

Case Study:

LONDON[®]

Challenge:

To promote the city of London within the United States and beyond.

Solution:

One nationally syndicated feature story

Results:

2,355 placements

1st 22 of 2,200+ placements:

Anchorage Daily News, AK
Worcester Telegram, MA
Billings Gazette, MT
Idaho Statesman, ID
Kansas City Star, KS
Las Vegas News, NV
Mercury News, CA
Madison.com, WI
The Advocate Online, LA
WAVE 3 Louisville, KY
Buffalo News, NY



108,813,050

Audience Reach placements

\$1,305,756.60

Ad Equivalency Value

Downloadable Excel placement reports with proof image for every placement

"London & Partners is the Mayor of London's official promotional agency. Our mission is to tell London's story brilliantly to an international audience.

Our purpose is to support the Mayor's priorities by promoting London internationally, as the best city in the world in which to invest, work, study and visit. We do this by devising creative ways to promote London and to amplify the Mayor's messages, priorities and campaigns to international audiences."

FOX 8 New Orleans, LA
WMTJ 4 Milwaukee, WI
KFMB 8 San Diego, CA
Northwest Indiana Times, IN
Pittsburgh Post Gazette, PA
Providence Journal, RI
St. Louis Post Dispatch, MO
Minneapolis Star Tribune, MN
The Arizona Republic, AZ
Tuscon.com, AZ
El Paso Times, TX