



art of  
london

artoflondon.co.uk

# MARKETING NETWORKING BREAKFAST OCTOBER 2023

# AGENDA

## 1. DATA & INSIGHTS

MATT HARRIS

## 2. ART OF LONDON IN REVIEW

PAULA SHEARY

## 3. DISCOVER LSQ & LONDON WEST END IN REVIEW & UPCOMING

EMMA O'CONNOR

## 4. HEART OF LONDON CLUB & CORPORATE EVENTS

ABIGAIL DAVIES



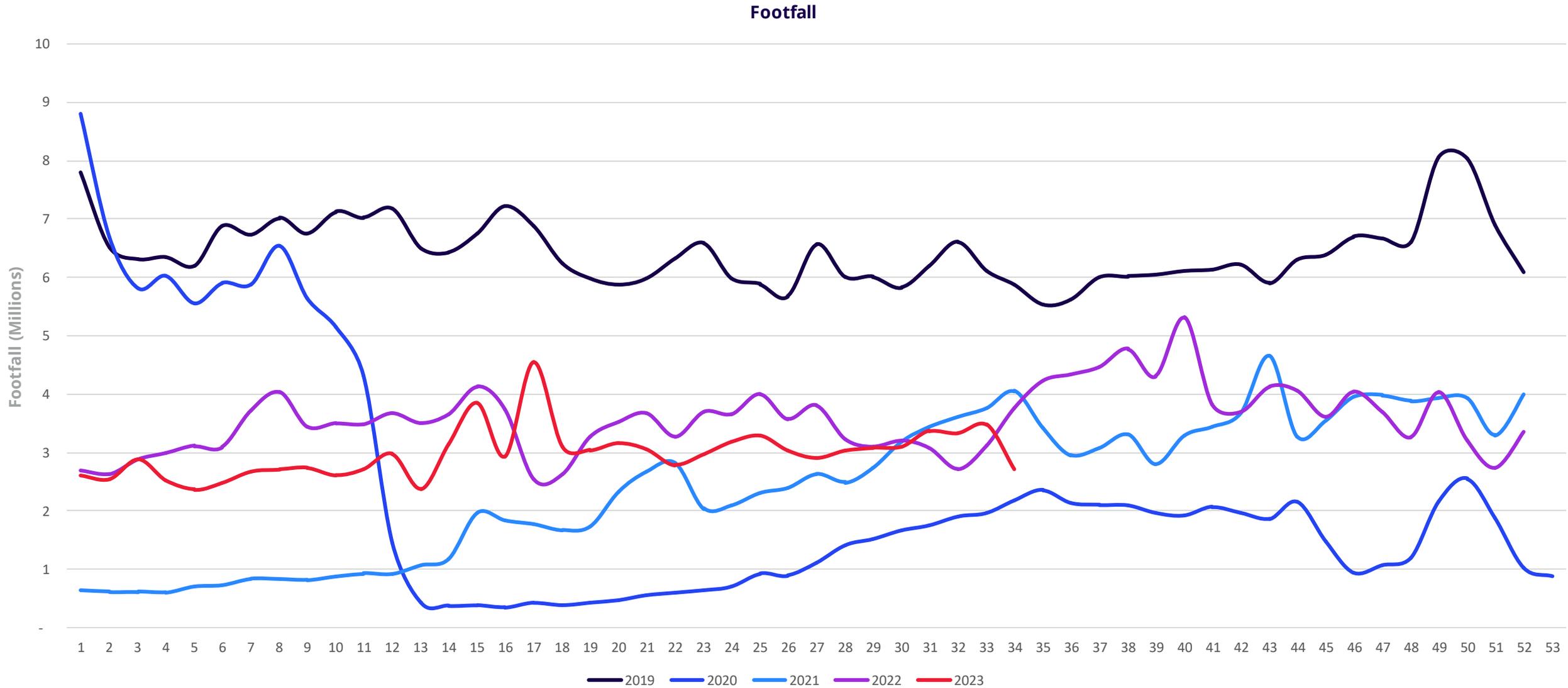
# DATA & INSIGHTS



## Driving factors

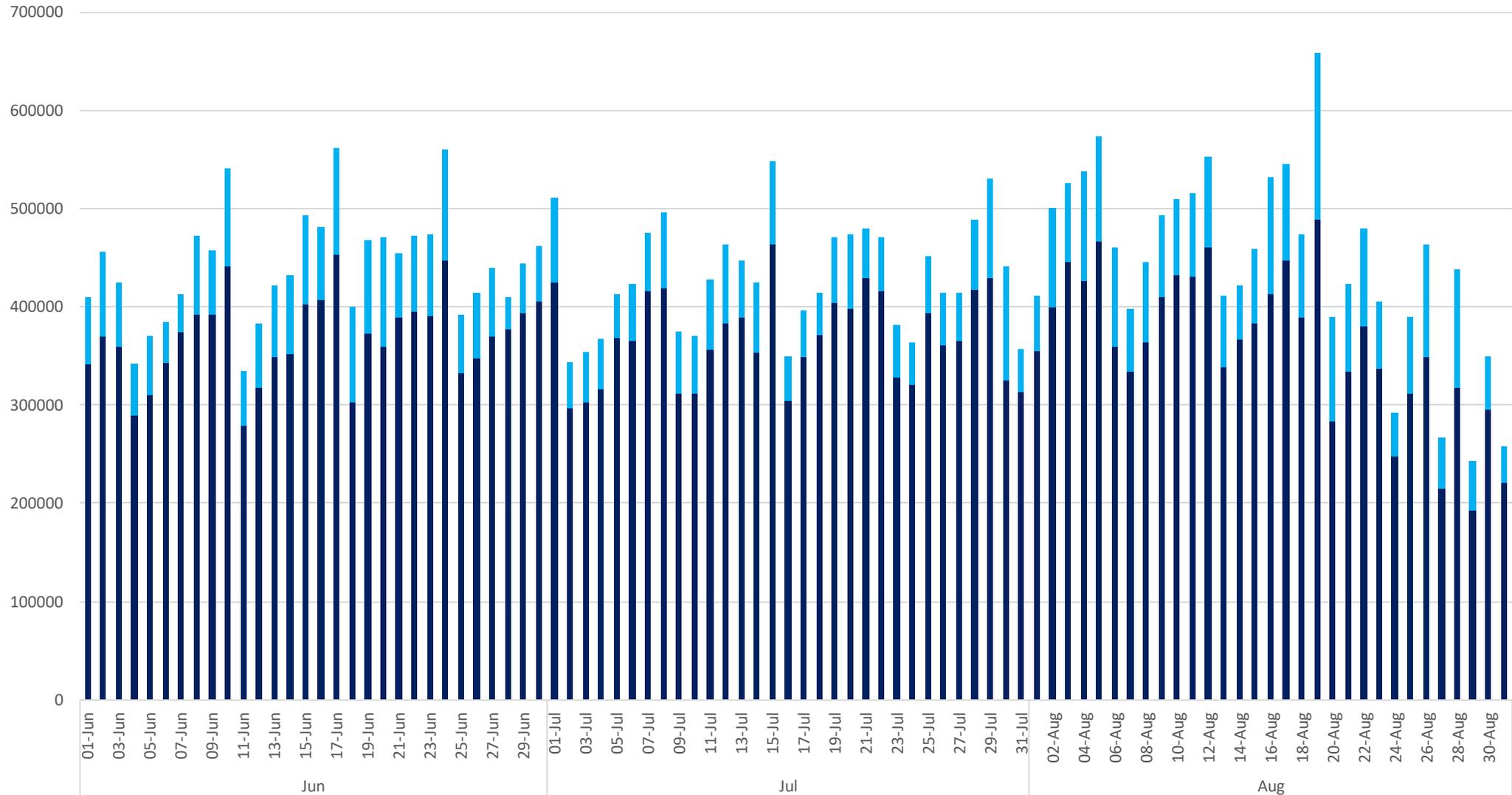
- + Summer holidays
- + Summer events/ bank holidays
- Post covid Locality
- Travel disruption





# 03

# Last quarter footfall



# NEW- Proportional footfall

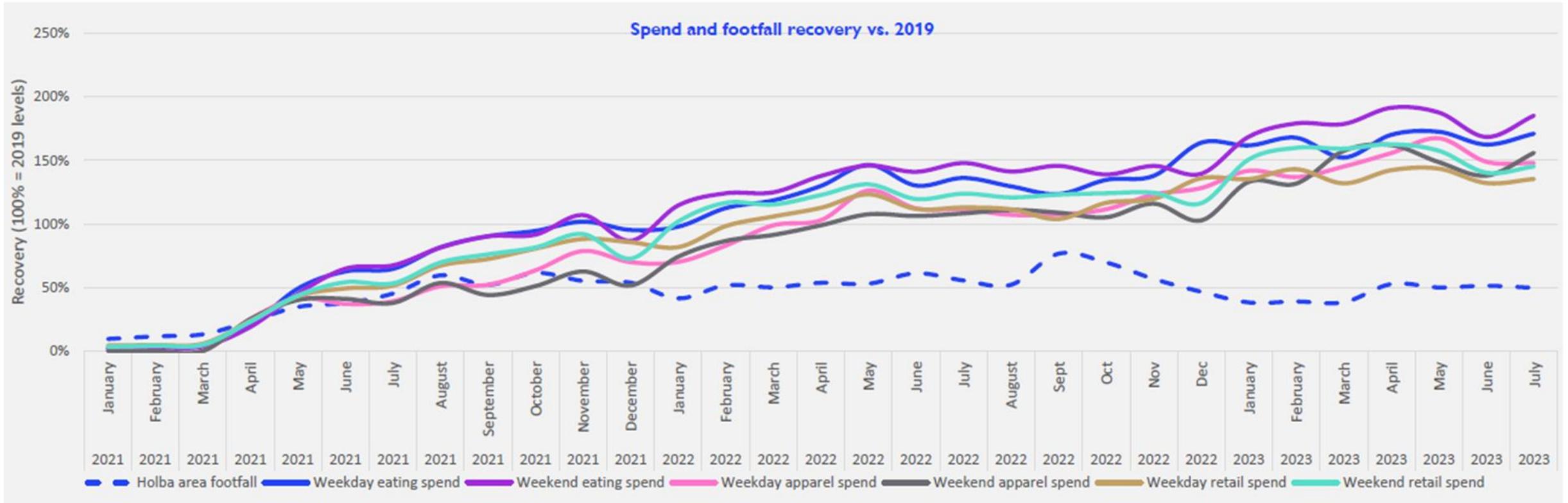


	HOLBA - % of visits		
	Morning (07.00-12.29)	Afternoon (12.30-17.59)	Evening (18.00-23.59)
Monday	3.6%	6.1%	2.4%
Tuesday	4.3%	7.1%	3.3%
Wednesday	4.9%	7.7%	3.9%
Thursday	4.4%	7.0%	4.0%
Friday	3.6%	5.9%	4.4%
Saturday	3.6%	8.4%	4.3%
Sunday	2.6%	5.9%	2.5%

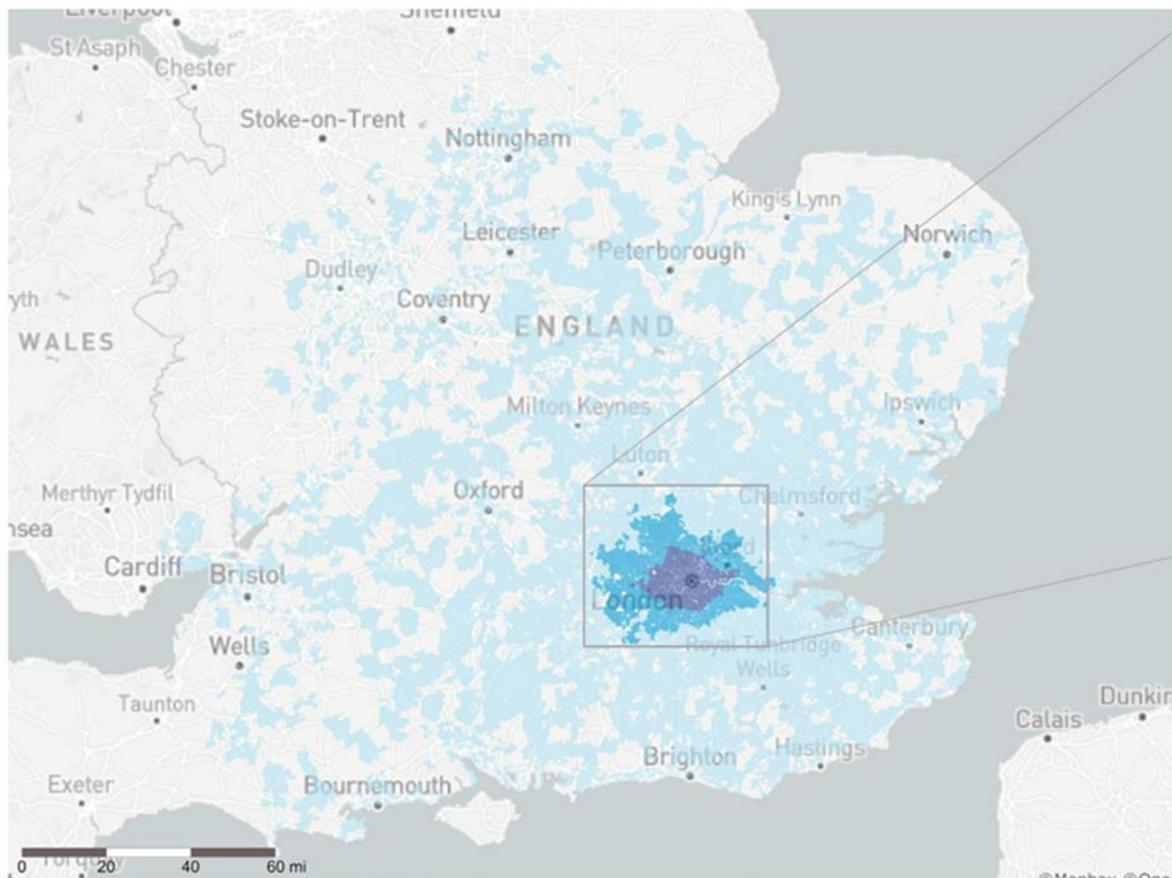
	INDEX VS. CORE WEST END		
	Morning (07.00-12.29)	Afternoon (12.30-17.59)	Evening (18.00-23.59)
Monday	74	96	111
Tuesday	69	91	106
Wednesday	75	104	121
Thursday	81	97	123
Friday	77	101	139
Saturday	108	137	124
Sunday	108	109	129

