



**TRANSPORT
FOR LONDON**

EVERY JOURNEY MATTERS

Commercial Partnerships

Case studies



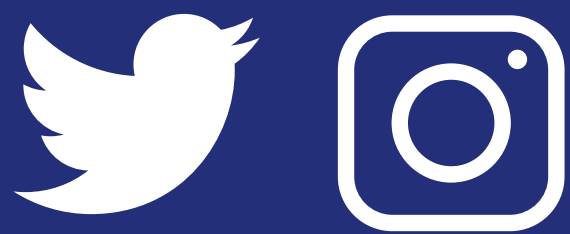


Campaign: **Pokémon World Championships**

Client: **Pokémon**

Where: **IFS Cloud Cable Car (both terminals)**

To promote London hosting the Pokémon world championships, the IFS Cloud Cable Car was rebranded to represent the 18 different Pokémon types.



7,450

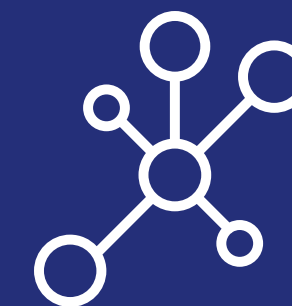
total likes on Twitter
and Instagram





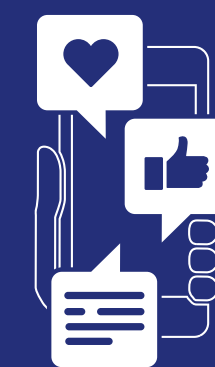
Suspended 90 metres above the Thames, each of the cabins were covered with Pokémon-themed wraps.

This innovative activation also won an award at The Drum OOH Media Awards in 2022 in the Transport category.



574

shares by followers



8,220

engagements





Campaign: **IKEA Tube map**

Client: **IKEA**

Where: **In stations, online, in print**

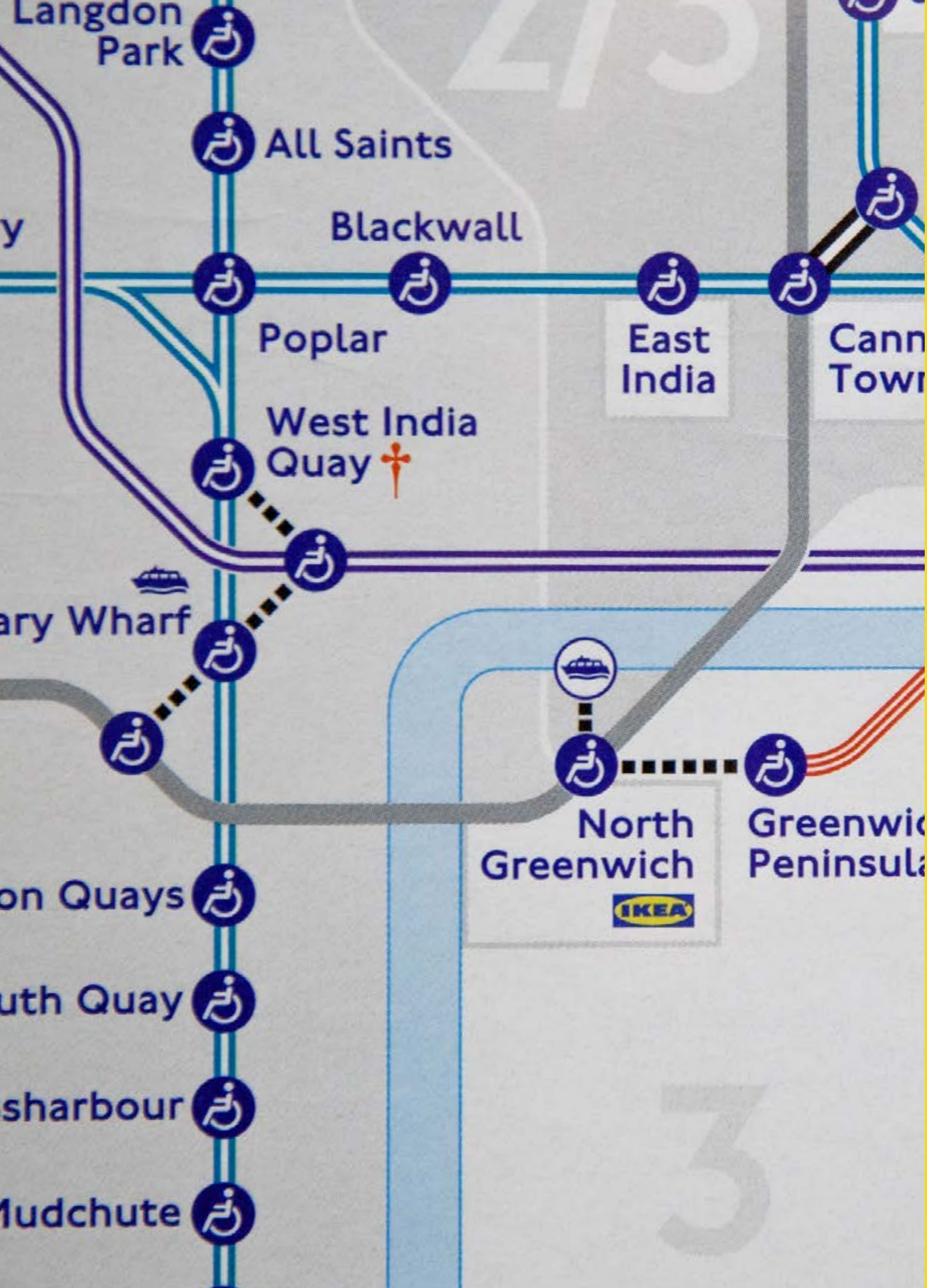
We partnered with IKEA promote the ease of visiting their stores around London.



