



South Bank

case study

Introduction

London's South Bank, one of London and Europe's most well-known riverside locations has been working with Threepipe for the last three years to promote the area as a destination for both tourists and Londoners.

The South Bank is visited by 8 million people per year, attracted by the world-famous attractions including the London Eye, The National Theatre, The OXO Tower and the iMAX cinema. With such a wide variety of attractions, the audience who visit the South Bank are very diverse – from families visiting London for a day out, to tourists from Europe and beyond, through to young professionals living in London.

Although often referred to as the cultural centre of London, the South Bank does face strong competition for visitors from other London areas such as the West End, Covent Garden, Camden and the Bankside area.

Threepipe works to support the South Bank Employers Group (SBEG) - which represents each of the South Bank's attractions as a collective, at key calendar dates including Christmas, Easter, Valentines, etc to create campaigns which differentiate it from the other locations and drive footfall to the area. Working with a group of paid-for members Threepipe needs to ensure that all campaign ideas have clear objectives with tangible results, so that the value of membership to SBEG can be clearly demonstrated.

Here are just a few examples of the campaigns Threepipe has worked on...



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1. Christmas on the South Bank

Ahead of the busy Christmas season in 2005 the South Bank came to Threepipe to promote the area as a complete package for Christmas shopping and entertainment with the shorter-lead media. The South Bank wanted to differentiate itself from the other well-known London Christmas destinations such as the West End, and increase the number of tourists and Londoners visiting the area.

a) The challenge

Although many of the individual attractions on the South Bank are world-famous, the South Bank as a whole was lesser known for having a complete 'package' of both shopping and entertainment. Through on-message media coverage Threepipe aimed to increase the number of consumers visiting the South Bank rather than other London destinations such as the West End or Covent Garden.

Threepipe ascertained that there are several different groups who would visit the South Bank – families who would be attracted to the child-friendly shows and events, Londoners who would visit the unique designers and shops and possibly indulge themselves in some theatre or one of the restaurants, and tourists to London. The South Bank wanted to appeal to all of these groups and this was reflected in the media targeted with the Christmas campaign.

As well as reaching a diverse audience with the South Bank's key messages, Threepipe also faced the challenge of managing the diverse interests of each of the South Bank Employers Group (SBEG) members, and had to create a media campaign that suited everyone – from the London Eye to the iMAX cinema through to the Hayward Gallery. To do this Threepipe held regular meetings with all of the members to ensure that all their needs were fully understood and taken on board. Regular reporting also ensured that the members felt confident and that the campaign demonstrated the value of their membership to SBEG.

b) The solution

To showcase all of the attractions on the South Bank to the media Threepipe created a media day to give the media a 'taster' for what the South Bank had on offer over the Christmas period.

The media day took place in mid-October to coincide with the Christmas issue deadlines for the mid-short lead media. It was carefully tailored to appeal to family through to fashion media and thus raise awareness amongst the full range of potential South Bank visitors. The morning session showcased the attractions suitable for families, whilst the afternoon had a more adult focus – the media could choose whether to attend the whole day or just a morning or afternoon depending on their focus. Those interested in the family angle were also invited to bring children along so they could see them experience and enjoy first-hand the South Bank's child-friendly attractions.

By exposing the media to a taster of the South Bank and the opportunity to experience all the attractions first-hand, this

gave the journalists and magazines more scope for covering the South Bank as a complete destination rather than focusing on just one attraction or event.

To further emphasise the South Bank 'package' of attractions in coverage Threepipe provided the media with landscape-style photography of the area so that the South Bank as a whole would be highlighted rather than the individual already well-known destinations.

c) Results

15 different media attended at various points throughout the day – this included key target publications such as The Sunday Times, The Daily Mail, Handbag.com, City AM and View London.

"I was delighted with the media attendance that Threepipe secured - the journalists were all well-known to the members who were very keen to meet them face-to-face. As a result of the media day the members have begun to build good relationships with the journalists and set-up further coverage with them - which makes their SBEG membership totally worthwhile", Liz Williams, Marketing Director for South Bank Employers Group.

All coverage featured the South Bank photography and the majority of pieces referred to the 'South Bank Christmas' and featured a range of events/present ideas from the South Bank, which achieved the objective of promoting the area as a whole rather than individual attractions. The coverage equated to a media value of £50,000 and all the in the South Bank's key target media and the South Bank noticed 20% increase in footfall throughout the area.

2. Christmas 2006 – long-lead

Due to the success of the 2005 short-lead Christmas campaign, Threepipe was asked to organise the 2006 long-lead Christmas campaign. The campaign had exactly the same objectives as the 2005 short-lead campaign – to highlight the South Bank as a Christmas destination to a range of audiences including families, tourists and London professionals. And like the 2005, campaign each of the members interests had to be represented and carefully managed.