# 05

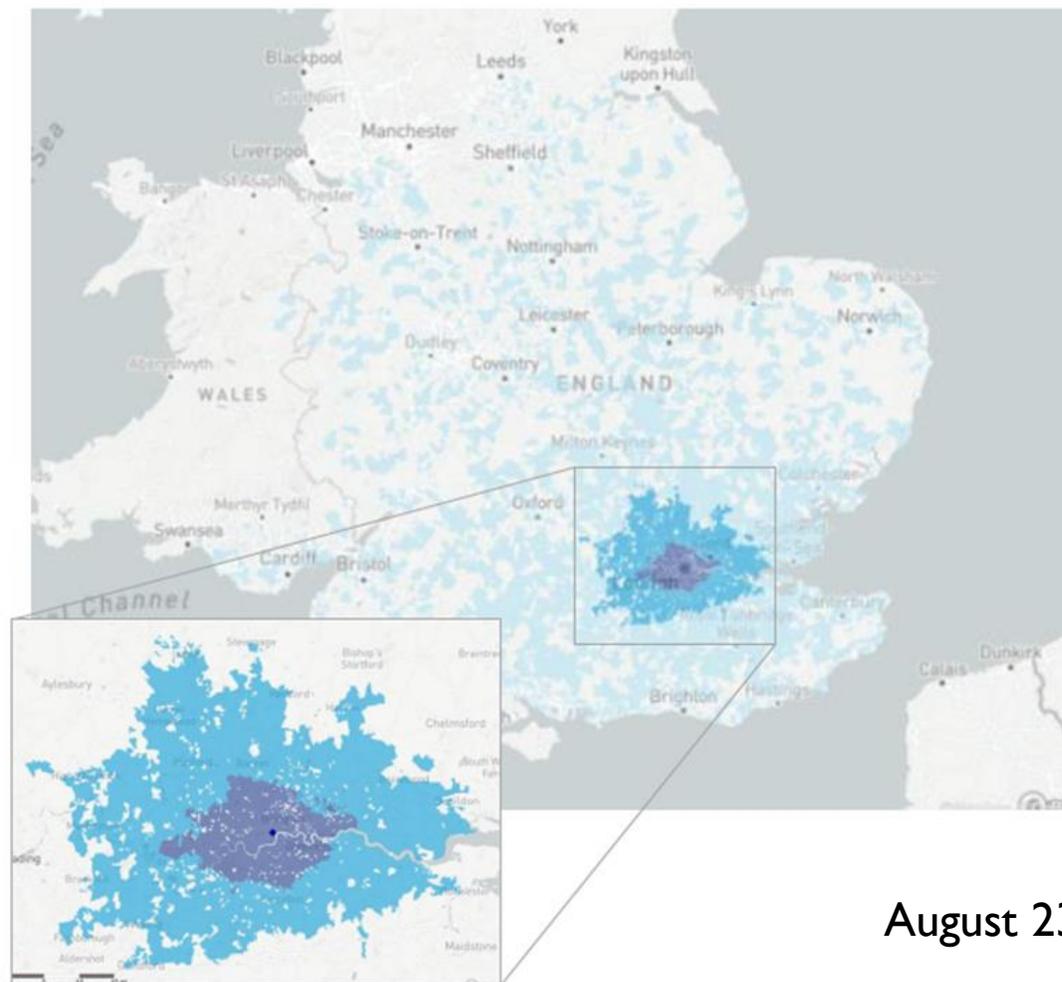
# NEW- Spend data



# 06 Catchment area



June 23



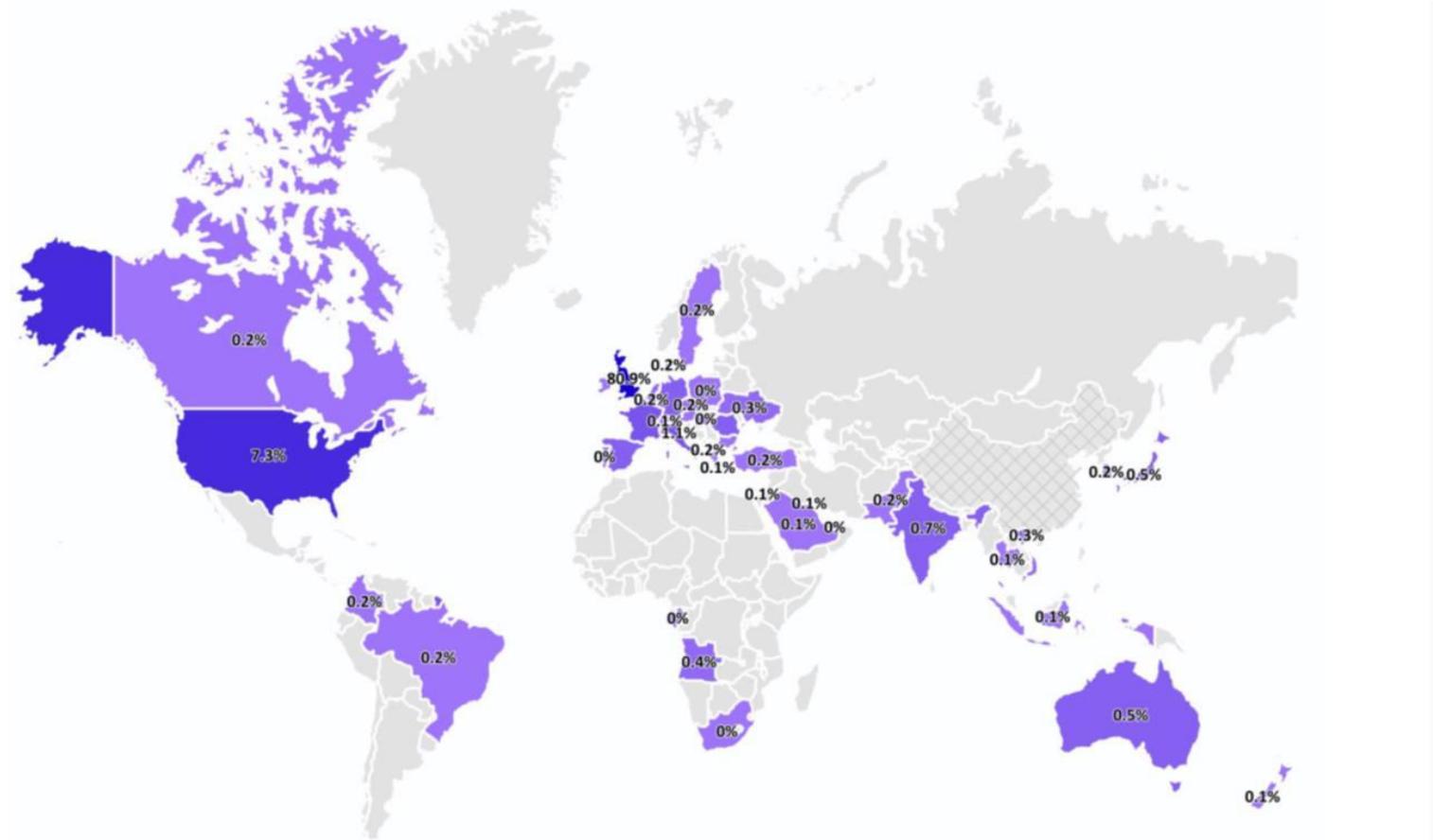
August 23

# 07

# International trends

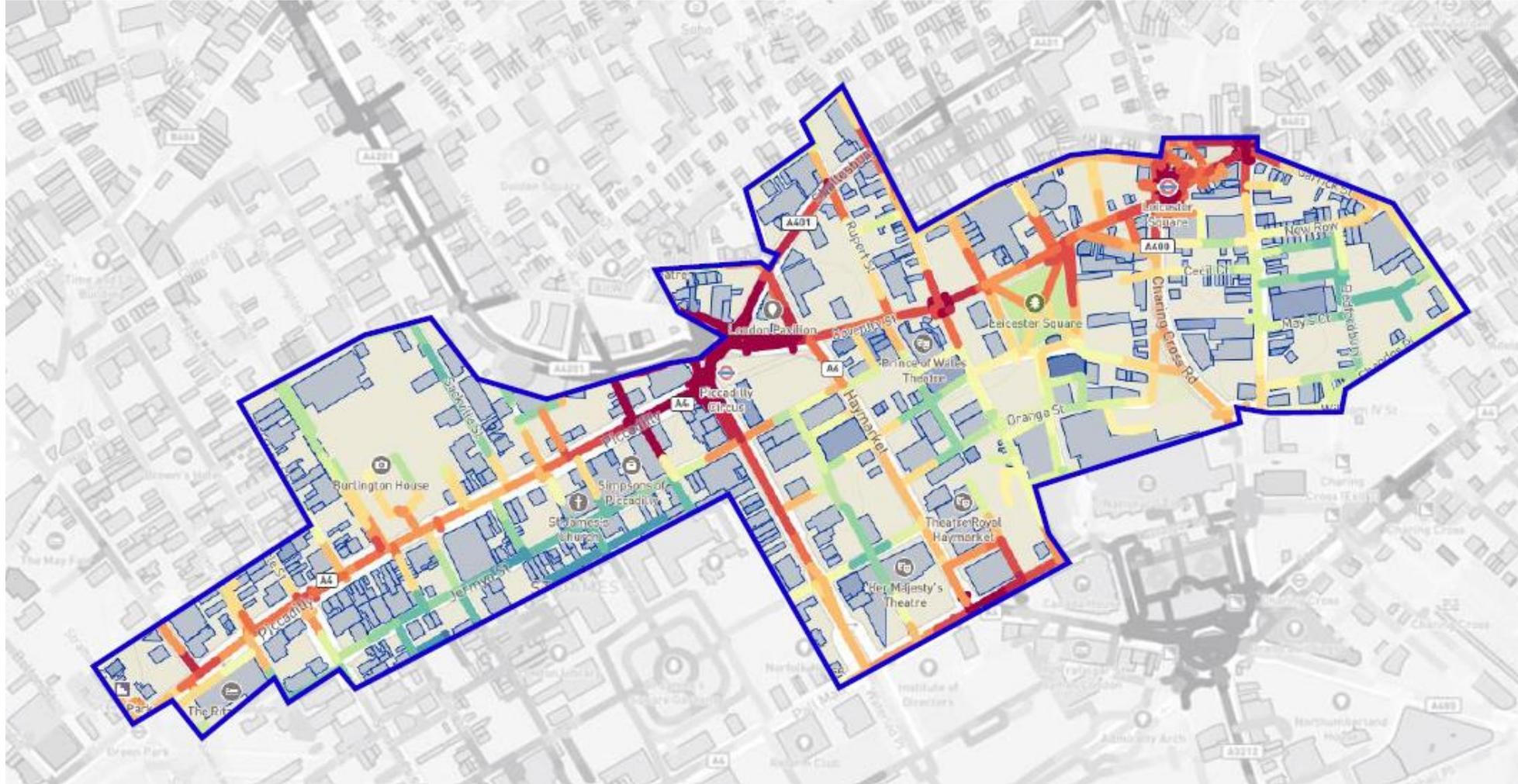


- Lead by the USA and Europe
- Long haul destinations are recovering
- HOLBA performed circa 5% better than CWE.



