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<b>Title :</b>	
<b>Project description</b>	<b>ArcelorMittal Orbit creative, marketing and digital agency support</b>
<b>Project objectives and benefits</b>	<b>To drive ticket sales to the ArcelorMittal Orbit and The Slide through development of proactive creative advertising and marketing campaigns, and ongoing digital marketing support</b>
<b>Strategic outcomes</b>	To ensure the commercial success of the ArcelorMittal Orbit as a visitor attraction

# 1. Scope of Services

## 1.1. Objectives and outcome

The commercial success of the ArcelorMittal Orbit as a visitor attraction is an important feature that contributes towards the success of the Queen Elizabeth Olympic Park.

The key objective of implementing this contract is to drive ticket sales to the ArcelorMittal Orbit and The Slide through development of proactive creative advertising and marketing campaigns, and ongoing digital marketing support.

In addition being able to position the ArcelorMittal Orbit and The Slide as a must-visit attraction for London residents and visitors/tourists is also important.

## 1.2. Key Project Deliverables

To include but not limited to:

- a. Developing and implementing proactive creative advertising and marketing campaigns for the ArcelorMittal Orbit and The Slide for a range of key sales periods, including school holidays, and peak summer tourist season.
- b. Delivery of ad-hoc advertising and marketing materials, to support promotional opportunities which fall out of campaign periods.
- c. Delivery of elements of ArcelorMittal Orbit media buying (in close liaison with LLDC), particularly around major campaigns.
- d. Maintenance of the ArcelorMittal Orbit website (excluding ticketing system).
- e. Hosting of the ArcelorMittal Orbit website and ensuring an excellent level of site performance - including providing out-of-hours support in the event of major site issues (eg the site going down or the site security breached).
- f. Development of new features, pages and functionality for the ArcelorMittal Orbit on request.
- g. Management of the ArcelorMittal Orbit PPC programme (in close liaison with LLDC), including PPC ad buying.
- h. A range of digital deliverables (as dictated by campaign) including sizmek, re-targeting and TEADS.
- i. Recommending and executing a suite of MICE marketing materials.
- k. Motion services including video and animation.
- l. Monthly billing and financial reconciliation/updates.
- m. Fortnightly status calls and updates, with face-to-face meetings on request.

This outline should be considered a guide to potential work, and is subject to change.

## 1.3. The ArcelorMittal Orbit and The Slide

### Background

Queen Elizabeth Olympic Park is one of the most exciting new tourist attractions in Europe. Already having a special place in the hearts and minds of many people, thanks to the success of the London 2012 Olympic and Paralympic Games – and more recently the World Athletics Championships - the Park now attracts over 6 million people every year to its parklands, cafes and bars, gardens, waterways and sporting venues. Queen Elizabeth Olympic Park is run by

the London Legacy Development Corporation. For more information about the Park, see [www.queenelizabetholympicpark.co.uk](http://www.queenelizabetholympicpark.co.uk)

### **What is the ArcelorMittal Orbit?**

The Anish Kapoor-designed stunning red sculpture at the heart of the Park became an icon of the London 2012 Olympic and Paralympic Games. Measuring 114.5metres high it offers visitors stunning London skyline views and features two viewing platforms, amazing concave mirrors and interactive screens.

The ArcelorMittal Orbit is open daily 10am – 6pm and has an admission cost of £11.50 (*at time of writing*) for Skyline Views (adults) and £16.50 for Skyline Views and to Ride The Slide (*discounts for students, children, seniors and local residents apply*). Subject to availability on the day a visitor can upgrade their ticket to Ride The Slide (or to Ride The Slide again) for £5. The sculpture has also run a successful abseiling programme for members of the public as well as charity fundraising runs and one-off events (please note that abseiling is operated by a third party). It is also becoming a regular host to after-hours corporate events and television filming.

For more information about the ArcelorMittal Orbit, visit [www.arcelormittalorbit.com](http://www.arcelormittalorbit.com)

### **The Slide at the ArcelorMittal Orbit**

The Slide opened in June 2015 the ArcelorMittal Orbit. The design for the giant slide was created by Belgian artist Carsten Höller at the invitation of Anish Kapoor. ‘Sliders’ travel at 15 miles per hour down 178m of the world’s tallest and longest tunnel slide as the London’s skyscape zooms past them through specially constructed transparent panels.

Since opening, over 250,000 people (or “sliders”) have taken the opportunity to Ride The Slide.

