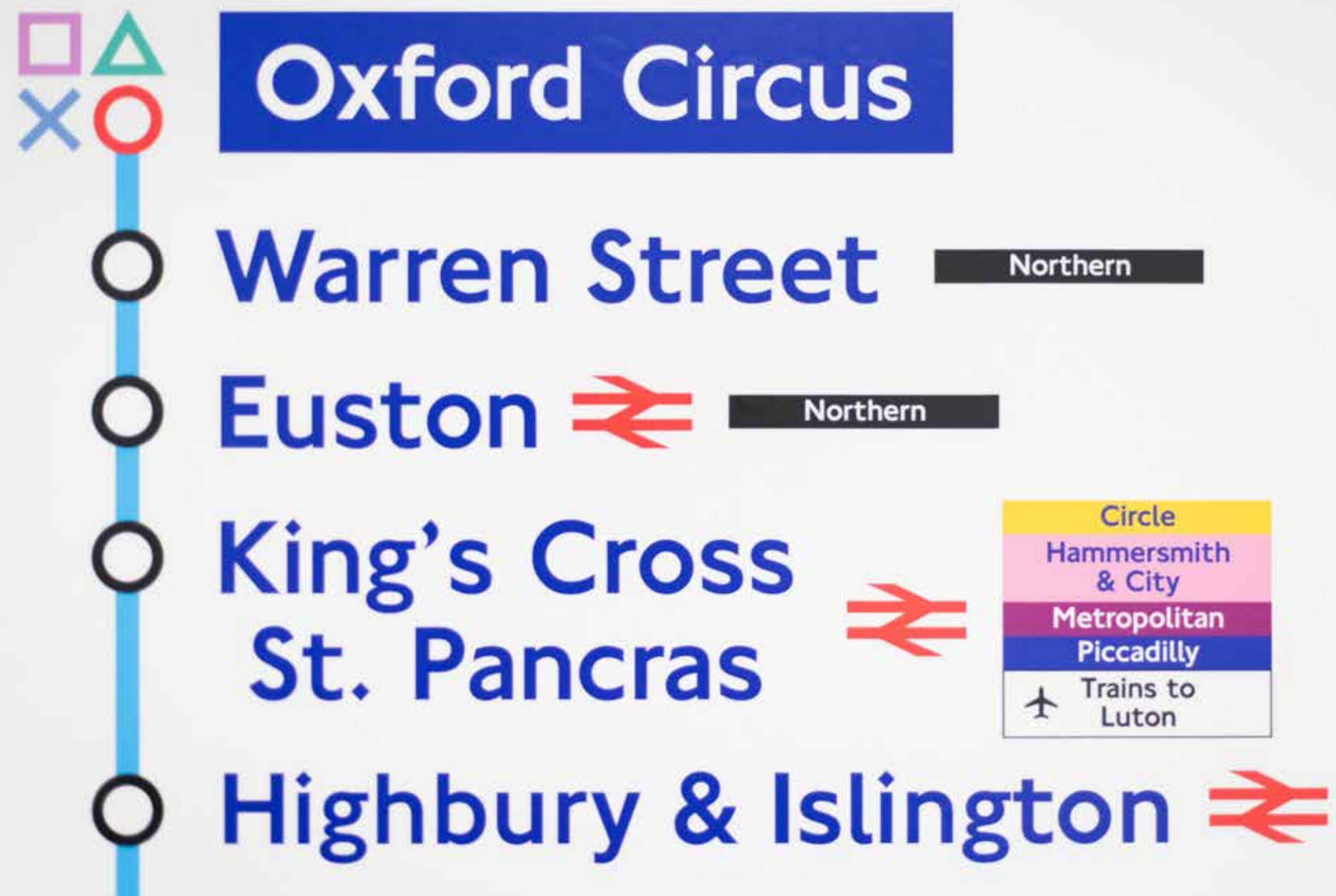
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Lead time

Six to 10 weeks from contract signature

.....





Renaming a Tube line

Renaming or taking over an entire London Underground line for one to five days, driving customer engagement and generating widespread social media and press coverage.

It includes providing a special edition Tube map in every station on the line, with a brand takeover in up to 10 stations using themed Tannoy announcements, themed messages on customer information whiteboards and in-station animation.



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Cost

£800,000 for five days

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Production cost

£20,000 to £45,000 depending on the station

.....

Lead time

Six to 10 weeks from contract signature

.....

A photograph of a station sign for the Elizabeth Line. The sign consists of a large, glowing purple circle with a horizontal blue bar across its center. The words "ELIZABETH LINE" are written in white, bold, sans-serif capital letters on the blue bar. The sign is mounted on a dark, possibly black, metal structure. The background is dark and out of focus, showing some architectural lines.