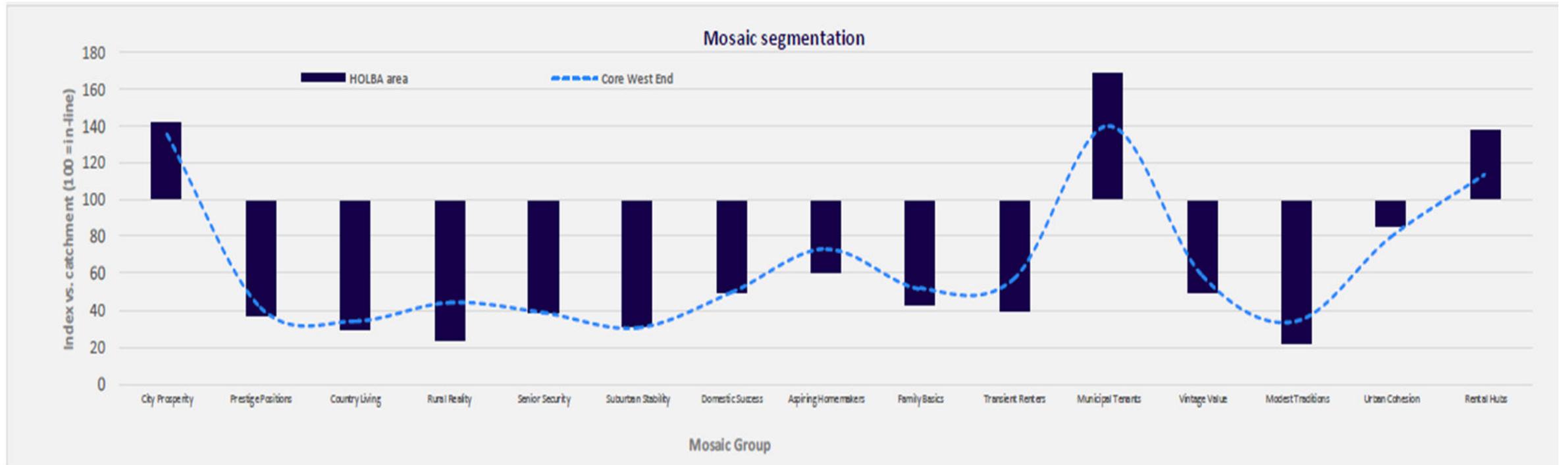
08

# Footfall spatial distribution



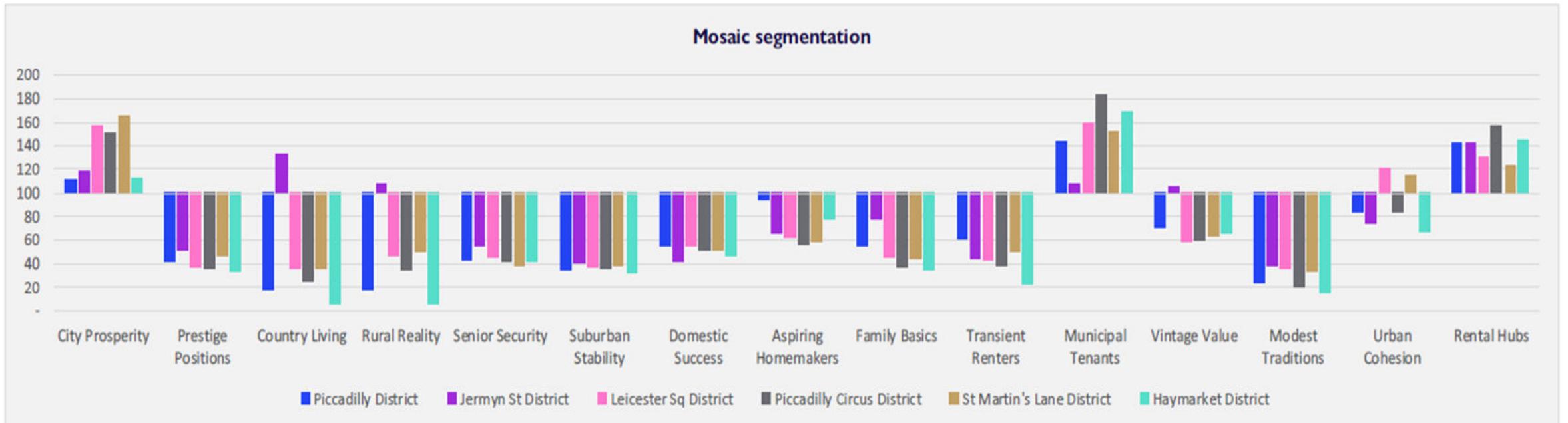
August 23

# 09 Mosaic socio-demographic data



# 10

## NEW-District level mosaic socio demographic data



# 11 Upcoming publications



- Real estate and economic report
- Spend data in the reports



**art of  
london**

**ART OF LONDON**

# ACTIVITY OVERVIEW

MAY

JUNE

JULY

AUGUST

SEPT

OCT

RANA BEGUM FLAGS PICCADILLY

AOL SEASON: THE ART OF ENTERTAINMENT

ART REFRAMED - NPG  
ACTIVITY

TAKE A MOMENT

TAM CAMPAIGN  
LAUNCH

TAM AT NPG

AOL  
WELLNESS  
ZONE

TAM FINALE

AAD

AAD



THE PEOPLE YOU LOVE  
BECOME GHOSTS INSIDE  
OF YOU AND LIKE THIS  
YOU KEEP THEM ALIVE

**ART OF LONDON  
ACTIVATIONS – LOOKING  
BACK**



art of  
london

[f](#) [@theartofldn](#)  
[artoflondon.co.uk](http://artoflondon.co.uk)

# RANA BEGUM, RA PICCADILLY FLAGS

30 MAY – 20 AUGUST

# RANA BEGUM, RA FLAGS, 30 MAY – 20 AUGUST



Photograph: Art of London

## Piccadilly has had a dazzling technicolour glow-up

In collaboration with the Royal Academy of Arts, Piccadilly was adorned with an aerial canvas installation entitled 'Flag No. 1273' designed by artist Rana Begum, RA. Based on the theme for Art of London Season 'The Art of Entertainment' Rana used colour and geometry to capture a sense of movement in her design and to celebrate dance, music and theatre.

### MARKETING & PR

Press coverage to date: 480,830,873

[Time Out](#)

[Evening Standard](#)

[Ian Visits](#)

[London Post](#)

- Featured on [TalkArt Podcast](#), hosted by Russell Tovey and Robert Diament with Rana Begum released 10 August
- Social Media – [Twitter](#), [Instagram](#), [LinkedIn](#), [Facebook](#)
- Website Link – [Click Here](#)
- EComms – [Click Here](#)

art of london  
presents



**ART  
AFTER  
DARK**

# AAD CAMPAIGN OVERVIEW

MAY

PR

Announcement

MEDIA

ORGANIC SOCIAL

PAID SOCIAL

JUNE

Photocall 29/06  
with Amelia  
Kosminsky and  
Philip Corps

TimeOut  
Activity

Evening  
Standard  
Activity

Organic Social

Influencer Activity &  
Paid Social  
Campaign

JULY

TimeOut Activity

Evening Standard Activity

AUGUST

SEPT

Announcement

TimeOut  
Activity

Evening  
Standard  
Activity

JC Decaux

Mayfair Times

Organic Social

Influencer Activity &  
Paid Social  
Campaign

OCT

Event Live  
12&13/10

# ART AFTER DARK 29 & 30 JUNE

We transformed Piccadilly Circus into a night garden of flowers and fireflies, a serene reflection in one of Europe's busiest intersections.

“Sparks of Nature” was brought to life in partnership with Brighter Future finalist Amelia Kosminsky and world-renowned florist Philip Corps.

The installation on the Eros (Anteros) statue transformed one of Europe's busiest urban areas into a pocket of natural tranquillity, with flowers, grass effect and terrariums surrounding the iconic landmark, illuminated by night with solar powered lighting.

It was complemented by the on-screen content created by Amelia and a Spotify playlist to listen along to.

There were two 10 minute screenings on the Piccadilly Lights each evening.



*'Sparks of Nature'* by Amelia Kosminsky on London's Piccadilly Lights and Philip Corps floral installation on Eros



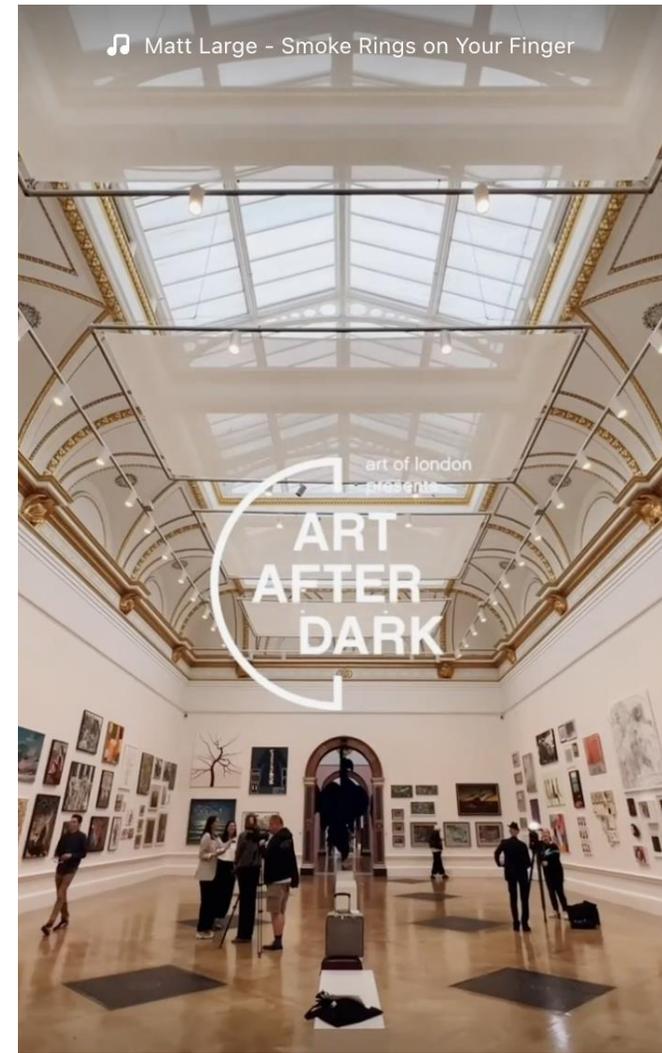
Stern Pissarro Gallery, Art After Dark March 2023

# WEST END GALLERY HOP!

## ST JAMES'S GALLERIES

1. 3812
2. Cristea Roberts
3. David Gill Gallery
4. Saatchi Yates
5. Skarstedt
6. White Cube
7. W.SHANSHAN 珊然軒

🎵 Matt Large - Smoke Rings on Your Finger



@TatiKapaya on Pinterest

🎵 Matt Large - Smoke Rings on Your Finger



# MARKETING

## CAMPAIGN OVERVIEW

**PAID MEDIA:** Evening Standard & TimeOut

## PARTNERSHIPS:

- **Pinterest:** Pinterest Content creator, Tati Kapaya (57.7k monthly views) put together x2 videos focused around key exhibition highlights for Art After Dark.
- **Fujifilm:** Continuing partnership, all AOL owned images of the event were shot with a Fujifilm camera and were credited accordingly.



West End Gallery HOP! map, featuring Art After Dark activity and dining suggestions

# MARKETING

## CAMPAIGN OVERVIEW – Art After Dark June

### PRINTED COLLATERAL

#### Mayfair Art Weekend Map

4k maps distributed across Piccadilly, St James's, Mayfair, Fitzrovia and Soho

### OWNED CHANNELS

#### Digital

9 Feature articles

2 Guest Articles by Kate Bryan

#### Social

4 Paid Social Reels

1 Giveaway post

950k Reach

#### Exclusive Dining Offers

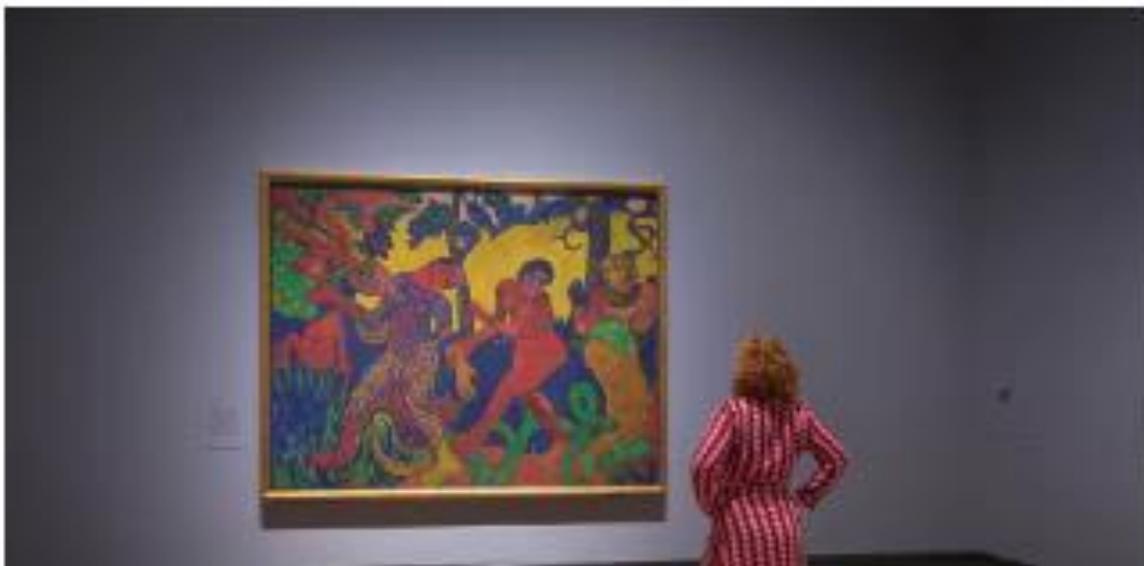
5 Members Offers

Featured across Heart of London Club, Press Release, Art of London Website/ Social Channels, Discover Leicester Square and London West End Social Channels as well as in the Evening Standard Advertorial Article.