### **What do we need a creative, digital and marketing agency to do?**

The first 2 years since the opening of The Slide have been extremely successful, with The Slide often booked out during holidays and at weekends, and award-nominated campaigns which have delivered very strong results.

We now need an agency to build on the strong awareness and sales of The Slide’s opening period, to ensure that:

- The ArcelorMittal Orbit and The Slide become a must-do London experience – both for local residents and tourists.
- Skyline View tickets to the ArcelorMittal Orbit remain a key part of this success – the venue should not just be seen as a slide, despite its recent success.
- Maintain high levels of ticket sales at peak times (weekends and school holidays) whilst growing ticket sales at off peak times.
- Assist us to re-appraise the attraction and position it as ‘not just a slide’ but the wider sell of the stunning views / the art and architecture / concave mirrors / interactive touchscreens.

In addition, the agency may need to provide some form of ad hoc marketing support for the ArcelorMittal Orbit’s other revenue streams eg:

- Event hire (primarily the MICE market)
- Group travel
- New feature launches

## **1.4. Requirements**

The Slide creative and wider ArcelorMittal Orbit integrated campaigns have been very successful so far, helping make a loss making venue profitable. However, by the time this tender process is completed, some of these campaigns and overarching creatives will have been in market for 2 years.

We are therefore looking for a partner to **develop or evolve an overarching creative solution(s) for the ArcelorMittal Orbit and The Slide** and help meet the objectives set out above. ***In developing this overarching creative solution we also require the appointed agency:***

- To demonstrate a strategic and creative approach in developing a suite of high impact content.
- To create advertising taglines and provide copywriting support. We see this support taking the form of short form copy on print adverts, and terminology that can be fed across online platforms.
- Develop templates / the look and feel for London and UK-wide marketing campaigns. The types of materials regularly used in our campaigns includes but are not limited to:
  - Outdoor billboard advertising (static and digital)
  - Display advertising (MPU and leaderboards e.g. Time Out)
  - Website graphics
  - Social media static and motion content
  - Bespoke eshot graphics
  - Short (10 second) motion digital adverts
  - Print adverts in London based newspapers as well as Tourism magazines.
- Help reinvigorate the ArcelorMittal Orbit as a visitor attraction with stunning London skyline views, and make it clear that this attraction is situated in Queen Elizabeth Olympic Park.
- Provide strategic counsel and creative ideas on how we can drive consumer engagement and boost ticket sales through social media and digital activity – in particular, how this links through to the website and PPC (see list of tasks above).

In addition, we will need more practical, day-to-day support, including, but not limited to:

- Delivery of ad-hoc advertising and marketing materials, to support promotional opportunities which fall out of campaign periods.
- Maintenance of the ArcelorMittal Orbit website.
- Hosting of the ArcelorMittal Orbit website and ensuring excellent site performance including providing out-of-hours support in the site of major site issues (eg the site going down or a security breach).
- Development of new features, pages and functionality for the ArcelorMittal Orbit on request from LLDC Marketing team.
- Management of the ArcelorMittal Orbit PPC programme, including PPC ad buying (and providing PPC evaluation and monitoring reports).
- Elements of ArcelorMittal Orbit media buying, particularly around major campaigns.
- Periodic Google Analytic reporting – to assist with post campaign evaluation and contribute to strategic decision making based on insights

Please note, a separate contract is in place for PR around the ArcelorMittal Orbit and The Slide. The operator of the abseiling offer (Wire & Sky) are responsible for its promotion. Elements of PR and media relations are delivered in house. The social media strategy and implementation; day-to-day website updates and some media buying are also currently handled in-house – however, we are open to creative suggestions, and like to collaborate closely with our agencies. The venue's in-house team lead on MICE and trade activity, with the support of the LLDC in-house team. We also have an in-house design function for eg straightforward design adaptations.

### 1.5. Assets

There is a range of existing photography of the ArcelorMittal Orbit and The Slide – examples are here <https://we.tl/utuAEXV8QH>. Should your recommendation be for an additional photoshoot, please ensure that this is costed.

Brand guidelines and logos for the ArcelorMittal Orbit and The Slide are available on request – please send a message via the e-tendering portal. Please note these guidelines, and the attraction names, are fixed.

Examples of previous marketing materials can be sourced by sending a message via the e-tendering portal.

### 1.6. Available Insights

We have conducted various research and have some abridged data regarding visitor figures, reasons for visiting / not visiting, and would be happy to share this with agencies wishing to

pitch, subject to signing of confidentiality agreements. Please send a message via the e-tendering portal.