

A woman with glasses, wearing a white chef's coat and a black and white striped apron, is laughing heartily. She is holding a small notepad and a red pen. To her right, a man in a red hoodie is partially visible, looking towards her. The background shows a kitchen or food preparation area with shelves and various items.

BECAUSE I'M A
LONDONER

**CAMPAIGN ACTIVATIONS FROM
4 JULY
GET INVOLVED!**

CAMPAIGN ACTIVATIONS: GET INVOLVED FROM 4 JULY

The campaign:

From 4 July, **Visit London** and the **Because I'm a Londoner** campaign will celebrate the businesses that are open and encourage Londoners to responsibly rediscover the local places that make up their neighbourhoods.

Important information: please ensure that all of your marketing materials and communications are aligned with the latest [official UK government guidance](#).

The next phase:

If you're open.

- Tell customers in your local area that you're open! From 4 July, the next phase of the **Because I'm a Londoner** campaign aims to help you attract new customers and welcome back existing ones in your local area, as you adapt to the "new normal".
- To help you promote that you're open for business, you'll find new **free-to-use downloadable assets, a handy checklist and a helpful how-to guide here on our [campaign portal](#)**. These will empower you to shout about your business and let locals know that they can visit, as they begin to go out and about safely.
- Remember to use the **#BecauseImALondoner** hashtag on social media to reach more audiences and be part of the campaign.

Not yet able to re-open?

- Don't worry if you're not quite ready to welcome back customers, these assets will be ready and waiting when the time is right for you. You can still join in with the **#BecauseImALondoner campaign** by continuing to use these [assets](#), along with our new '**Celebrating local businesses**' **GIFs** and sharing what you love about your local area.

WHAT ARE THE BENEFITS OF GETTING INVOLVED?

By getting involved in the citywide Because I'm a Londoner campaign, you'll be able to let new and existing customers know that you're open for business.

Just some of the benefits include:

- Help **promote** your business, products, services and offers with **free downloadable** content, imagery, social media posts and much more.
- **Reach more local customers** when showcasing that you're open for business by using the #BecauseImALondoner hashtag.
- **Appear alongside posts from accounts with larger followings**, including Visit London, when using the #BecauseImALondoner hashtag.
- Be in with the chance of having **Visit London engage with your social media content** – make sure to tag @VisitLondon!



BECAUSE I'M A
LONDONER

NEW ASSETS FOR YOU

To help you celebrate the reopening of your business, we've created some new and exciting "We're open" assets for you to use on your social media channels.

See our step-by-step guide on how to use them below:

1. First up, download the free 4 July assets
2. Once you're ready to start promoting your businesses, check our guidelines on how to use the assets
3. When writing a social media post, upload the 'We're Open' GIF alongside your text to tell people you're open
4. When using the 'We're open' share card, you can write or draw your own message over it to make it unique and personal to your business.
5. Post these assets alongside snaps of your business/businesses in your area as they re-open
6. Use the **#BecauseImALondoner** hashtag when using these assets to be part of the wider conversation.



Examples of how to use new assets

EXAMPLES OF HOW BUSINESSES ARE GETTING INVOLVED IN #BECAUSEIMALONDONER



As the country starts to reopen, which #SmallBusiness in Old Street are you most looking forward to rediscovering? Let us know using #BecauseImALondoner! To get involved: business.london/joinalliance



WE ❤️ YOU, LONDON. As our city emerges from lockdown, we're reminded that our city is more than a place, it's a community. ✨ We absolutely love this video from @visitlondon. 🌞 #BecauseImALondoner #VisitLondon #London



The @thetenbellse1 @oldspitalfields open for takeaway! #BecauseImALondoner ow.ly/8ZKa30qQMzg

THE TEN BELLS

SPITALFIELDS



OUR DOORS ARE OPENING
SERVING TAKEAWAY DRINKS

FRIDAY 12:00 - 19:00
SATURDAY 12:00 - 19:00
SUNDAY 12:00 - 19:00

84 COMMERCIAL
ST SPITALFIELDS
LONDON, E1 6LY

THE EAST LONDON
PUB CO.



South Bank BID @SouthBankBID · Jun 18 #SouthBank BID is supporting @businesslondon #BecauseImALondoner campaign to help actively encourage Londoners to champion their local businesses and discover their neighbourhoods.

To learn more, click here ---> bit.ly/2N5t3z7