# Where to see Art After Dark in London this summer

The free London art and culture event returns to the West End on 29 and 30 June with a stellar line-up. Plan ahead so you don't miss a moment with this guide to what's on

ADVERTISEMENT FEATURE



Evening Standard Advertorial

# MARKETING RESULTS

Evening Standard <i>Art After Dark Returns</i>	Results
Page Views	9,450
Performance (% Against KPI)	315%

Evening Standard <i>Art After Dark Itinerary</i>	Results
Page Views	9,168
Performance (% Against KPI)	306%

TimeOut <i>Five reasons to head to Art After Dark</i>	Results
Page Views	3,953
(FB Traffic Drive) Impressions	829,919

# WHAT WE ACHIEVED

## COVERAGE/CONTENT

44

Pieces of coverage and content secured throughout the campaign across online and social, inclusive of paid media

## KEY MESSAGING

100%

Coverage included key messaging for Art of London / Art After Dark

## REACH

+176M

Total reach across all coverage and content achieved, inclusive of paid media

## SOCIAL

22

Pieces of social coverage secured through paid and gifted partnerships

## COMPETITIONS

31,295

Entries to our two competition placements with Marie Claire and Cosmopolitan





Philip Corps, Floral Designer

# PR

**PR Announcement: 6 June**

**Press Release: Launch: 29 June**

**Influencer Activity:**

- Closer Magazine – GirlsWeekend Itinerary
- Tabish Khan, The Londonist & Content Creator – Itinerary
- Art expert and author, Kate Bryan produced an article for the AOL site and x1 IG carousel

**Competitions:**

May to mid June. Competitions featuring 2x weekend giveaways for Art After Dark for winners to enjoy in the West End, featuring dinner, tickets to RA exhibitions and an overnight stay for two.

[Marie-Claire](#) | [Cosmopolitan](#)

Accumulated a total of **31,295** entries.

Combined CTR **70,702**

Engagement rate of **44%**, above average for usual competition entries for these two outlets.

# Piccadilly Circus Has Been Transformed Into An Illuminated Flower Garden For Two Days Only

The iconic Anteros statue has been adorned with thousands of flowers and a peace projected onto Europe's biggest digital billboard, the Piccadilly Lights.

KATE FORCE • 29 JUNE 2022



Art of London has transformed (the usually ever-so chaotic) Piccadilly Circus into a tranquil flower garden and illuminated Europe's largest digital billboard with a striking sunset to mark the return of its seasonal art programme: Art After Dark.

This new central London public art installation, titled Sparks of Nature, celebrates the return of London's seasonal late-night art programme which is being held over two days (June 29 and 30).

That's right for two days (and two days only), you won't need to avoid Piccadilly Circus in fear of the sheer tourist-induced mayhem that will no doubt be occurring. In fact, Sparks of Nature aims to give Londoners a moment of calm and tranquility in one of the capital's busiest areas.

## Secret London

## London On The Inside



When On  
**SEE MAJOR EXHIBITIONS  
AFTER HOURS WITH ART  
AFTER DARK**  
06.06.22

Includes other What's On

For just two nights this March, night owl art enjoyers can head to some of the city's most renowned institutions to view exhibitions outside of regular opening hours as part of the Art After Dark event. On Thurs 29th and Fri 30th June, the National Gallery and the Royal Academy of Arts, alongside a selection of independent West End galleries, will keep their doors open until 9pm, granting the public access to headline exhibitions as part of their night out. This will coincide with an in-conversation event with Dr Nicholas Cullinan, director of the National Portrait Gallery, and Jamie Fobert, the architect behind the Gallery's transformation, as well as a drop-in drawing session hosted by artist Gaura Peihani. Both events will be held at the National Gallery on the Friday as part of the First Look Festival.



Thurs 29th & Fri 30th June 2022  
Various locations  
artoflondon.co.uk

By: Chris Hughes  
TAGS: #LONDON, #ART, #EVENTS, #WHAT'S ON

# KEY RESULTS

## PR

Pieces of Coverage: 44

PR Reach: +176m

Social Coverage: 22

Competitions Entries: 31,295

## SOCIAL

+4% Total Audience Growth from beginning to end of campaign

1.7M Total Impressions across all social channels

63.7% Increase in overall Impressions

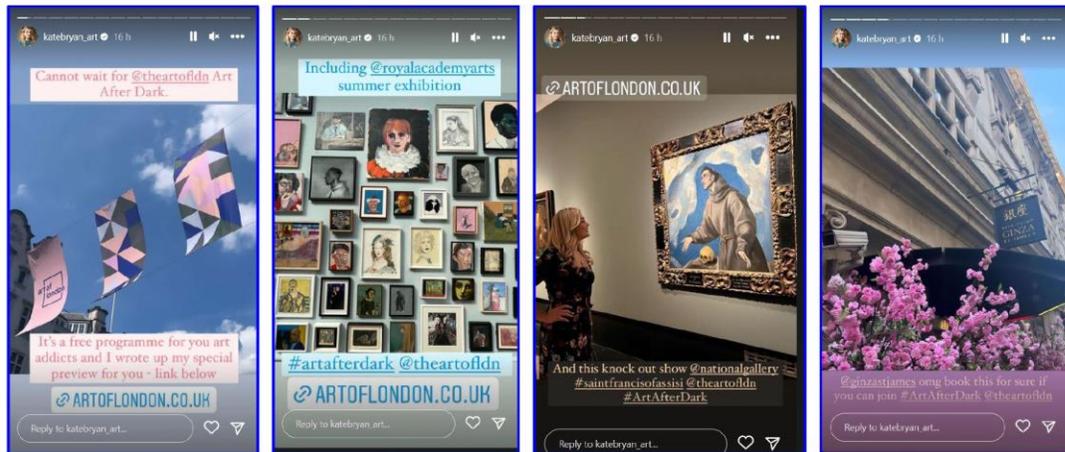
+ 5.5% Increase in overall Engagements

21,037 Engagements

Marketing pack for members to share on their channels included:

2x curated ArtAfter Dark reels

Art After Dark Instagram Story template



Kate Bryan



Marina Abramović Screening – Piccadilly Lights



The Cornucopia by Claire Luxton – Leicester Square



The People You Love by Robert Montgomery – Leicester Square



Gallery Hop! – Skarstedt

# ART AFTER DARK 12 & 13 OCTOBER

Art After Dark returned for its third and final installment for 2023, tying in with Frieze week.

Art of London had three public art activations including:

## **1. Marina Abramović Screening on the Piccadilly Lights, in partnership with the Royal Academy of Arts**

On Friday the 13<sup>th</sup> October at 7pm, a screening of Marina Abramović's work was shown on the Piccadilly Lights at 7pm., in celebration of the retrospective exhibition currently at The Royal Academy of Arts.

## **2. The Cornucopia by Claire Luxton \_ Leicester Square Gardens**

The Cornucopia was a visually and physically immersive, interactive, and striking inflatable sculpture which took over the gardens in Leicester Square.

## **3. Robert Montgomery Poetry Piece, Leicester Square Gardens**

Robert Montgomery brought his light piece "The People You Love" to Leicester Square.



Thursday Night, West End Gallery HOP!



Thursday Night, West End Gallery HOP!



Thursday Night, West End Gallery HOP!



Thursday Night, West End Gallery HOP!

# WEST END GALLERY HOP!

## ST JAMES'S GALLERIES INVOLVED:

1. Stern Pissarro Gallery
2. Saatchi Yates
3. White Cube
4. Cristea Roberts Gallery
5. David Gill Gallery
6. KOPPEL 180
7. Centre for British Photography
8. Skarstedt
9. Royal Watercolour Society



# ART AFTER DARK 12 & 13 OCTOBER

## THE PIECE

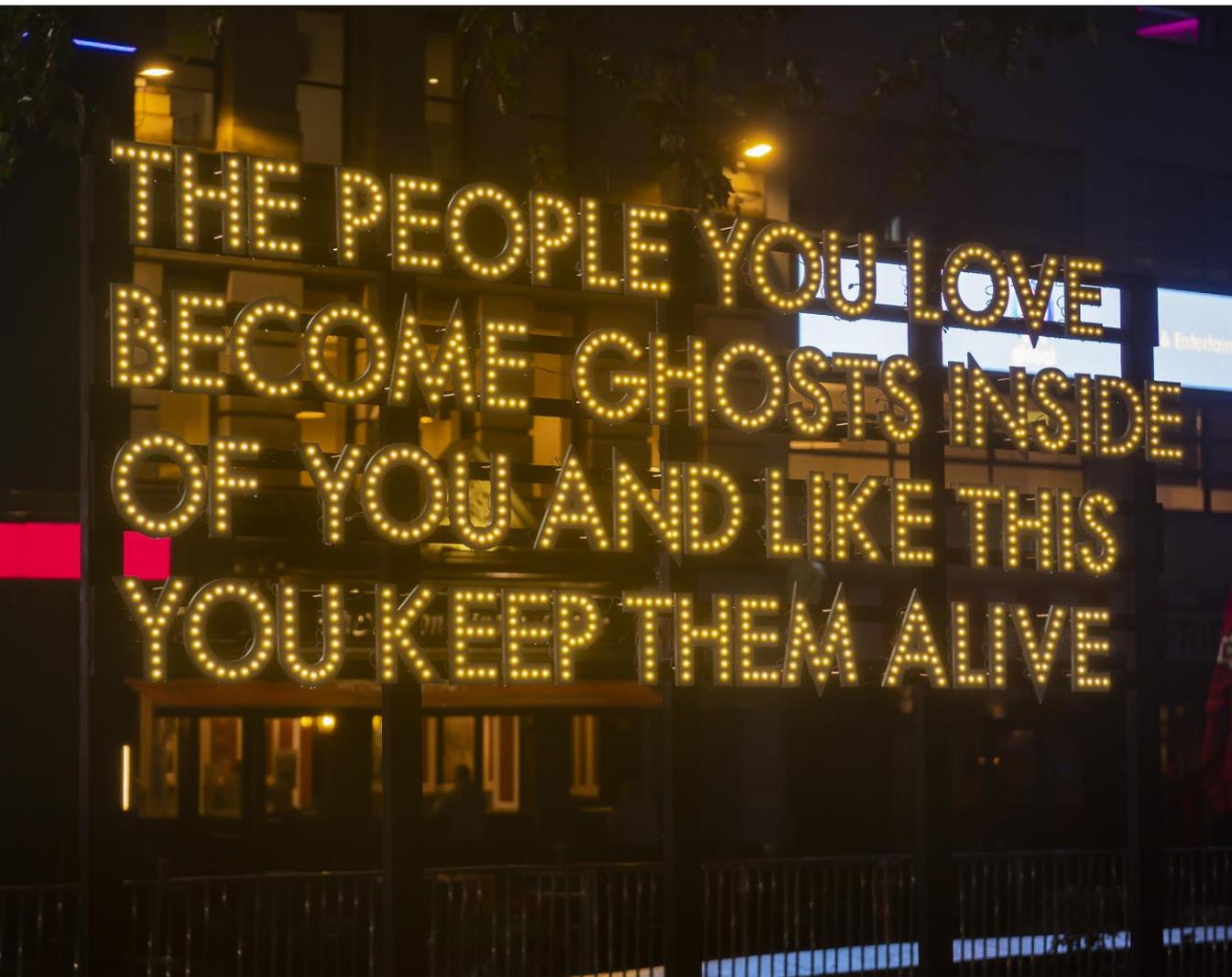
### A 'Marina Happening'

This autumn, Abramović presents the first ever UK exhibition spanning her life's work, in a takeover of the Main Galleries at the Royal Academy of Arts.

To celebrate this, in collaboration with The Royal Academy of Arts, we brought this experience to Piccadilly Lights on the evening of 13 October 2023.

The screening featured simple, impactful images of Marina taken from an artwork in the exhibition, paired with some of her 'Marina Method' instructions, which the artist uses to prepare for her performance pieces.

These fun, hopeful statements encouraged people to interact with each other before they go about their evening.