Threepipe decided that a theme was needed for the campaign to reflect the values and key messages of the South Bank, and to interest the target media. 'Indulgence' was chosen as Threepipe felt this would appeal to each of the South Bank's key audiences, for example 'indulge yourself on holiday', 'indulge your family at Christmas' and 'indulge yourself'. Thus Threepipe created the 'afternoon of indulgence on London's South Bank' that key media were invited to attend on July 14th – well ahead of their Christmas deadlines.

So that the theme was consistent throughout the campaign, the media were sent hard invites to the afternoon – carefully designed to reflect the indulgence

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theme and South Bank messages. The afternoon began with a riverboat cruise along the South Bank on a Silverfleet luxury 1920's cruise-boat (SBEG member) complete with an art-deco bar. The media were introduced to each of the SBEG members, who were able to chat to them about their Christmas plans and activities. The cruise was followed by delicious cocktails and canapés (provided by the new South Bank restaurants and bars) on the Festival Riverside Terrace.

Threepipe secured a fantastic range of journalists to attend, including The Guardian Guide, The Times Knowledge, Another magazine, The Daily Telegraph Stella and Esquire. As the selection of media was quite diverse, the afternoon was made very informal so that the journalists could chat to the members they were specifically interested.

Nancy Durrant, The Times Knowledge, "Just a note to say thanks for the invitation to yesterday's do, it was really fun and really helped me get to grips with all the stuff that's going on on the South Bank! I think I should be able to get a few bits and pieces out of it at some point."

Farah Lyner, Royal Festival Hall (SBEG member), "We were really impressed with the "quality" of journalists who turned up - it was useful for us to meet several of them face to face, especially Teri from The Guardian and Nancy from The Times."

3. Digital/Online

As well as supporting the South bank across a range of media, Threepipe also work's to build the South Bank's presence amongst its target audience through online activity. This is a great way of reaching a large proportion of the South Bank's target audience, the value of which can be easily demonstrated to SBEG members through online visitor statistics.

For example, ahead of Valentines Day Threepipe organised a totally unique online campaign to highlight the number of different date ideas the South Bank has to offer. Working with Speeddater.com – the UK's biggest online dating website, who Threepipe felt were a perfect fit for the campaign due to their large number of members who were London professionals – Threepipe organised a marathon 'blind date' fortnight for one lucky guy!

Threepipe decided to send one guy on 13 blind dates between February 1st and 13th, with one lucky girl being selected for his date on Valentines Day. Each date would be different – to showcase the range of date options on the South Bank. Working with Speeddater.com Threepipe held a competition to choose the lucky guy. Bearing in mind his ideal 'criteria' 12 girls were then selected by

Speeddater.com to accompany him on each of his dates. One space was left free so that it could be offered to the public in a competition run with a London media partner.

Threepipe and South Bank created an online microsite for the campaign 'www.loveonthesouthbank.com' with a diary from the guy on each of the dates and feedback from the girls. It also included information on the locations for the dates, with information and links through to the relevant websites. The microsite received 20,000 hits during the campaign.

As well as the microsite, Threepipe also raised awareness about the South Bank's date ideas through the Speeddater.com website and newsletter. The Speeddater.com website receives 25,000 hits per day and the newsletter goes out to 75,000 people.

Threepipe has also helped to raise awareness about the South Bank's online site 'Walk This Way', which provides downloadable walking guides to encourage people to explore the area.

Threepipe organised an online media campaign for this during Spring 2006 focused on encouraging Londoner's to get out and explore what London, and particularly the South Bank, has to offer. To reach the diverse South Bank audience, Threepipe selected specific walks that would appeal to each group and target these at the relevant media – for example, the walk that explored the riverside nature was aimed at the parenting and family media, whereas the walk that ran from Soho to the South Bank through the main shopping districts with a stop at the oldest patisserie in London, was aimed at the women's media and pitched as the perfect days out with the girls.

The campaign achieved coverage on key online sites including newwoman.co.uk, handbag.com, ivillage, Welcome to London and the London Itchy Guides. These pieces included links through to the walkthisway.com website which noticed an increase of 40% in traffic. An excellent deliverable to feedback to the members!

Summary

As outlined above, Threepipe has worked with the South Bank over the last three years to deliver a consistent, on-message media campaign that has reached the target media audience and led to increased footfall and ticket sales at the South Bank's attractions, which has ultimately increased member satisfaction and maintained their loyalty to the SBEG.

Enough about the South Bank, can we talk about you?

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- Email us: tellmemore@threepipe.co.uk
- Meet us at our place in Covent Garden or wherever suits you.

www.threepipe.co.uk