ELIZABETH LINE





Live music performances

We have 40 designated busking spots at high-footfall locations across 30 Tube stations. Sponsorship of the busking scheme includes the right to install high-impact floor vinyl in all of these high-profile spaces, instantly linking a brand to entertainment within the network.



Cost

£200,000 for six months

Production cost

£20,000 approximately

For shorter activations, brands can create temporary performance sites in experiential spaces within ticket halls. These must be booked as part of a station animation package (see page 21)

Lead time

Performances by famous talent cannot be promoted in advance and must be 15 minutes or less to avoid dangerous overcrowding in stations



Current opportunities





Co-designed moquette patterns

A new opportunity to collaborate with us and co-design the moquette patterns used to upholster seats on our Tube trains. This will be a chance to align with our long-standing design heritage and literally become part of the fabric of the city.





Payment partnership

We are influential in payment behaviour, with one in every seven contactless transactions in the UK being made on the TfL network.

An opportunity to be present on our payment messaging and on every tap with our pan-London payment partnership.





The iconic Tube map

Put your brand on the map, on one of the most recognised maps in the world, the iconic Harry Beck Tube map.

A masterpiece in design, and present in 4,000 locations across London, helping Londoners and visitors all day every day as they travel around the capital.





Biodiversity partnership

Collaborate with us to help our customers feel good about doing their bit to fight climate change.

Working with us can help to reduce carbon emissions in the capital and contribute to a greener London.





London cycle hire scheme

The London cycle hire scheme is the unarguable symbol of a cosmopolitan city. It is record-breaking in scale, usage and the social, health and environmental benefits it brings to the capital. To date it has made over 100 million journeys, saved 30 million kg of CO2 and burnt 10 billion calories.

Constantly evolving with expansion and the addition of e-bikes, present in prime and iconic locations across London with the green agenda at its heart, the scheme presents a unique partnership opportunity.





The IFS Cloud Cable Car

In October 2022 IFS was announced as the new sponsor for the London Cable Car. Purple cabins fly 90m above the Thames between Royal Docks and Greenwich Peninsula.

The IFS Cloud Cable Car provides the perfect opportunity for an activation, with two large terminals and 20 cabins providing unique views of the Capital.



Keep it simple



Resonate with relevance



What makes a successful activation?

Surprise and delight



Execute with excellence



Making your activation successful

The most important thing to remember is that our customers pay to use our services, so thinking about how they will experience your activity is critical to its success. Here are some tips:

- ♦ Put the customer experience at the centre of your idea
- ♦ Think about why the activity is relevant to customers. The more your activity has some form of relevance to them the more it will resonate. It may be linked to a news story such as the World Cup, a seasonal event such as Christmas, a London event such as the London Marathon, or something of cultural significance such as Game of Thrones
- ♦ 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. The more visually compelling it is the more customers will engage and the more press and social media coverage it will generate
- ♦ Surprise and delight our customers. 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. We advise involving us as early as you can with your brief so we can develop an idea and a recommended delivery plan.



Delivery and approvals

- ♦ Activations and partnerships are distinct from standard advertising as they are perceived as coming from both us and our partners. We therefore need approvals from our Customer Experience team, Press Office and in some cases the Greater London Authority
- ♦ Delivery of all activations must comply with our operational safety and compliance procedures. Our expert in-house team are on hand to provide advice throughout
- ♦ Owing to our specialised environments, production and delivery will often be carried out by our framework suppliers. We will manage this process on your behalf, with costs being covered by the client



Policies

- ♦ All messaging on our estate is governed by our advertising policy, which is available on the [Commercial Media page](#) on our website
- ♦ 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 guidance on the [Commercial Media page](#) on our website
- ♦ Within 48 hours of partnerships going live, contracts will be published on our website in line with our Freedom of Information policy. As a public sector organisation, we have a duty to be transparent with our information and are subject to FOI requests from the public. This information will include partnership and production costs, as well as any work undertaken as part of projects to assess their impact on passengers



Useful links

For more information, visit the [Commercial partnerships & experiential marketing page](#) on our website and the [Commercial Network page](#) on the Made by TfL blog.

