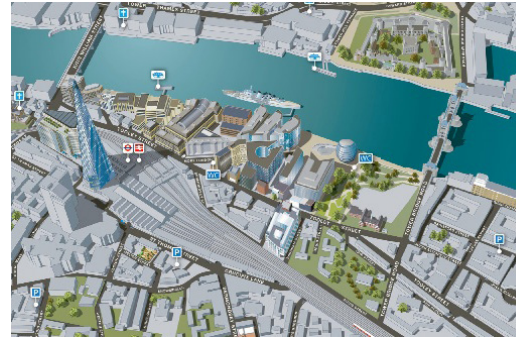
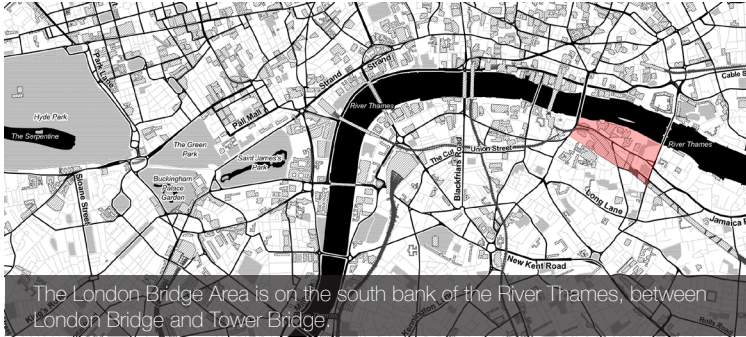


Case Study: Place Branding of London Bridge Area

Area of London Bridge

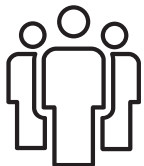


“

While the name London Bridge is world-famous, no one was clear as to what the area of London Bridge represents.

Such an iconic name is an obvious asset to have, and if defined and utilised correctly, it could become of enormous commercial benefit to the area's stakeholders.”

Commissioning of Place Brand Strategy



The Formation of a Steering Group

Bring together local residents, workers, businesses, land owners and developers, operators of tourist attractions, and representatives of local government

The Place Audit

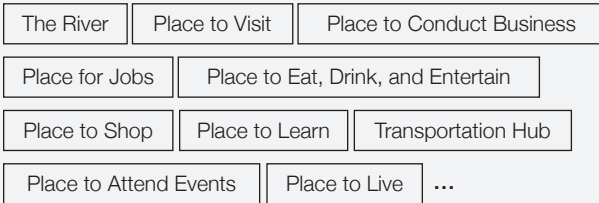
Hear about people's general perceptions of the area and what they use the area for, thus identify the dominant characteristics which strongly typify the area and give it a strong identity.

Community Consultation

Find out the locals' experience in the area overtime through four different channels (online survey, comments box, interviews, and an additional regular survey).

Brand Preposition

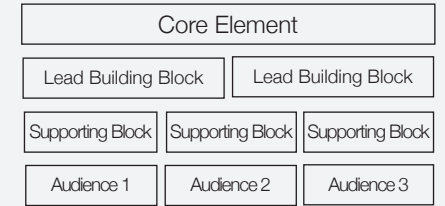
Building Blocks Identified from Destination Audit



Potential Brand Scenarios Derived from the Building Blocks



A Structure of Scenarios



The Core Markets for the Proposition

Businesses
Public organisations and their employees
People who work and live in the area

The Secondary Markets

People who access the area for leisure and entertainment, food and beverage
Developers and owners of property
Residents of the rest of London and South East England
Visitors from abroad

The Initial Implementation of the Brand Strategy



Visual Identity Development

A set of accompanying guidelines and principles was developed to help partners use the London Bridge Revealed visual identity based on a patchwork arrangement of 'textures' taken from the area.

Brand Management Structure

The Place Marketing Manager - overall responsibility for London Bridge Revealed
Team London Bridge Board and London Bridge Marketing Group - support
The Board is formally constituted and provides an infrastructure that can implement initiatives at a variety of levels within local organisations, while the Marketing Group can help identify new projects and offer guidance and insights to help gain audience recognition.

Identifying Short-term Projects

A printed map & area guide
Capital project hoardings
Local loyalty cards
A destination website
A tourist board film
Visitor information and welcome service

Totally Thames (sponsorship of local festival)
London Bridge Live Arts (local arts festival)
Guided walks and tours
Signage on green infrastructure projects
Dual branding on stakeholder newsletters

Medium and Long-term Projects

IBeacons trail
(new pioneering tech leading exploration)
Permanent signage
Lamppost banners
Ambassadorial training

The London Bridge Plan
Public realm improvements - shared space initiatives
Team London Bridge Business Plan (services 2016-21)

Assessing Brand Impact

The brand impact is being monitored via a bi-annual user panel survey.