

**Project:** Proposals for Market Development of the North, West, and Central London Visitor Economies

**Client:** London Development Agency

**Date:** October 2005 – May 2006

**Team:** Richard Smith, Amanda Shepherd, Carmel Dennis, Roger Carter

A key objective of the Mayor of London's Tourism Action Plan is the dispersal to all parts of London of visitors and the economic benefits they bring.

This project aimed to identify the potential target audiences, brands, and marketing strategies required to increase profile and visitor spend in North and West London. It expected to identify the potential role that emergent brands can have in relation to established brands for the marketing of Central London.

The London Development Agency (LDA) had already commissioned similar work for South and East London. The work was carried out jointly by TEAM, the market research company Arkenford, and the branding consultancy BrandKind, with TEAM as project managers.

The major outputs were:

- A market segmentation study in Britain and selected overseas markets by Arkenford based on online quantitative research
- A brand development report based on this and on qualitative research among the British and overseas target segments by BrandKind
- Positioning guides for North London and West London.