



**TRANSPORT
FOR LONDON**

EVERY JOURNEY MATTERS

London Fashion Week Activation



Tfl & Burberry – Two truly iconic organisations

Burberry is a global fashion label with a strong British heritage and an instantly recognisable visual identity. Similarly, TfL is known for some of the most iconic design assets in the world, including the tube map, our range of moquette patterns and of course the iconic roundel.

By incorporating the world famous Burberry brand with trusted TfL IP such as the roundel, we will link these two British institutions in a media first campaign.



Taking over London Fashion Week (LFW)

Featuring catwalk shows from the finest designers, glittering parties and exciting new trends, London Fashion Week is the ultimate fashion event in the capital. As the fashion glitterati descend on London, we want to put your brand at the heart of it. In a media first, and to celebrate this most stylish of occasions, we will work with Burberry to transform 4 stations along the Elizabeth Line.

The Elizabeth line launched in May 2022 to huge fanfare and in its first year of operation it has delivered over 250 million journeys. It has made London more accessible than ever before and enables passengers to explore the capital in a clean, comfortable and sleek environment. Its premium look and feel makes it the ideal canvas to promote one of London's top luxury fashion houses.

The Elizabeth Line logo is a large, glowing purple circle with a white horizontal bar across its center. The bar contains the text "ELIZABETH LINE" in white, bold, uppercase letters. The background of the entire image is a dark blue, textured surface with vertical lines, suggesting a modern, industrial or transit environment.

ELIZABETH LINE



How it will work

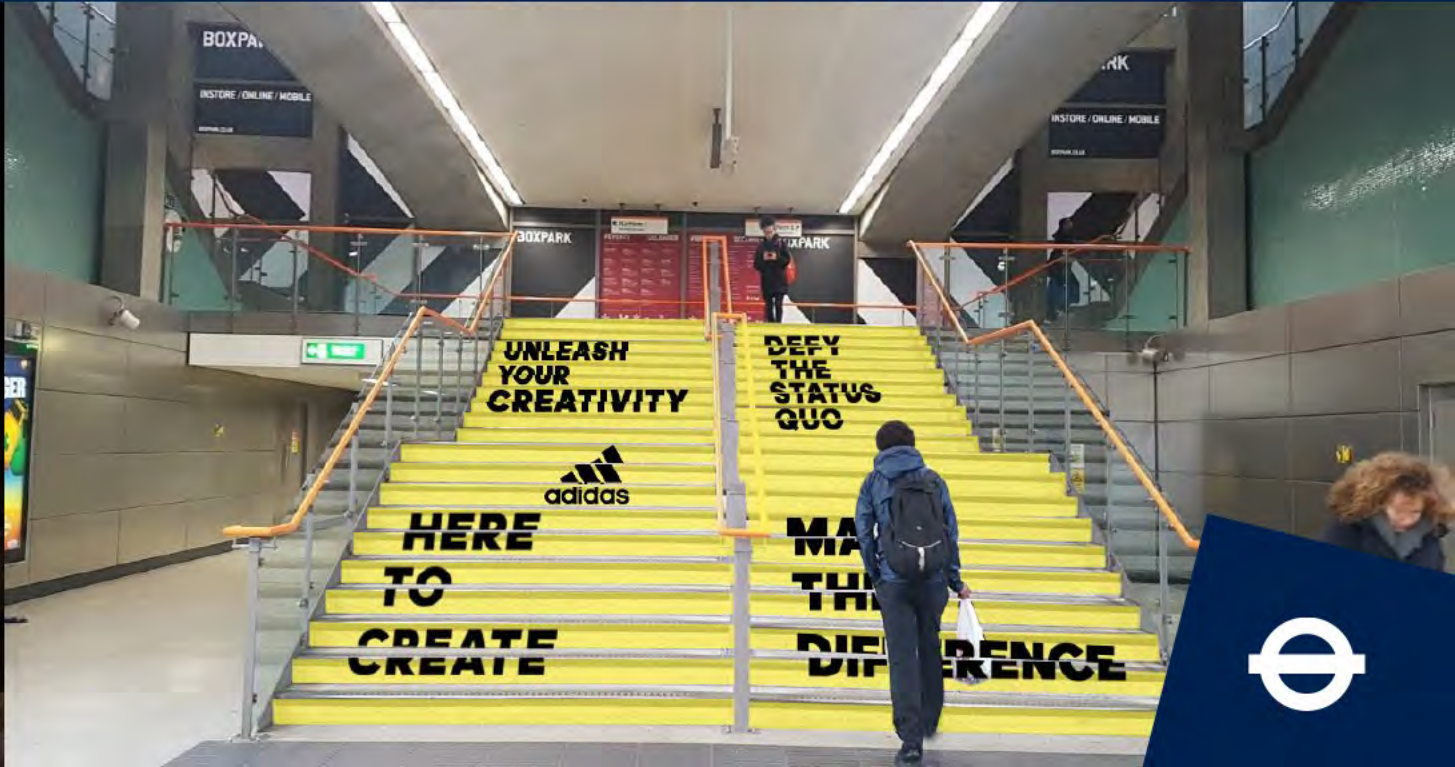
The activation will be live for the 5 days of LFW, it will incorporate 4 of London's and the Elizabeth line's most iconic stations - Paddington, Bond Street (home of Burberry), Tottenham Court Road and Farringdon. They are also 4 of the busiest stations on the network, meaning the campaign will reach 1,330,000 people over the 5 days it is live.