'The People You Love', by Robert Montgomery for Art After Dark, 12 & 13 October

# MARKETING

## CAMPAIGN OVERVIEW - *Art After Dark* – October

### PAID MEDIA:

- Evening Standard
- TimeOut
- JCDeceaux
- Hot Dinners

### MEMBER OFFERS

As part of ArtAfter Dark F&B members put forward a series of offers to incentivise visitors to visit their restaurants during ArtAfter Dark, these offers were promoted across:

- Hot Dinners
- Heart of London Club
- Art of London Website & Social
- Evening Standard Advertorial (directing to the Art of London website)

# ART AFTER DARK

art of london presents

## ART AFTER DARK



Get ready for two free art-filled nights across London's West End  
Visit [artoflondon.co.uk](http://artoflondon.co.uk) to find out more



12 & 13 October



ARTOFLONDON.CO.UK f X @ @ J P @THEARTOFLDN

HEART OF LONDON FOUNDATION  
NATIONAL PORTRAIT GALLERY  
NATIONAL GALLERY  
RA  
FUJIFILM

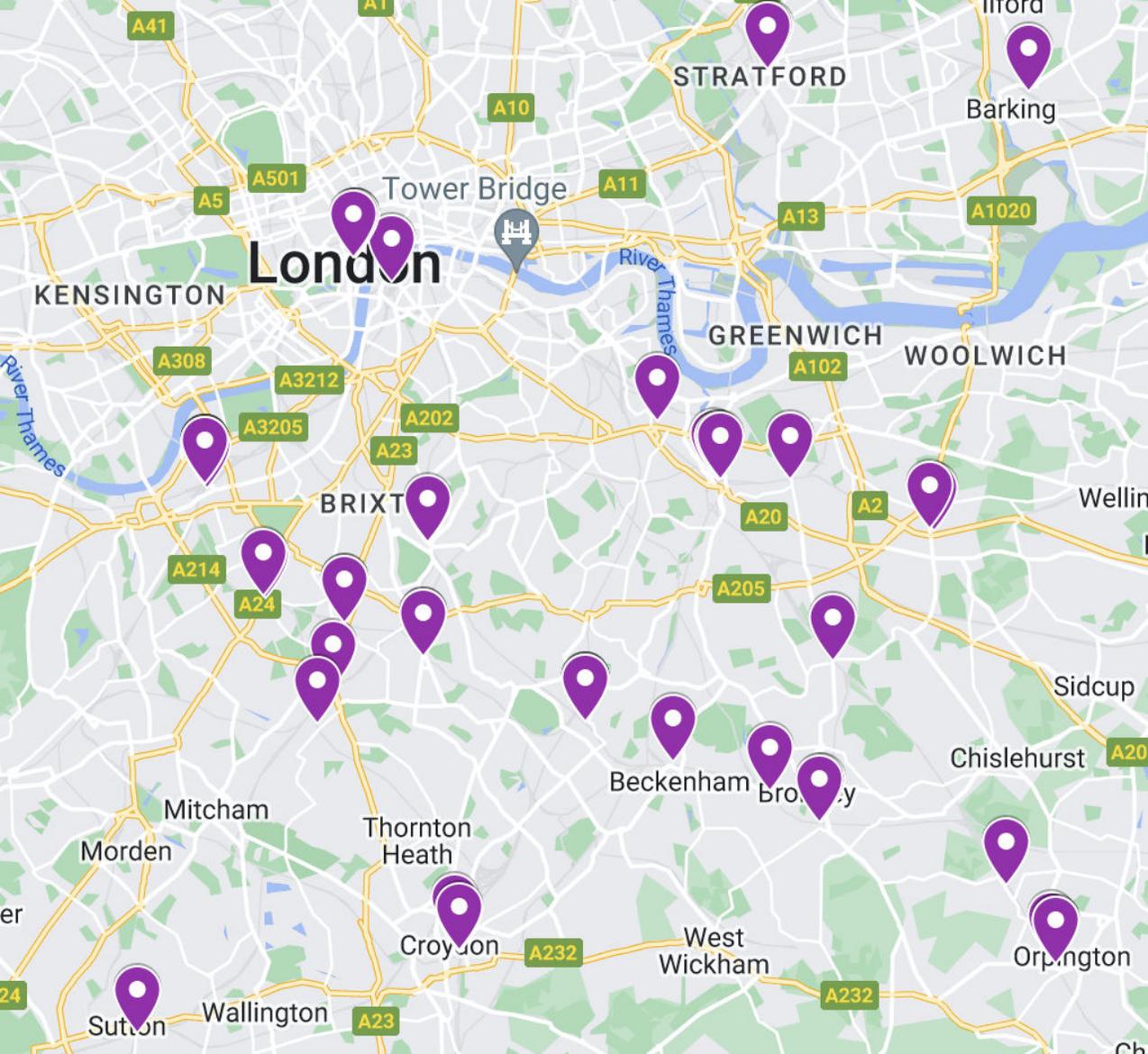
## MEDIA CAMPAIGNS

JC DECEAUX RAIL D6 OOH

**Dates:** 25 September – 8 October

We ran an Out of Home (OOH) campaign with JCDecaux in rail stations across London and the home counties to promote Art After Dark.

- **Target Impressions:** 5,809,567
- **Actual Impressions:** 6,245,648
- **Additional Impressions:** 442,081



# MEDIA CAMPAIGNS

## JCDECEAUX RAIL D6 OOH LOCATIONS

Balham, Barking, Beckenham Junction, Blackheath, Bromley South, Charing Cross, Clapham Junction, East Croydon, Eltham, Finsbury Park, Grove Park, Herne Hill, Lewisham, New Cross, Orpington, Penge East, Petts Wood, Purley, Shortlands, Stratford International, Streatham Common, Sutton, Upminster, Waterloo, West Norwood



Pretty Little London Reel



Kate Bryan IG Post

# PR

**Announcement Press Release: 2 October**

**Press Launch: 12 October**

## **Influencer Activity:**

- [Kate Bryan \(57.9k followers\)](#) – Carousel IG Post
- [Thoroughly Modern Milly \(44.5k followers\)](#) - Carousel IG Content & Blog Post
- [Pretty Little London \(1.1M followers\)](#)–IG Reel Content



Thoroughly Modern Milly



Thoroughly Modern Milly

# ART AFTER DARK

# CAMPAIGN HIGHLIGHTS



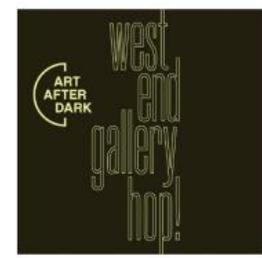
**LONDON Post**  
**ART OF LONDON TRANSFORMS WEST END WITH GIANT PUBLIC ART TAKEOVER**  
 By LHM-Post | October 12, 2023



## Artlyst

Marina Abramović has been announced to feature in Art of London's late-night arts programme **Art After Dark** returning on 12<sup>th</sup> – 13<sup>th</sup> October 2023, featuring a giant public art takeover alongside 30+ iconic galleries staying open late in London's West End.

Excitingly on Friday 13<sup>th</sup> October, an exclusive screening inspired by iconic performance artist **Marina Abramović** will be exhibited on the **Piccadilly Lights** and celebrate the Royal Academy of Arts' major autumn show. The Royal Academy of Arts, the National Gallery and National Portrait Gallery, will then stay open late until 9pm for evening culture seekers.



# ART

EVENT  
**Art After Dark / West End Gallery Hop! Autumn 2023**  
 12 Oct 2023



**Condé Nast Traveler**  
**11. Art After Dark in London**

Conceptual and performance artist Marina Abramović is the talk of the town right now as her exhibition continues to draw crowds to London's Royal Academy. This week, as part of Art of London's *Art After Dark* series, a celebration of her unique style and captivating work takes over the Piccadilly screens. Art After Dark sees more than 30 of London's world-class galleries stay open late, including Stern Pissarro, Cristea Roberts, and Saatchi Yates.



**A Giant Inflatable Sculpture Has Popped Up In Leicester Square Gardens Today**

In fact, two striking installations have been unveiled in London's cultural district today, both celebrating the return of Art of London's Art After Dark programme.



# SECRET LONDON



# ART AFTER DARK

## WHAT WE ACHIEVED

### COVERAGE

17

Pieces of coverage secured throughout the campaign across online and social, inclusive of paid media

### KEY MESSAGING

100%

Coverage included key messaging for Art of London / Art After Dark

### REACH

+22M

Total reach across all coverage and content achieved, inclusive of paid media

### SOCIAL

20

Pieces of social content secured through paid partnerships and media outlets





# ART OF LONDON SEASON: THE ART OF ENTERTAINMENT

27 JULY – 18 SEPTEMBER



Art Reframed, Unveiled by Russel Tovey

# ART OF LONDON SEASON: THE ART OF ENTERTAINMENT

**Art of London Season** returned for the third year with the theme of *The Art of Entertainment*. A celebration of everything from theatre, art, film to the art of hospitality giving all members an opportunity to participate and get involved in our destination marketing campaign.

# TIMELINE

JUNE

JULY

AUGUST

SEPT

OCT

RANA BEGUM FLAGS PICCADILLY  
30 MAY – 20 AUGUST

AOL SEASON: THE ART OF ENTERTAINMENT  
27 JULY – 13 OCTOBER

“ART REFRAMED”  
27 JULY – W/C 18  
SEPTEMBER

TAKE A MOMENT  
8 AUGUST – 10 OCTOBER

TAM CAMPAIGN  
LAUNCH  
8 AUGUST

TAMAT NPG  
14 SEPTEMBER – 15 OCTOBER

TAM FINALE  
10  
OCTOBER

AAD  
12 & 13  
OCTOBER

# SEASON CAMPAIGN OVERVIEW

	JUNE	JULY	AUGUST	SEPT	OCT
PR	RANA BEGUM FLAGS RELEASE 30 MAY SELL IN	ART OF LONDON SEASON: THE ART OF ENTERTAINMENT W/C 17 JULY – 13 OCTOBER			
MEDIA	TIMEOUT: DIGITAL FEATURE & DARK IG POST	TIMEOUT: BURST 3: FOCUS ON AOL SEASON		TIMEOUT: FINAL BURST ON AAD	
	EVENING STANDARD: 2x ART AFTER DARK ADVERTORIALS	EVENING STANDARD: AOL SEASON ADVERTORIALS		EVENING STANDARD ART AFTER DARK	
		ONGOING INERARIES & ADDED VALUE			
		JC DECAUX		JC DECAUX	
ORGANIC SOCIAL	ART AFTER DARK	ART OF LONDON SEASON			ART AFTER DARK
PAID SOCIAL	ART AFTER DARK	ART OF LONDON SEASON			ART AFTER DARK



Tourism Island, Visual Mock Up

# MARKETING

## CAMPAIGN OVERVIEW

### MEDIA:

- ES
- TO
- Mayfair Time – Full Page Ad
- JCDeceaux – 2 week D6 Campaign
- Sponsorship of TalkArt Podcast

Social Media – [Twitter](#), [Instagram](#), [LinkedIn](#), [Facebook](#)

Website Link – [Click Here](#)

EComms – [Click Here](#)

The screenshot shows a web page for 'The Standard' with a yellow background. At the top, there's a navigation bar with categories like NEWS, SPORT, BUSINESS, LIFESTYLE, CULTURE, GOING OUT, HOMES & PROPERTY, and COMMENT. The main content area features a large article titled 'Discover world-famous portraits on the streets of London this summer' under the 'CULTURE' section. The article text reads: 'Art of London's Summer Season 2023 is bringing a huge variety of unmissable art and culture to the capital'. Below the text is an 'ADVERTISEMENT FEATURE' for 'art of london' with a photo of a street in London decorated with art. The page is framed by yellow sidebars containing 'season art of london' logos and promotional text: 'All summer long, see art in every direction as free public art spills out onto the streets of the West End!'. Social media icons for Facebook, X, and Next are visible.

Art of London Season: Evening Standard Feature

# MEDIA CAMPAIGNS

## EVENING STANDARD

**Dates:** 25 August

**Advertorial:** Article across Evening Standard Online

*Discover world-famous portraits on the streets of London this summer*

Based around the Art Reframed activity for Art of London Season in collaboration with the National Portrait Gallery.

### Performance:

- **Page Views:** 15,668
- **% Against KPI:** 522%

# MEDIA CAMPAIGNS

## TIMEOUT

**Dates:** 27 July 2023

**Advertorial:** Advertorial Article and Reel

Advertorial article featured on TimeOut online based around the Art of London cubes and a dark IG reel driving people to find out more about Art of London Season.

### Article Performance

**Page Views:** 7,612

**Impressions (FB Traffic Driver):** 163k

**Reach (FB Traffic Driver):** 86,741

**CTR (FB) :** 2.6 %

### Reel Performance:

**Reach:** 43,200

**Impressions:** 69,289



Photograph: © visionseven

## What's the deal with... Art of London Season?

Intrigued by those 50 giant coloured cubes lining the skies of Leicester Square? We've got the lowdown for you...

