MAYOR
OF LONDON

Meet the duo

Daniya Kayani

Head of Strategy

Chelsea Bitonio

Head of Creative

Brief:

Improve awareness of ways to improve air quality in London by developing a public-private partnership initiative that delivers education and tangible results

Expose The Invisible Campaign

BREATHE
LONDON

Picture this ...

#LookUpLdn

BREATHE LONDON

Breathe London App Extension

Private partner

gsk

Main media partner

Stakeholders

GREATER LONDON AUTHORITY

Clean Air IN LONDON

BREATHE LONDON

London Air

Media partners

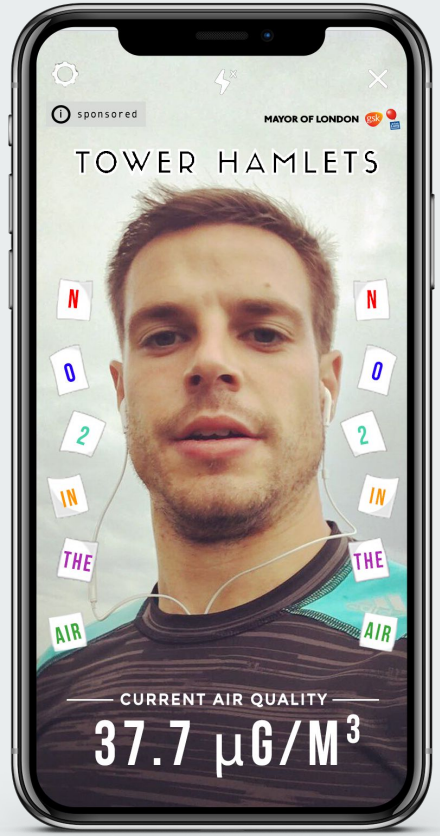
London Evening Standard

British Lung Foundation

Paid Media

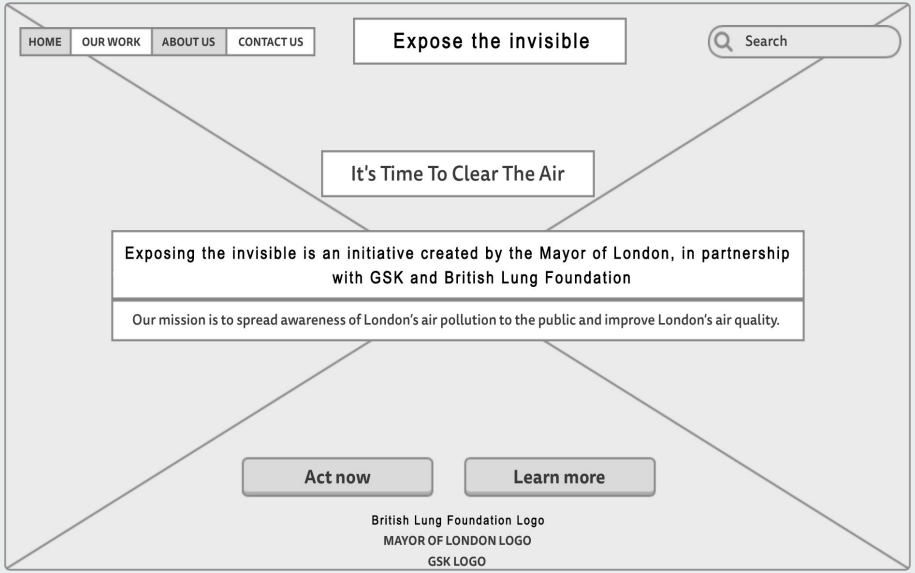
Programmatic advertising

Instagram - Sponsored Geofilter

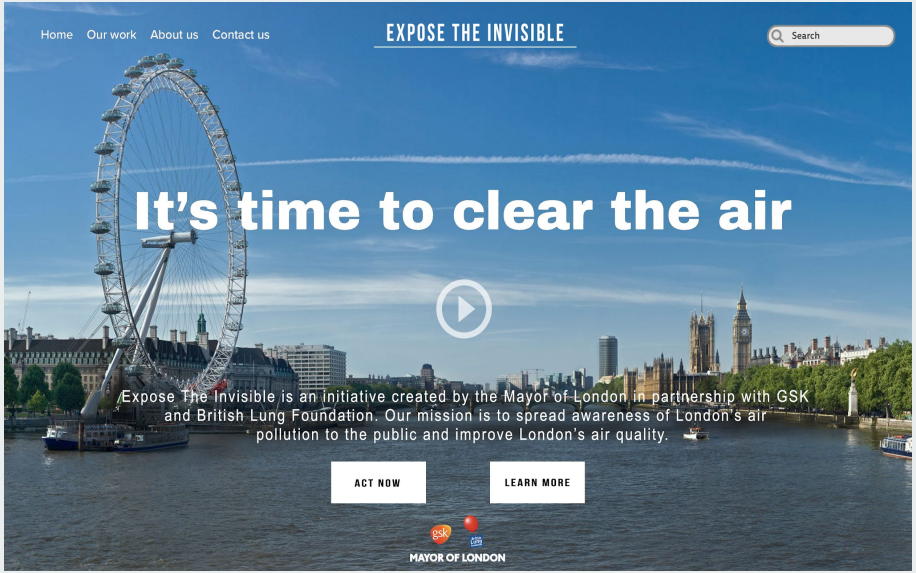


Owned Media

Wireframe



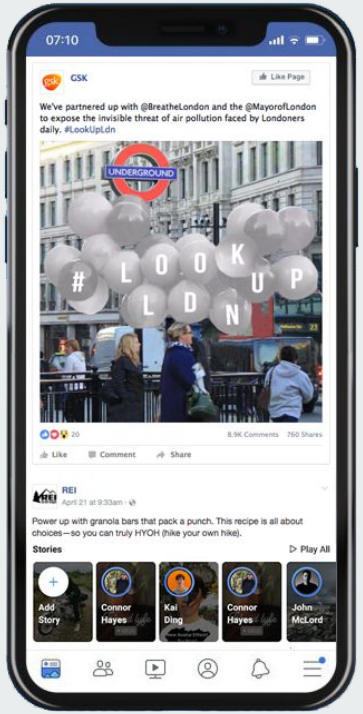
Website mockup

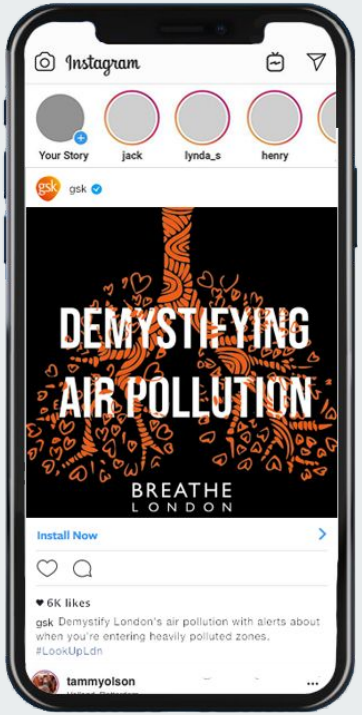


Source: Forbes

Owned Media
Mayor's Office Content

Owned Media
GSK Content





Earned Media

Please refer to the supporting materials

Air Quality Conference

airqualitynews.com

Thank you.

Any questions?

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