5,100

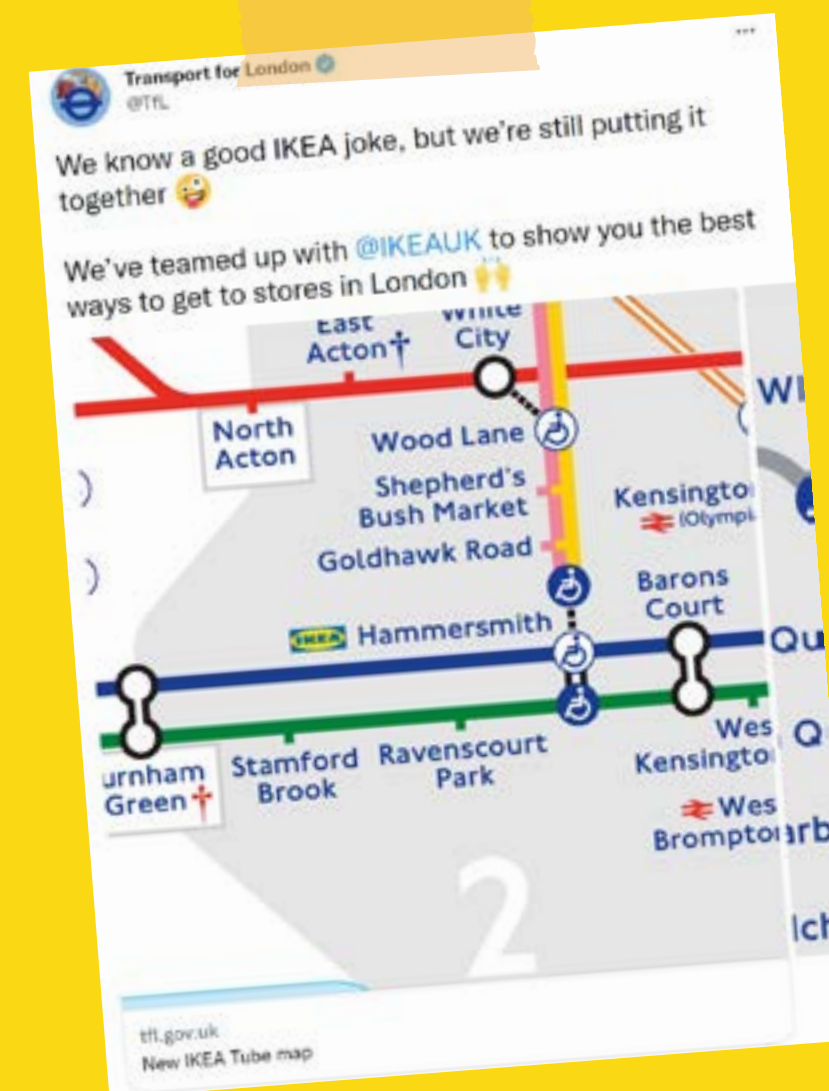
likes per social media post





IKEA logos can be seen dotted across the iconic Tube map by the stations nearest their stores, showing how easy it is to get to them using public transport.