At Bond Street station, Burberry vinyling will guide customer to the exits and there will be signage directing to the flagship store, throughout the 4 stations there will be exhibits dressed in the latest Burberry range or showcasing iconic looks throughout the years and we will of course dress the roundel in Burberry Check. Furthermore, this activation will be supported across TfL social media reaching over 3 million people and can be amplified in partnership with Global to create a truly immersive and shareable experience.





We know from previous experience that utilising our assets with an instantly recognisable brand results in stunning visuals, whilst also driving huge earned media, reach and organic conversation



We are unrivalled in scale



9.7 million

journeys made
every day



8.3 million

website visitors
every month



3 million

social media
followers



We make headlines

The Guardian For 200 years
News website of the year

Society Law Scotland Wales Northern Ireland

This article is more than 3 years old

Tube station renamed Gareth Southgate after World Cup run

Signage at Southgate station in north London changed for 48 hours to honour England coach



Green Park station becomes Green Planet to launch Attenborough's latest for BBC



By Ellen Ormshaw | Senior Reporter
JANUARY 10, 2022 | 4 MIN READ

Listen to article 2 min 9 sec

To mark the launch of Sir David Attenborough's latest series The Green Planet, BBC Creative has transformed London's Green Park tube station into a vivid experience that celebrates the magical world of plants.



BBC Creative has transformed London's Green Park tube station to showcase the world of plants



Game of Thrones returns: Winter comes to Kings Cross and Waterloo as stations celebrate series



campaign

Daniel Faroy-Jones | July 16, 2018

Visa renames Southgate tube station 'Gareth' to welcome England football team home

Visa has arranged for Transport for London to rename Southgate tube station in North London as 'Gareth Southgate' for two days as one of two tributes to the performance of England's football team.

London cable car to be sponsored by technology firm IFS



The cable car links North Greenwich and Custom House



CAMPAIGN UK | CAMPAIGN US | CAMPAIGN ASIA | CAMPAIGN AI

campaign

Campaign Media Awards 2021: Best Use of Experiential




LONDONIST

PICARDilly Circus Goes Where No Station Has Gone Before



Mashable

White Walkers are stalking commuters at this London train station

Creepy.

By Rachel Thompson on July 17, 2017



Random: Pokémon Takes Over London Transport For World Championships

Cable car, use Fly!

By John Norman | 19 Aug 2022



Evening Standard

ES MONEY | CULTURE | INSIDER | THE ESCAPIST | THE REVELLER | THE OPTIMIST | COMMENT

Playstation 5 takes over Oxford Circus ahead of much-anticipated console launch



TimeOut

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Oxford Circus tube station has a new look - and we're kind of into it

X marks the spot

Written by Joe Mackertich Wednesday 18 November 2020

campaign

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Winter is here for King's (Landing) Cross

Sky, Transport for London and Exterior Media created 'Stark' makeovers for London's largest stations to celebrate the launch of the latest Game of Thrones season.



We ignite conversations



Zack Ahmed 
@zckmed

I think Sony have won it with this one. The iconic PlayStation buttons asserting the London Underground vibe. All displayed on the Oxford Circus Tube signs.

Well done @PlayStationUK

Sony: Promoting the PlayStation PS5 launch at Oxford Circus station



9m

organic impressions from PlayStation-owned channels



100,000

interactions on social media



A collection of Burberry gift boxes and a trench coat. The boxes are stacked and wrapped in gold and brown paper, some with gold ribbons. A beige trench coat is visible on the right side. The background is a warm, golden-brown color with soft lighting and a subtle snowflake effect.

Rights & Benefits Package



Activation Period: 15th-19th September 2023 – Max 5 days

Physical Activation Rights:

- Rights to vinyl 88 roundels with branding at Paddington, Bond Street, Tottenham Court Road and Farringdon*
- Rights to exhibit apparel in allocated experiential spaces at Paddington, Bond Street, Tottenham Court Road and Farringdon
- Right to film the exhibition activity within the stations and to use for press/PR purposes
- Rights to have a themed message on the station Whiteboard at Bond Street
- Rights to branding on I2 way out signs at Bond Street*
- Rights to up to 3 themed tannoy's at Bond Street, played a maximum of 3 times per hour (once every 20 minutes) between the hours of 07:00 – 19:00
- Right to vinyl floor space at Bond Street
- Rights to vinyl 4 sets of risers from the Elizabeth line platform at Bond street*
- Promotion of activation via TfL press release
- Promotion of activation across TfL social channels

Rights Fee: £400k + VAT and production

*Subject to station visit and approval



Developing the partnership

As well as acting as a hugely impactful standalone activation, there is also the unique opportunity for Burberry and TFL to forge a long-standing partnership. This year, we are excited to offer Burberry the chance to design a bespoke, co-branded moquette pattern that will feature in a themed carriage on our network – making Burberry part of the fabric of London. The moquette will:

- Display key elements of Burberry's brand
- Be used on a tube carriage for a minimum period of 2 years
- Used on promotional merchandise

In addition, Burberry will have full access to:

- The carriage for a launch event
- All advertising units in the carriage for 4 weeks a year
- Branding on all carriage panels



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