Written by Time Out. Paid for by Art of London Thursday 27 July 2023

TimeOut: Advertorial Article for Art of London Season

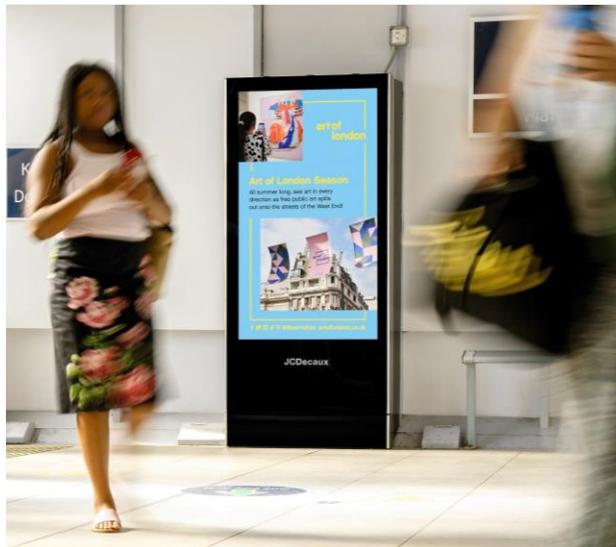


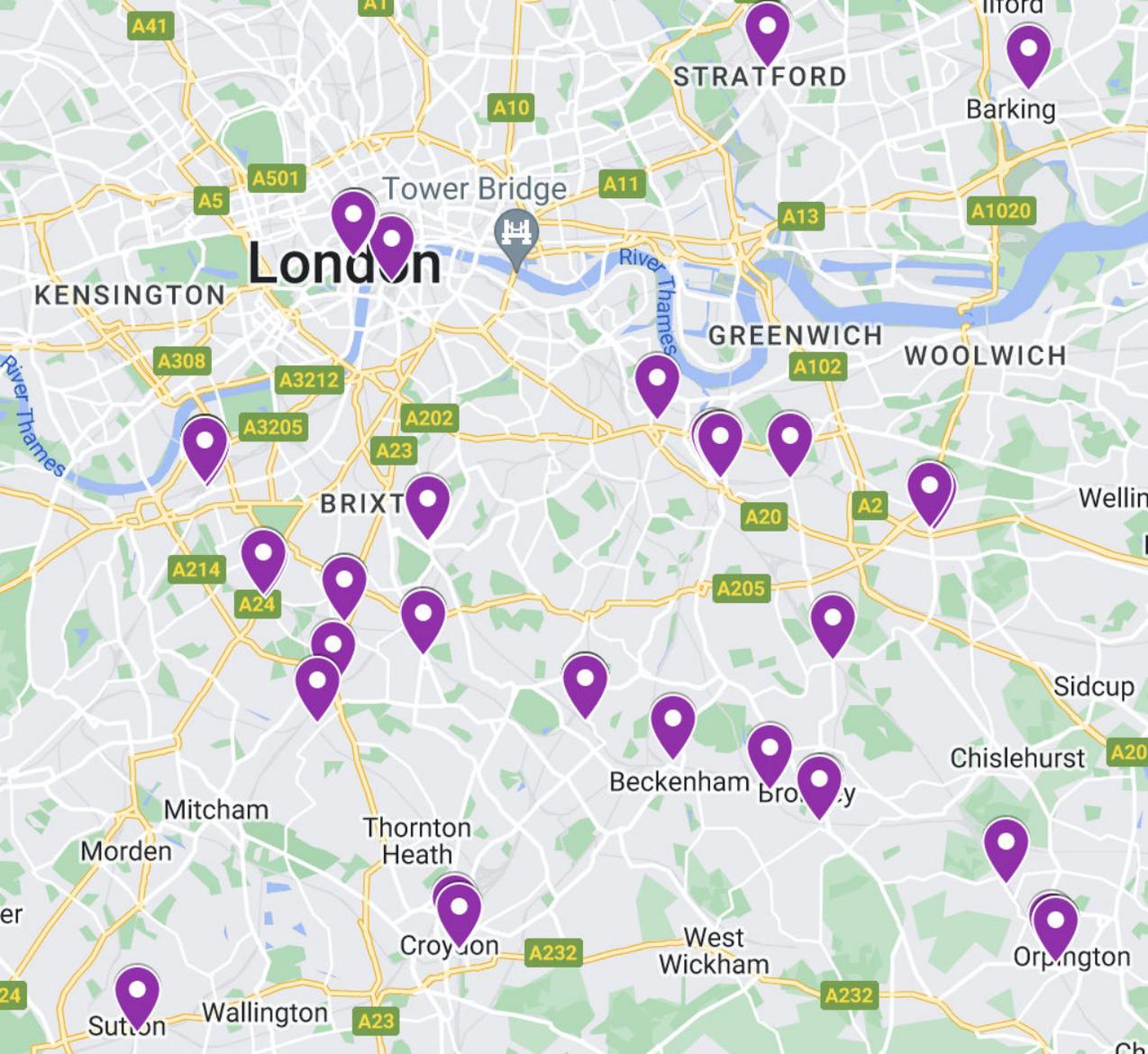
# MEDIA CAMPAIGNS

JCDECEAUX RAIL D6 OOH

Dates:

- **Target Impressions: 5,809,567**
- **Actual Impressions: 6,245,648**
- **Additional Impressions: 442,081**





# MEDIA CAMPAIGNS

## JCDECEAUX RAIL D6 OOH LOCATIONS

Balham, Barking, Beckenham Junction, Blackheath, Bromley South, Charing Cross, Clapham Junction, East Croydon, Eltham, Finsbury Park, Grove Park, Herne Hill, Lewisham, New Cross, Orpington, Penge East, Petts Wood, Purley, Shortlands, Stratford International, Streatham Common, Sutton, Upminster, Waterloo, West Norwood



# PR

## ART OF LONDON ACTIVITY

Art of London's Summer Season: The Art of Entertainment launched with a new public art installation, 'Art Reframed', developed in partnership with the **National Portrait Gallery**. Unveiled by art enthusiast Russell Tovey, some of the NPG's most iconic portraits were unveiled on giant cubes lining the skies of Leicester Square. Featuring **Elton John, Olivia Colman, Saoirse Ronan, Judi Dench, Kate Bush** and **William Shakespeare**.

### Marketing

July – September

**Features Across Art of London Social Channels: 5**

**Social Impressions: 436,909**

**Organic Social Highlights:** London Live, Russell Tovey's Instagram

**Organic Podcast Feature:** Talk Art Podcast

**Features Across Art of London Digital Channels: 4**

**Website Visits: 5.9k**

# WHAT WE ACHIEVED

## COVERAGE/CONTENT

21

Pieces of coverage and content secured throughout the campaign across online and social

## REACH

+96M

Total reach across all coverage and content achieved

## KEY MESSAGING

94%

Coverage included key messaging for Art of London

## BROADCAST

4

Broadcast hits, including BBC London, ITV London and BBC Radio London, and Talk Art



# ART REFRAMED

# CAMPAIGN HIGHLIGHTS



London Live  
@londonlive

Russell Tovey unveiled the 'Art of London's Summer Season 2023: The Art of Entertainment' this morning.

Some of the @NPLondon most iconic portraits have been installed on 52 giant colourful cubes lining the skies of Leicester Square until October.



10:44 PM · Jul 27, 2023 · 423 Views

Picture of the day



Picture of the day



RUSSELL TOVEY UNVEILS SKY OF ICONIC PORTRAITS OVER THE WEST END

By John Peake · July 27, 2023

Share on Facebook Tweet on Twitter

Stars in the sky  
Actor and art enthusiast Russell Tovey unveils more than 50 giant cubes featuring portraits of the UK's biggest entertainment icons across film, theatre, television and music, above the streets surrounding London's Leicester Square yesterday.



Heart of London Business Alliance's award-winning cultural initiative, Art of London, today revealed a new public art installation, 'Art Behaved', developed in partnership with the newly reopened National Portrait Gallery.



# *talk* ART



## MEDIA CAMPAIGNS

### TALKART PODCAST

**Date:** 27 July 2023

Art of London sponsored the TalkArt podcast, hosted by Russell Tovey and Robert Diament encouraging art enthusiasts to visit the Art of London website and activity in the West End, including Rana Begum's flags on Piccadilly and Art Reframed for Art of London Season.

**Followers:** 86,000



Coventry Street, Visual Mock Up

# KEY RESULTS

## PR

### Coverage Including:

- Pg 3 of Evening Standard 9 August
- [BBC News](#) (MUU: 590,000,000)
- [Londonist](#) (MUU: 1,100,000)
- [London Live](#) (followers: 65,700)
- [London Evening Standard](#) (MUU: 23,612,396)
- [Yahoo! News UK](#) (MUU: 671,365)
- BBC London has linked to the BBC News article on its [Twitter](#) (681,000 followers)
- [Wonderland Magazine](#) (circ: 140,000)
- **Regionals**
  - Aberdeen Press & Journal (circ: 65,000), The Sheffield Star (circ: 37,020), Yorkshire Evening Post (circ: 33,805), Lancashire Post (circ: 20,396), and The Blackpool Gazette (circ: 19,185)



WE ALL NEED TO

# Art of London Presents: Take A Moment 2023

# INTRODUCTION

Take A Moment began as a virtual exhibition in 2020 where people could share their eyes closed selfies, take a moment together, and see their photo as part of an online exhibition alongside some well-known faces.

Based on a collection of eyes closed portraits by Ray Burmiston, and with the encouragement of Stephen Fry, the expanding, online archive was designed as a dynamic space where the 'eyes closed' portraits move around every ten minutes to emphasise the idea of Taking A Moment.

[Art of London came on board in 2022](#) and facilitated a digital exhibition throughout the month of March, with the support of Landsec, on the Piccadilly Lights. Furthermore, a physical exhibition space was created in the former Barclays unit, directly under the lights.

To submit their photo, the public were simply asked to post on Instagram using #TakeAMoment2023 and tagging @piccadillylights and @theartofldn

Art of London Presents Take A Moment 2023 returned to the Piccadilly Lights from 8<sup>th</sup> August-10<sup>th</sup> October – World Mental Health Day.

A physical exhibition was in the National Portrait Gallery from 14<sup>th</sup> September – 15<sup>th</sup> October.



# TAKE A MOMENT CAMPAIGN OVERVIEW

JUNE

JULY

AUGUST

SEPT

OCT

ACTIVATIONS

PR

MEDIA

ORGANIC  
SOCIAL

PAID  
SOCIAL

Screenings 8<sup>th</sup>,  
25<sup>th</sup>

Screenings on 4<sup>th</sup>, 13<sup>th</sup>,  
18<sup>th</sup>, 25<sup>th</sup>

X2 Screenings on 10<sup>th</sup>

AOL Wellness  
Zone

NPG DISPLAY

Campaign  
Launch

AOL  
Wellness  
Zone

NPG, AAD, TAM Finale

CAMPAIGN LIVE

Evening  
Standard Paid

TimeOut Paid

TEASER CAMPAIGN

CAMPAIGN

TEASER CAMPAIGN

PAID CAMPAIGN



# TAKE A MOMENT

## TIMELINE

### August:

- Campaign Launch with two 5 minute screenings on Piccadilly Lights on 8 August
- Screening 25 August, 7pm
- NPG Display PR Announcement mid August

### September:

- National Portrait Gallery Exhibition Launch 14 September
- 5 minute screenings on the Piccadilly Lights on 4 (7pm), 14 (7pm), 18,(6pm) 25 September (6pm)

### October:

- Finale on the Piccadilly Lights on 10 October to coincide with World Mental Health Day with two 10 minute screenings at 8am and 6pm
- Art After Dark 12 & 13 October
- NPG display 14 September - 15 October



# ART OF LONDON WELLNESS ZONE 30 & 31 AUGUST

We created a calming space in Leicester Sq to allow local residents, workers and visitors to stop and take a moment, for their mental health on **30 and 31 August**.

We had an enclosed tent, set up to accommodate various bookable activities, with mindfulness at the forefront.

These activities were **free of charge** and could be booked via Eventbrite. This link was shared via member comms, social media channels, Art of London website and Westminster City Council networks.

Visitors were also able to take their eyes closed selfie at the **Fujifilm INSTAX** activation whereby they received a physical photograph to take home as a keepsake, and they also were provided with the digital file of their photograph, which they could submit to the digital Take A Moment exhibition on the Piccadilly Lights and the National Portrait Gallery.



Leicester Square



Art of London Wellness Zone



Art of London Wellness Zone



Art of London Wellness Zone



Art of London Wellness Zone

# BOOKABLE ACTIVITIES

We hosted bookable activities and workshops including:

- Yoga
- Breathwork
- Mindfulness
- Art Sessions
- Photography Sessions by Fujifilm

All activities could be booked via Eventbrite and we had staff managing the activities and the guestlist across both days, with **231 ticket sales**.



