

# WPPED CREAM 2008

MEDIA | CRÈME DE LA CRÈME | MEC FRANCE  
EUROSTAR | NEW LONDON

## NEW LONDON

We took the communication leadership by inventing the “New London” concept which became the heart of the communication platform, embraced by all historical partners.

It's a great, one-of-a-kind example of a real 360° CP&I project: from the strategic concept to the content production via the creation of a new media: live digital broadcasting.

## THE CHALLENGE

We had to develop the killer concept to launch Eurostar's 2007 innovations: a reduced journey time (-20min at 2h15) and a new arrival station: St Pancras vs Waterloo (project code name: High Speed 1 - HS1).

Pitch for Eurostar: develop a strong and transversal/global communication concept up to the HS1 event.

The concept had to:

- revitalize the Eurostar brand experience, renewing the thrill and enthusiasm from the audience, 12 years after its launch;
- definitively position Eurostar as the Next Generation of Short Haul Travel, always “ahead of the game”; and
- capitalize on a strong and clear brand personality that was highly distinctive.

## OUR INSIGHT

Create a geographical and tourism revolution!

St Pancras shifts the centre of gravity of London and Eurostar shifts to a cultural, urban and human adventure by:

- highlighting the effervescence of London;
- galvanizing and re-delighting existing users and recruiting first-timers; and
- enriching Eurostar's brand personality and really changing and twisting the clichés.

Eurostar should make London the destination ahead of the game. The “place to be”, constantly giving new occasions to discover or re-discover the city, thus gaining market share vs. the other short break destinations (Rome, Venice, Barcelona...).

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## OUR SOLUTION

Eurostar creates the New London.

Eurostar creates a new vision of London: the New London. A new city, a new mentality, vibrant, effervescent, arty, fashion-conscious, business-orientated, experimental. In short: ahead of the game!

Eurostar creates a new media, its own media: <http://www.newlondon.fr/> an interactive web platform divided in 2 sections: the YPE's, Your Personal Experts, and web TV.

1. The YPE's are a new generation of interactive city guides who enable users to experience the New London live:

- Four experts on London for four French tourists' profiles and interests (music, art, shopping and business) offering a unique and special experience of New London;
- A one-of-a-kind live webcasting : the YPE's will present London according to consumers' live questions, revealing what and where is "ahead of the game" in London. Each Thursday from 15h00 to 17h00, the four characters answered "Live" on a dedicated section on the platform. This was made possible by a special partnership with the BBC; and
- Creation of a realistic-comedy show (10 episodes) presenting the backstage incidences, done with a well-known TV producer - Michel Muller.

2. The very hype "New London TV" consisting of eight programmes (eight episodes / program) dedicated to the new London Fashion, Culture, content refreshed and archived each week : business Trend7h, Place To Be - People To See, Best Business Case, Froggy Julie, English Miam Miam, Take-away concerts, LondOn/off, God Save The Style.

A very innovative editorial strategy by media type: co-production & branded content through partnerships with media channels, integrating Eurostar at best in their editorial:

- Eurostar created and participated in an event called "the English week" on Canal + (a TV channel in high affinity with the Eurostar target market and mindset) with dedicated shows, comedies, interviews and cult movies around London. We co-produced, with Antoine De Caunes, a special session dedicated to Eurostar with funny sketches involving him and a French Amy Winehouse in the Eurostar.
- A special day dedicated to the New London on Europe 1, the most influential radio station, and a four-page advertorial in le Monde.

## THE RESULTS

- The New London concept has been chosen by Eurostar as the leading global 2008 communication platform, facing the work from Eurostar's historical media/communication partners (creative agency, Interaction agency and media agency)
- Mediaedge:cia and Arthur Shlovisky have become the media consulting agency for Eurostar on branded entertainment and are pitched in 2008 to be their web and content agency.
- Eurostar 2007 turnover: +11.6% vs. 2006, above forecasts (by +29%).
- <http://www.newlondon.fr> registered 800,000 visits, 351,000 videos seen, 1.8 million impressions.
- Highly impactful PR, reaching an historical quoting level for Eurostar.

## MEC TEAM

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