

Case Study

Tower Bridge



Project: Brand awareness, media outreach and event promotion

Tower Bridge was built over 125 years ago to ease road traffic while maintaining river access to the busy Pool of London docks. Built with giant movable roadways that lift up for passing ships, it is to this day considered an engineering marvel and beyond being one of London's favourite icons, it is arguably one of the most famous and instantly recognisable structures in the entire world.

The Brief

Deliver a four year PR programme to engage the public and drive a higher number of visitors to the bridge.



Activities

Identified key PR opportunities that would generate media interest to influence consumers

Co-ordinated and implemented PR in line with marketing, events and advertising activity

Invited key media to VIP events at the bridge and managed accordingly

Developed brilliant relationships with all relevant travel, leisure and tourism media

Successes

600% increase in pro-actively attained media coverage

33% increase in event bookings

13% increase in visitor numbers

20% increase in income overall for the Bridge.

“Since working with Rose Media Group, we have seen a 600% increase in media coverage, 33% increase in event bookings, 13% increase in visitor numbers and 20% increase in income. We couldn't be more pleased with the results achieved.”

Chris Earlie

Head of Tower Bridge



Rose Media Group Ltd Highland House, 14 Albert Drive,
Burgess Hill, West Sussex RH15 9TN

01444 241 341 | hello@rosemediagroup.co.uk