London Cable Car – A star on the London stage

TfL Community Team / The Commercial Network

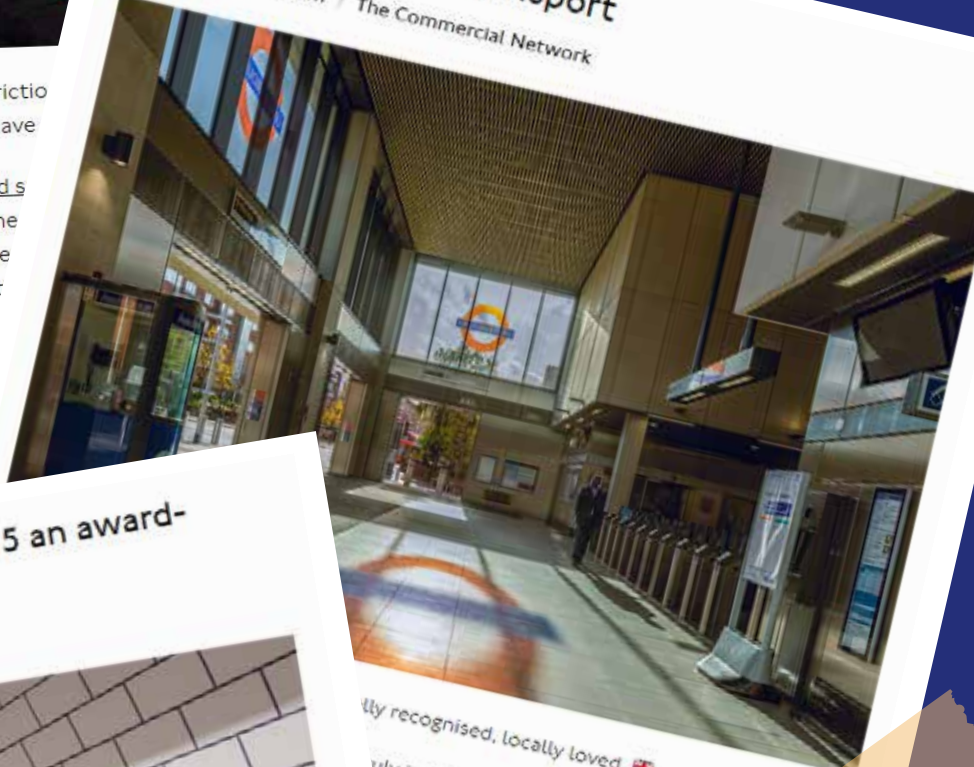


With more and more freedom granted to the UK as restriction planning weekends and school holidays out and about have

Back in June of this year, MyLondon [reported our 'record'](#) 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

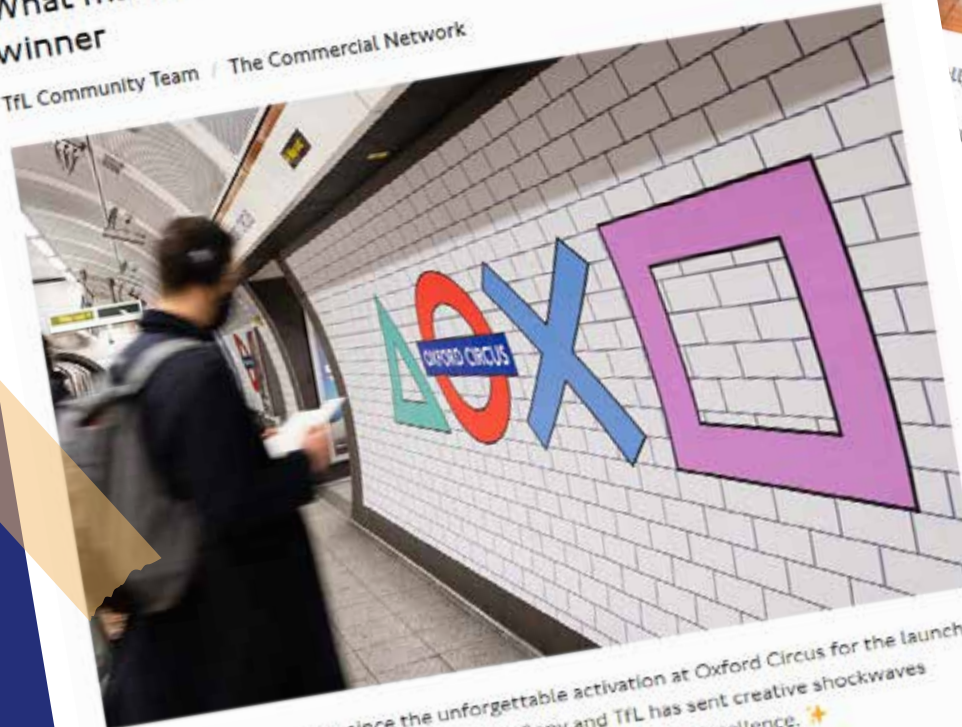
TfL Community Team / The Commercial Network



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. ✨



Media partners

We work with a number of partners across our media and advertising estate. We can work with them to create integrated partnerships combining advertising and distribution elements with our creative activations and partnerships.





**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS



Rail
London
Underground
Trams

Bus shelters

Morning newspaper
distribution

Evening newspaper
distribution



Contact details

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Experiential Marketing

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tfl.gov.uk

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