The sponsorship was on Tube maps in-station and online, as well as on pocket Tube maps.



184

comments per social media post





Campaign: **The Green Planet launch**

Client: **BBC**

Where: **Green Park station**

To promote David Attenborough's new series, BBC transformed Green Park station with a 48-hour take-over of Green Park station.



54,400

views of the Instagram reel,
with over **3,500** engagements



Exit out →

GREEN



The station was transformed to a world of plants, filling every poster space on the southbound Victoria line platform with images of plants from carnivorous underwater life forms to humanoid cacti.

There were also two digital screens showing the trailer from the five-part series.



38,400

views on TikTok



650

engagements on LinkedIn



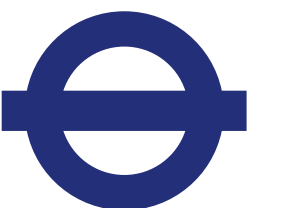


Campaign: **Football World Cup**

Client: **ESPN**

Where: **Various Tube stations**

ESPN wanted to use the 2014 World Cup to drive awareness and conversation about its ESPN FC brand in the UK.





Live scores and breaking news were broadcast in more than 140 stations on the Central, Bakerloo, Jubilee and Northern lines, using our digital screens and Tannoy announcements.

We also broadcast live commentary of the final match by former England footballer John Barnes.



25%

increase in the number of unique visitors to the ESPN FC website



2.3m

people reached on Twitter



sky atlantic

Atlantic

Campaign: **Game of Thrones**

Client: **Sky Atlantic**

Where: **King's Cross St Pancras station**

To promote the launch of Game of Thrones Season 7 on Sky Atlantic, we ran a 24-hour station takeover at Kings Cross St Pancras. The promotion delighted and surprised our customers, leading to high levels of social media sharing and PR coverage.



[Game of Thrones Tannoy announcement](#)





There was an interactive Iron Throne experience, where customers were encouraged to share their photos on the throne. ‘White Walker’ characters roamed King’s Cross St Pancras and three other stations. This was accompanied by a largescale advertising campaign and musicians playing the theme tune in the ticket hall. There were also Tannoy announcements in the voice of Jon Snow.

The campaign featured on the front page of The Evening Standard and Time Out, and on BBC London.



9m

impressions on Twitter and Instagram



816

photos taken in the Iron Throne in a single day





Campaign: **Picardilly Circus**

Client: **Amazon Prime**

Where: **Piccadilly Circus station**

We renamed Piccadilly Circus station to promote the launch of the new Amazon Prime series, Picard. This complemented a nationwide media campaign.



[Captain Picard's Tannoy announcement](#)





The station name was changed to 'Picardilly' on all line diagrams and platform roundels to create an immersive experience for customers for 48 hours. There were also themed Tannoy announcements in the voice of Captain Jean Luc Picard and an advertising domination throughout the station. The promotion was picked up by many major news outlets and even featured on The Graham Norton Show. It also won the 'Most Spectacular' award at the Drum Out of Home Awards.





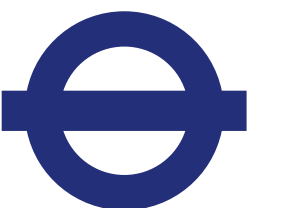
980,000

impressions on social media



22

major news outlets ran the story, including Time Out, Secret London and The Times





YouTube Music

Campaign: **Bohemian Rhapsody**

Client: **YouTube Music**

Where: **Various Tube stations**

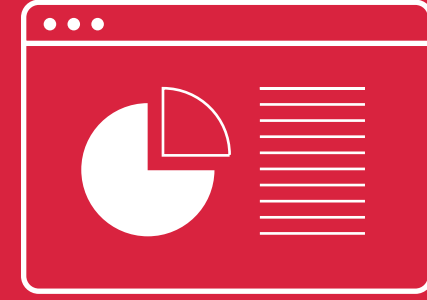
To celebrate the legacy of Queen and Freddie Mercury, and to coincide with the UK release of the film *Bohemian Rhapsody*, YouTube took over our busking scheme. Buskers, artists, tribute acts and fans were given the chance to perform their favourite Queen hits.





2.9m

people saw the performances live on the day



124,000

impressions on social media

For one day only, our busking spots and talent network were used to bring Queen's music to life at 15 busking pitches at various Tube stations. The activity also helped to raise £12,000 for the Mercury Phoenix Trust charity.