INSTAX Van in situ



Art of London Wellness Zone



INSTAX Van in situ



Art of London Wellness Zone

# FUJIFILM ACTIVATION

Art of London has an on going partnership with Fujifilm since 2022.

Fujifilm supported several Art of London initiatives across the year including Art of London Season 2023, Art of London Presents Take A Moment 2023 and all Art After Dark events.

They provided their Fujifilm INSTAX van, allowing visitors to have their picture taken and included in the Art of London Presents Take A Moment 2023 digital exhibition.



Art of London Presents Take A Moment



Art of London Presents Take A Moment



Art of London Presents Take A Moment



Art of London Presents Take A Moment

# TAKE A MOMENT AT THE NATIONAL PORTRAIT GALLERY

On Thursday 14 September, Take A Moment was brought to the National Portrait Gallery's new Spotlight Space.

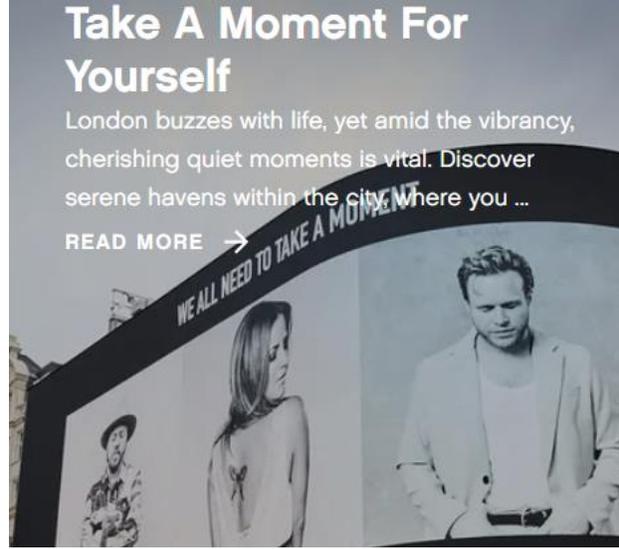
Visitors could discover over 300 celebrity portraits shot by artist Ray Burmiston for the Take A Moment campaign, in addition to a projection of additional shots submitted by the public.

On **World Mental Health Day** on 10 October, a large projection of images was shown in the main hall of the National Portrait Gallery.

Content Creators from Pinterest and featured famous faces invited to the NPG for launch. Katie Piper, Zoe Ball, Ben Shephard and Heather Small turned up on launch day and provided some pieces to camera.



Art of London Instagram



Art of London Website



Art of London Newsletter



Art of London Website

# MARKETING

## ART OF LONDON CHANNELS

### Website

- [Take A Moment Feature Page](#)
- [Itineraries](#) – Featuring member businesses from across the patch

### Art of London Newsletters

- [Take A Moment Launch](#)
- Art of London Wellness Zone
- NPG Display
- Finale on the Piccadilly Lights
- Inclusion in general newsletters throughout the campaign

### Art of London Social Channels

- [Organic Art of London Social Campaign](#)
- Paid Art of London Social Campaign
- [Teaser Campaign - July](#)
- Paid campaign from launch 8 August to end of NPG display on 15 October

**Influencer Activity** throughout the duration of the campaign



Ros Morgan, Take A Moment



Heart of London Club

# MARKETING

## CORPORATE COMMS

- **HOLBA Website & Channels**

- [Newspage on HOLBA site](#)
- Featured across HOLBA Corporate channels – Instagram/Twitter/LinkedIn
- Regular inclusion in Ops newsletter

- **Heart of London Club**

- 21 – 22 August: Giveaway – Take a Moment Zone: Offer listed on the club, 4 tickets to a session. Launch email sent 21 Aug
- Giveaway – Portrait with Ray: Offer listed on the club, opportunity for one winner to attend a session at NPG and have a portrait taken.



Richard Madden, Take A Moment



Noel Fielding, Take A Moment



Ray Burmiston, Piccadilly Lights



Olly Murs, Taking a Moment at Flackstock 2023



National Portrait Gallery



Art of London Presents Take A Moment 2023

# MARKETING

## PAID MEDIA

- **Evening Standard**  
Paid advertorial with the Evening Standard to highlight Take A Moment on the Lights, the feature in the National Portrait Gallery and highlighting the TAM Zone.
- **TimeOut**  
Created a paid feature reel and advertorial article with TimeOut to featuring the Piccadilly Lights, in the National Portrait Gallery and member activity as part of the Wellness Zone.
- **Mayfair Times**  
Inclusion of Take A Moment in a full-page Mayfair Times ad, included in the September edition of the magazine.

# ITINERARIES



## Take A Moment For Yourself

London buzzes with life, yet amid the vibrancy, cherishing quiet moments is vital. Discover serene havens within the city, where you can escape the chaos and embrace much-needed calmness.

[READ MORE →](#)



## Take A Moment With Family

London is a vibrant and bustling city. We've selected the top activities in London where you can take a moment and enjoy quality time as a family. Here are the best family-friendly things to do in London's West End.

[READ MORE →](#)



## Take A Moment For Culture Vultures

Discover the hidden gems of London's rich history and vibrant cultural scene. Explore the city's cultural treasures and find moments of tranquillity for your mental well-being.

[READ MORE →](#)

## Things To Do

- Over the 8 week campaign Art of London released a series of things to do itineraries
- These themed itineraries featured the best of what the West End has to offer for people to take a moment, socialise, relax and enjoy their visit to the area



Take A Moment at the National Portrait Gallery

# PR

## PR CAMPAIGN OVERVIEW

### AUGUST:

- Photocall at the Piccadilly Lights to launch campaign on 8 August, with a 10 min screening on the Piccadilly Lights
- News alert sent out re the Art of London Wellness Zone mid- August

### SEPTEMBER:

- Press release sent out, with a focusing on Listings, announcing the opening of the NPG display on 14 September.

### OCTOBER:

- TAM included in all press and marketing activity for Art After Dark
- World Mental Health Day 10 October:
  - Two screenings on the Piccadilly Lights to mark the finale of the digital exhibition at 8am and 6pm
  - Press release issued on the day with all content distributed to media featuring 2023 submissions and celebrity portraits
  - Final reminder to visit NPG display until 15 October

# Piccadilly Lights: Mental health photographic exhibition goes on show

1 hour ago



PA MEDIA

The exhibition will be up in lights at Piccadilly Circus until October

By Gabrielle Sungailaite

BBC News

A photographic exhibition promoting mental health has gone on display on the famous lights at Piccadilly Circus in London's West End.

Photographer Ray Burmiston has taken hundreds of snaps of people with their eyes shut, including many celebrities.

The Piccadilly Lights show aims to inspire people to take a moment to look after their mental health.

The exhibition, Art of London Take A Moment 2023, also includes a tribute to Caroline Flack from Olly Murs.

This is one of several photos of celebrities, with others including Grayson Perry and Helena Bonham-Carter.

## Caroline Flack remembered in West End mental health photo exhibition

A tribute to the TV presenter features in a new West End photography exhibition

VIEW COMMENTS



Singer Olly Murs does his eyes for a moment during his appearance at Packstock - the festival in memory of Caroline Flack. Ray Burmiston

By Robert Desjardins @RobDesjardins 16 hours ago



SPONSORED

A guide to Regent Street and St James's this summer

A photographic tribute to [Caroline Flack](#) features in a new [West End](#) open-air exhibition aiming to raise awareness of [mental health](#).

Hundreds of famous faces feature in Take A Moment 2023, which shows them with their eyes closed in an attempt to inspire others to take time out for their mental health.



Evening Standard

# KEY RESULTS

## PR

**PR Reach:** 869,976,448

**Coverage Including:**

- [BBC News](#) (MUU: 590,000,000)
- [Londonist](#) (MUU: 1,100,000)
- [London Live](#) (followers: 65,700)
- [London Evening Standard](#) (MUU: 23,612,396)
- [Yahoo! News UK](#) (MUU: 671,365)
- BBC London has linked to the BBC News article on its [Twitter](#) (681,000 followers)
- [Wonderland Magazine](#) (circ: 140,000)
- **Regionals**
  - Aberdeen Press & Journal (circ: 65,000), The Sheffield Star (circ: 37,020), Yorkshire Evening Post (circ: 33,805), Lancashire Post (circ: 20,396), and The Blackpool Gazette (circ: 19,185)

# MEMBER INVOLVEMENT

We sent out the opportunity to be involved in Take A Moment via our weekly Calls for Content emails to members. Opportunities included:

- **Hosting a display of TAM portraits**
  - **NPG** provided their Spotlight Space for a display for one month
  - We discussed at length with **St James's Church** but unfortunately, our timings did not align
- **Involvement in the Art of London Wellness Zone**
  - **Neon** hosted mindful activities at the Art of London Wellness Zone, including yoga, breathwork etc. and used this event to launch their Sunday Yoga Series.
- **Inclusion in AOL Itineraries**
  - Several members featured in the itineraries including The National Gallery, National Portrait Gallery, Royal Academy of Arts, Stern Pissarro Gallery, The Londoner, W London, Haymarket Hotel, The Dilly, The Ritz, Hatchard's, Waterstones, Westminster Reference Library, Burlington Arcade, Floris, St James's Church, Ole and Steen, Pall Mall Barber's.



[Itineraries on Art of London's Website](#)

# DISCOVER LEICESTER SQUARE



Leicester Square



# INDIANA JONES STATUE

JUNE 2023



Teaser Shots of Indiana Jones

# MARKETING

In collaboration with Disney and Lucas Film, a statue of Indiana Jones was revealed by Harrison Ford at the premiere of the 2023 Indiana Jones movie “*Indiana Jones and The Dial of Destiny*” as part of **Scenes in the Square** at the end of June in Leicester Square.

## COMMS:

### Press Announcement: 31 May

A teaser shot of the TOP SECRET crate in Leicester Square was shared with press and across Leicester Square and Disney social channels.

### Launch: 26 June

Beauty shots of statue in Leicester Square  
Cosplayers got a first look of statue  
Statue unveiled at premiere by Harrison Ford and Phoebe Waller-Bridge

### Public Engagement: 27 June onwards

SOCIAL: Social Teaser ahead of time, coordinated launch with Disney

WEBSITE: Teaser feature on the website with crate shots in LSQ and follow-up with shots of Harrison Ford.

ECOMMS: Solus featuring teaser and the shots of Harrison Ford from unveil





Statue Production at 3D EYE

# PR

## RESULTS

**Press Announcement:** 31 May

**Statue Launch:** Revealed by Harrison Ford and Phoebe Waller-Bridge at the premiere of Indiana Jones on 26 June.

**Press Release:** Issued on **26 June** with imagery and video of the statue both with and without celebs

**80+** Coverage Hits

**8.5M+** Total Cumulative Circulation (MUU)

**30** Broadcast

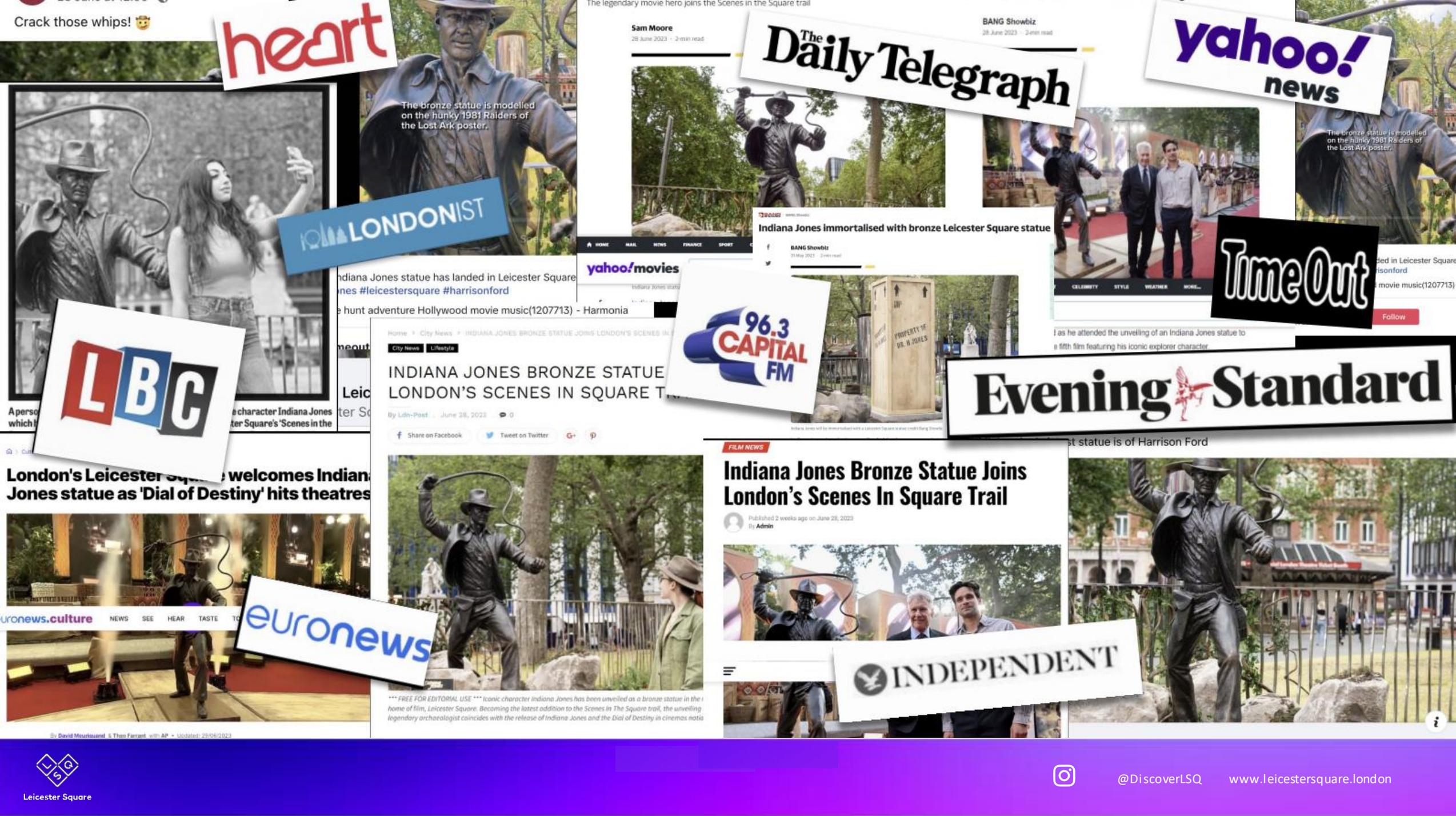
**17** Pieces of Print Coverage

**30+** Online Articles

**9** Press Social Posts

**500,000+** Daily Footfall





heart

The bronze statue is modelled on the hunky 1981 Raiders of the Lost Ark poster.

