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4 June 2009

## TODAY I AM...launching a new campaign to promote London's South Bank

South Bank Marketing Group, the consortium of attractions, cultural venues and hotels representing London's South Bank, today announces the launch of a new marketing campaign running across print, online and film which aims to inspire visits to the popular destination and raise awareness of the web site [www.southbanklondon.com](http://www.southbanklondon.com).

The "TODAY I AM" campaign has been devised by I WANT design to conjure up a sense of all the many experiences South Bank has to offer whilst also driving traffic to [www.southbanklondon.com](http://www.southbanklondon.com), the first stop for information about the area, with details of all the latest events and where to eat, drink, shop and stay over.

The creative will run across posters, postcards and the 2009 summer events guide as well as on Oyster travel wallets and canvas bags. It will also feature on the area's first promotional film, produced by Agile Films, which captures the essence of South Bank in 3 minutes. The film will be rolled out to the plasma screens in various venues in the neighbourhood, as well as onto the TVs in local hotel rooms, [www.southbanklondon.com](http://www.southbanklondon.com) and You Tube. The campaign is being supported online with a new Twitter profile which will send out special offers, competitions and updates to fans of the area ([www.twitter.com/southbanklondon](http://www.twitter.com/southbanklondon)).

**Elizabeth Parbutt, marketing director, South Bank Employers' Group**

comments:

"We want to remind Londoners, from twenty-somethings though to families, of all the good times they can have at South Bank, whilst also enticing new visitors to the area to delve deeper and do more here. I WANT responded right on brief with a playful campaign which has at its core a real sense of South Bank as a place which offers something different every time you visit."

**John Gilsenan, director of I WANT design** says:

"The TODAY I AM campaign was originally born to increase traffic to southbanklondon.com, but as the concept evolved we soon realised its potential to promote South Bank as a destination. TODAY I AM is an attitude, a feeling, a desire, a practicality, a simple message. It has an immediacy and spontaneity that only somewhere as diverse and vibrant as South Bank London can carry off. TODAY I AM excited to see this campaign go live."

**For more information**

Call Laura Dyson, [laura.dyson@southbanklondon.com](mailto:laura.dyson@southbanklondon.com), 020 7202 6912.

**Notes to Editors**

About South Bank Marketing Group

[www.southbanklondon.com](http://www.southbanklondon.com)

South Bank Marketing Group is an association of key attractions and hotels in the area committed to promoting South Bank as one of London's top destinations, including: London Eye, BFI Southbank, BFI IMAX, Coin Street Community Builders, Florence Nightingale Museum, London Borough of Lambeth, London Marriott Hotel County Hall, London RIB Voyages, London South Bank University, Park Plaza County Hall, Park Plaza Riverbank London, Plaza on the River Club & Residence, National Theatre, SEA LIFE London Aquarium, Southbank Centre, The Dali Universe, The Old Vic. The Young Vic and Topolski Century.

South Bank runs from Lambeth Bridge to Blackfriars Bridge and stretched back as far as St George's Circus.

South Bank Marketing Group is run by South Bank Employers' Group, a not for profit organisation in the South Bank, Waterloo and Blackfriars area committed to achieving the best possible experience of South Bank for visitors, employees and residents. For corporate information see [www.sbeg.co.uk](http://www.sbeg.co.uk).

About I Want Design:

[www.iwantdesign.com](http://www.iwantdesign.com)

IWANT design is a multi-disciplined creative agency based in London. Working as graphic designers, art directors, illustrators, web designers and photographers for clients predominantly in the arts, music and fashion industries. They have carved a niche in a saturated market with a lively and exciting approach to their work. This year alone they have designed a number one album campaign, designed marketing and publicity materials for no fewer than six London based music and arts festivals, including a recent commission for the BBC Radio 3 London Jazz Festival, and worked on many other varied projects which can be viewed at their website.

About Agile Films

[www.agilefilms.com](http://www.agilefilms.com)

Agile Films is a Shoreditch based film production company which creates commercials, online content, animations, idents, promotional videos, and music videos, with a large in-house production and post-production team. They have worked with a host of above- and below-the-line agencies both in the UK and abroad. They also work direct with brands including PokerStars, KPMG, EA Sports, and MTV. Recent projects include an advert for Ford in Brazil through JWT, and a series of idents for Five.