SONY

Campaign: **PlayStation PS5 launch**

Client: **Sony UK**

Where: **Oxford Circus station**

To promote the launch of the PS5, Sony UK ran a 48-hour takeover of Oxford Circus station with a highly visual campaign that was designed to grab the media's attention and generate coverage.





RATCHET & CLANKASTER GATE



100,000

interactions on social media and 23,000 mentions in the first week



6m

impressions gained from a tweet about the campaign from PlayStation UK



61

pieces of coverage, including in Shortlist, Metro, UniLad, Mail Online and the Evening Standard, and on ITV and Good Morning Britain



The iconic London Underground roundels outside Oxford Circus station were replaced with the PlayStation symbols as part of the takeover.

Inside the station, the PlayStation symbols featured on line diagrams and special vinyls across all six platforms.

At four further stations, large-scale graphics were installed featuring the name of the station changed to reference a PS5 game, such as Ratchet and Clankaster Gate and Miles End.



40m

people reached by Reddit, which ran a lead story on the campaign



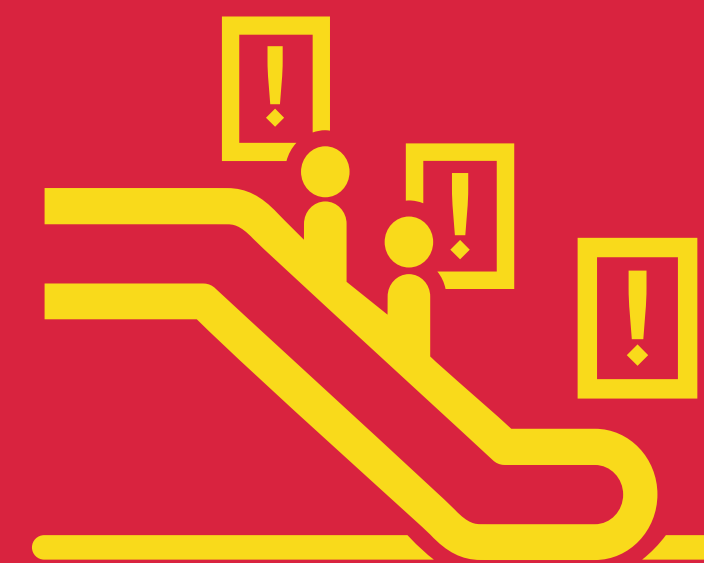


Campaign: **Tap and Flow**

Client: **Lucozade Energy**

Where: **Oxford Circus station**

We ran an interactive promotion at Oxford Circus station to help customers 'find their flow' and promote Lucozade Energy as an everyday drink option.



34.6m

people were reached by the social and media coverage





We worked with Lucozade to develop contactless payment chips to fit on the base of Lucozade Energy bottles, which were distributed at the station. This chip enabled customers to tap in at the barriers and take a free journey.

As well as handing out the promotional bottles, the station takeover included colourful posters and Lucozade branding on the ticket gates.



5,000

special contactless bottles were distributed, alongside regular bottles



VISA

Campaign: **Gareth Southgate**

Client: **Visa**

Where: **Southgate station**

In recognition of the achievements of the England football team at the 2018 World Cup, Visa sponsored the renaming of Southgate station to Gareth Southgate.

GARETH FOR THE INCREDIBLE JOURNEY.
GATE IS YOURS.

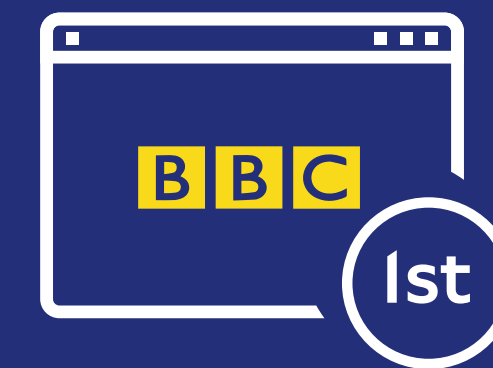
VISA
RUSSIA
2018
worldwide partner

GARETH SOUTHGATE





The station name was changed to Gareth Southgate for two days. It was a fast response to team's achievements, which captured the mood of the nation. The takeover included branded roundels, themed Tannoy announcements, digital screen messages and flash mobs.



4 days

as the most read item on BBC News. It was covered by Channel 4, The Daily Mail and Sky



30%

click-through rate on adverts within our online Journey Planner tool



Contact details

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