LONDONIST

Indiana Jones statue has landed in Leicester Square  
#leicestersquare #harrisonford  
The hunt adventure Hollywood movie music(1207713) - Harmonia

LBC

London's Leicester Square welcomes Indiana Jones statue as 'Dial of Destiny' hits theatres



euronews



\*\*\* FREE FOR EDITORIAL USE \*\*\* Iconic character Indiana Jones has been unveiled as a bronze statue in the home of film, Leicester Square. Becoming the latest addition to the Scenes In The Square trail, the unveiling of the legendary archaeologist coincides with the release of Indiana Jones and the Dial of Destiny in cinemas nota

The legendary movie hero joins the Scenes in the Square trail

Sam Moore  
28 June 2023 · 2-min read

The Daily Telegraph



Indiana Jones immortalised with bronze Leicester Square statue

BANG Showbiz  
28 June 2023 · 3-min read



yahoo! news

The bronze statue is modelled on the hunky 1981 Raiders of the Lost Ark poster.

TimeOut

Indiana Jones statue unveiled in Leicester Square  
#leicestersquare #harrisonford  
movie music(1207713)

HOME MAIL NEWS FINANCE SPORT

yahoo! movies

96.3 CAPITAL FM



Evening Standard

As he attended the unveiling of an Indiana Jones statue to a fifth film featuring his iconic explorer character

FILM NEWS

Indiana Jones Bronze Statue Joins London's Scenes In Square Trail

Published 2 weeks ago on June 26, 2023  
By Admin



INDEPENDENT



Leicester Square



@DiscoverLSQ

www.leicestersquare.london



**ONLY IN THE WEST  
END CAMPAIGN**



# CAMPAIGN TIMELINE

JUNE

JULY

AUGUST

SEPT

OCT

ONLY IN THE WEST END CAMPAIGN

**50 Best Things to Do in London's West End Press Release Sell-in**

**Domestic & International Press Trips**



Coronation Flags, Regent Street St James

# Only in the West End Campaign

Working in partnership with The Crown Estate and NWECA we continued with the Only in the West End campaign in 2023.

**50 Best things to do in London's West End** press release, sell in from May. Provided a share of 17 highlights from our area, which were sold in to press from launch and updated with ongoing activity.

#### **Press Tours:**

Domestic media trips | June – Aug  
US media trips | July – October (still ongoing)

#### **Press Trips:**

*UK Press Trips*  
*Country & Townhouse, Hello Magazine & Newsquest*

*US Press Trips*  
*Trip Advisor, Travel + Leisure, Town & Country*



@London.westend



CHRISTMAS

# DISCOVER LSQ - Get Involved

*Christmas in Leicester Square* from Underbelly returns to LSQ this November complete with a festive market and series of variety shows in a 1920's style Spiegel tent

## Christmas in Leicester Square

Install & Derig dates:

- **25th Oct – 8th Nov – Market install**
- **8th Nov – Light Switch On**
- **7th – 15th Jan – Christmas Market Derig**

## Festive Giveaways

Itinerary based giveaways for **Millennial/Gen – Z** and **Family** target audiences. For each giveaway there will be:

- 1x Inclusion in paid itinerary reel ad
- 1x Dedicated organic reel for individual members
- 1x Digital Content feature across Discover LSQ site
- 1x Solus Email to Discover LSQ database

Running from **November** to **w/c 11 December**



Leicester Square Gardens Christmas Market



Scenes in the Square, Mary Poppins



Scenes in the Square, Mr Bean



Leicester Square Gardens Christmas Market





The Spirits festive lighting scheme across Piccadilly

# ART OF LONDON – Get Involved

## FESTIVE GIVEAWAYS

Across the Art of London channels we will be hosting a series of festive giveaways to raise awareness of the festive offerings in London's West End. We will be creating a hero giveaway moment complemented by smaller supplementary giveaways.

## PAID MEDIA

In the lead up to the festive season, we will be working with paid media partners and content creators on a series of West End itineraries.

## GIFT GUIDES & ITINERARIES

We will be curating a series of gift guides and itineraries across the Art of London website. Any festive content is welcome for ideas around:

- Gifting
- Experiences

Theme: Ways to spend a day and ways to spend a weekend in the West End.



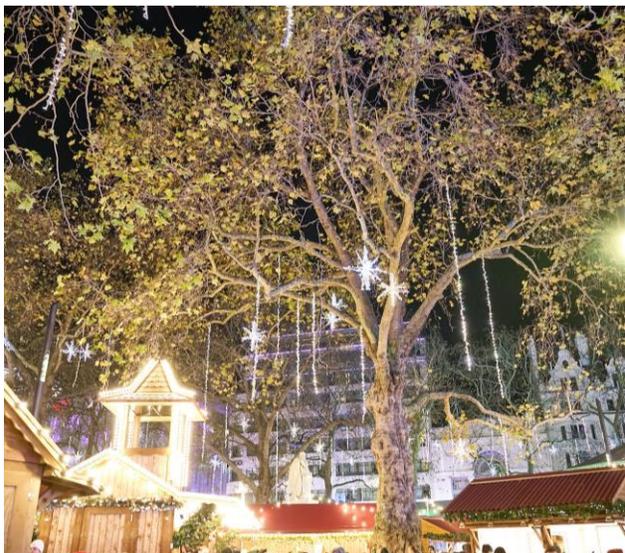
St Martin's Lane



Coventry Street



Piccadilly



Leicester Square

# LONDON WEST END

## LIGHT SWITCH ON'S:

**Piccadilly:** 9<sup>th</sup> November

**Leicester Square Area:** 8<sup>th</sup> November

**St Martin's Lane:** 8<sup>th</sup> November

## CHRISTMAS CAMPAIGN:

We will be collaborating with The Crown Estate on a **switch-on moment** for the lights across the patch on **9 November**.

CINEMA

PICTURE HOUSE CENTRAL

CAFE

CENTRAL  
CINEMA

CENTRAL  
CAFE

Picture House  
GREAT Coffee  
GREAT \* Restaurant  
GREAT Members Bar  
(We do think we're pretty GREAT)

Picture House  
Feeling the heat?  
TRIAN ICED LATTE  
OR ICED MOCHA  
OR ICED CHAI  
OR... We do most of our hot drinks COLD!

2024-2025



**art of  
london**

**Art After Dark March  
2024**



**Leicester Square**

**Scenes in the Square**

**London  
West  
End**

**Wider West End  
Campaign**

**GET INVOLVED!**



**HEART  
OF LONDON  
CLUB**

# JOIN

Download the FREE Heart of London Club app to access discounts, offers and experiences, exclusively for West End employees.

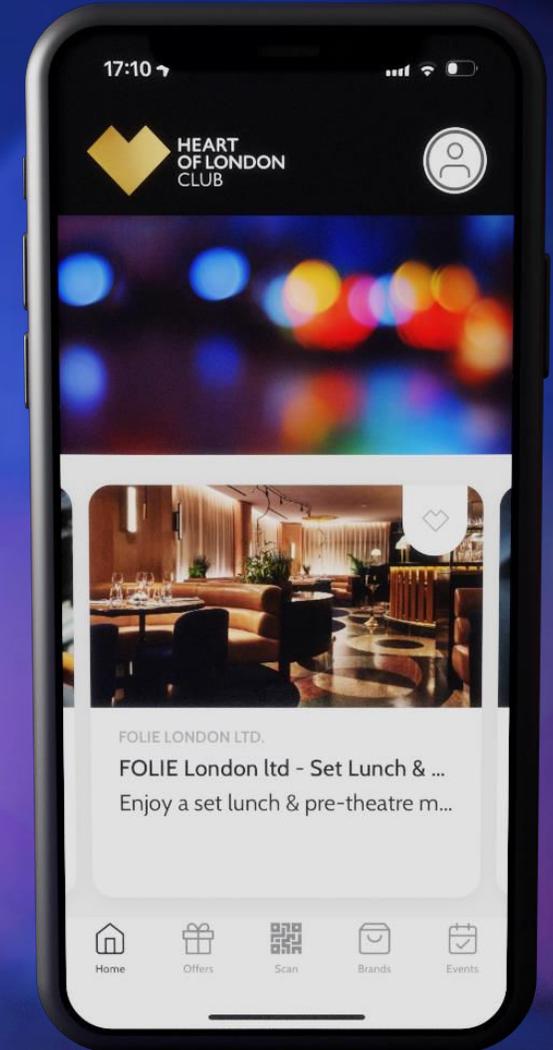
Sign up [here](#).



# SHARE

Enhance your company's employee package by offering membership to your staff.

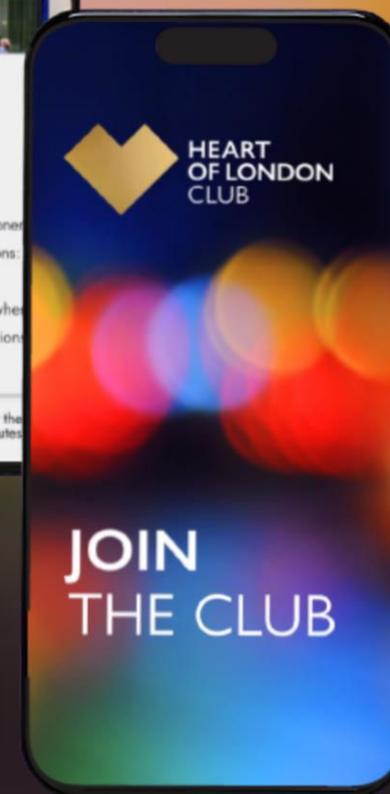
Please email [holclub@holba.london](mailto:holclub@holba.london) for more info on integrating the club into your employee benefits package.



# PROMOTE

Access to a market of 2500+ local users and benefit from targeted exposure via the app, social channels and regular e-comms.

Host an offer, giveaway or competition!





# 12 Day of Christmas

Another incentive that you can get involved with this year is the 12 Days of Christmas. Each day we're going to be giving away a prize on the app.

We're looking for a variety of prizes, if you'd like to get involved

# VENUE DIRECTORY

List your venue or events space, for free, on the Heart of London [website](#).

Submit your venue [here](#).

Venue Type Please select Search Venue name  Search View as map



### 12 Charles II Street

12 Charles II St is a meeting space owned by the Crown Estate. Located near to Piccadilly Circus, it has 8 multifunctional spaces available from 6 to 40 people each with video conferencing facilities. The space is ideal for private meetings, team building days, away days, seminars and conferences.

[Visit venue](#)



### 6 Babmaes Street

No.6 Babmaes Street is a multifunctional area situated just off Jermyn Street in the heart of St James's. The venue is suitable for a variety of events such as town hall meetings, screenings & networking events. There are four meeting rooms each available for 6-10 people. There is also a roof terrace available for celebratory events.

[Visit venue](#)



### Americana

Americana is a Southern hospitality restaurant in Haymarket. The venue is suitable for a variety of functions ranging from private dining to networking drinks. The main restaurant has a capacity of up to 110 and the mezzanine bar area up to 75.

[Visit venue](#)



# NETWORKING EVENTS

Attend or host a HOLBA networking event and meet your neighbours!

Next event: 14 November at [Farzi London](#).



# THANK YOU

Head of Destination Marketing – Paula Sheary – [paula@holba.london](mailto:paula@holba.london)

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