

CLIENT

London Development Agency
David Adam, Head of Emerging Markets
Neil Robinson, Executive Producer

David Adam and Neil Robinson now run [Global Cities](#), a consultancy which advises cities on how to promote themselves in international markets.



OBJECTIVE

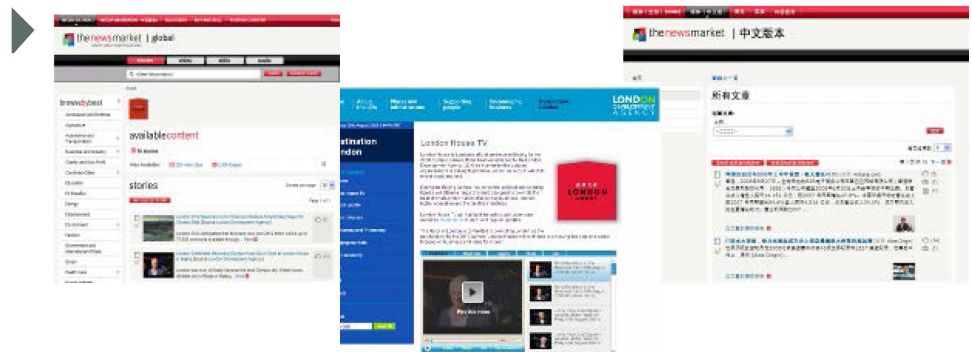
The **London Development Agency (LDA)** was looking for ways to grab media attention for the city of London during the 2008 Beijing Olympic Games. By using the handover of the Summer Games from Beijing in 2008 London in 2012 as the news hook, the LDA was able to promote London as a place to visit, study and invest.

PROJECT SUMMARY

During the 2008 Summer Games, the LDA took over the Shi Cha Hai Club in Beijing to create 'London House.' Synaptic Digital was engaged to activate the initiative by producing content and distributing daily coverage of events at London House via www.thenewsmarket.com distribution portal.

Synaptic Digital's production team worked to produce daily video packages using London House event coverage, interviews and general footage from London. Topics covered infrastructure, legacy, tourism, training and much more.

Synaptic Digital promoted and distributed content via www.thenewsmarket.com's English and Mandarin editions and London House TV. Our multilingual media relations teams syndicated additional interviews to outlets such as CCTV, China Daily and Bloomberg.




APPROACH

- Consulted on content creation strategy to come up with business, legacy, tourism, and educational stories.
- Produced 15 stories and 229 video clips in a two-week span in London and Beijing.
- Built and managed London House TV, a video player hosted on the LDA and other government sites.
- Media planning and one-to-one outreach to 50 key media outlets in UK, India, China, US, France and Germany.
- Enabled global media distribution via thenewsmarket.com English and Mandarin editions.


stories

Stories per page: 36


ADD SELECTED TO CART Page 1 of 1

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London 2012 Reaches Out to Small and Medium-Sized Enterprises For Olympic Bids [Source:London Development Agency] (7)

London 2012 anticipates that between now and 2012 there will be up to 75,000 contracts available through... [More](#)
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London Celebrates Becoming Olympic Host City in Style at London House in Beijing [Source:London Development Agency] (13)

London has now officially become the next Olympic city. British icons, athletes and officials in Beijing... [More](#)
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National Youth Theatre's Final Preparations Before Their Performance at the Handover Ceremony in Beijing [Source:London Development Agency] (5)

Actors from the National Youth Theatre Great Britain rehearsed the British national anthem 'God save the... [More](#)
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UK Olympics Minister Tessa Jowell Gives Her Opinion on the Beijing Games and London 2012 [Source:London Development Agency] (3)

During her stay at London House in Beijing, UK Olympics Minister Tessa Jowell gave her views on the... [More](#)
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"Think London" Panel Considers Legacy of the Beijing Olympics and Its Impact on London 2012 [Source:London Development Agency] (13)

Think London hosted a panel at the London House in Beijing, during which London's Mayor Boris Johnson and... [More](#)
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London Mayor Invites World to Use Olympic Training Facilities [Source:London Development Agency] (18)

London Mayor Boris Johnson has unveiled plans to develop the UK's capital city as the top destination for... [More](#)



Synaptic Digital also helped organise the "Champions of Change" event, which included production of an opening video address from James Wolfensohn, former President of the World Bank and former Olympian.

[Click here](#) for the CCTV airing of London House, "Champions of Change" event



STORIES

London House Opening

"London Opens Shop Window to Asia as it Wishes Beijing Luck for Their Olympic Games"

Investing in London's Infrastructure

"London Expects £40 Billion Growth in Economy in Run Up to 2012 Olympics"

Massive Growth in Chinese Economy Strengthens London-Beijing Relationship

"With a quarter of London's Economy foreign-owned, over 20,000 overseas-owned companies, the capital attracts more inward investment than any other European city."

Open day showcase London as a tourist destination

"326% Growth in Chinese Visitors Predicted for London by 2012"

Science in the City" & London Alumni Club

"Number of International Students in London Continues to Grow"

Champions of Change" Panel

"Olympic Games Change Framework of Host Society, Head of London 2012 Says"

"London Calling" Event

"London Takes Lessons From Beijing as New Olympic Host City"

"Events for London"

"London Mayor Invites World to Use Olympic Training Facilities"

"Think London" Panel

"Think London" Panel Considers Legacy of the Beijing Olympics and Its Impact on London 2012

Handover, 24th August

"London Celebrates Becoming Olympic Host City in Style at London House in Beijing"

INTERVIEWS

Celebrities from sport, culture and entertainment

David Beckham
Jimmy Page
Leona Lewis
Wei Wei
Chris Hoy, triple gold medallist
Dame Kelly Holmes

Government and politicians

Lord Seb Coe, Chairman of LOCOG
Boris Johnson, London Mayor
David Adam, Head of Emerging Markets for LDA
Ian Clement, Deputy Mayor London
Andy Burnham, Cabinet Minister
Tessa Jowell, Cabinet Minister
Harvey McGrath, LDA Chairman
Jules Pipe, Hackney Mayor
Sarah Ebanja, Hackney Council
Robin Wales, Mayor of Newham
Ian Barlow, Chairman Think London
David Hornby, Visit London Commercial Director

Business leaders

Herbert Hainer, CEO adidas
Martin Sorrell, CEO WPP
Christophe Berthaud, CEO Swiss Timing, OMEGA
Jaime Florcruz, CNN Beijing Bureau Chief
Peter Foss, President GE Olympic Sponsorship
Executives from Commonwealth Games and Olympic Council of Asia

Academia

Prof. David Wills, Greenwich University
Julian Robinsons, LSE
Former London students

FOOTAGE

London landmarks - London Universities, City, London House in Beijing

EVENT COVERAGE

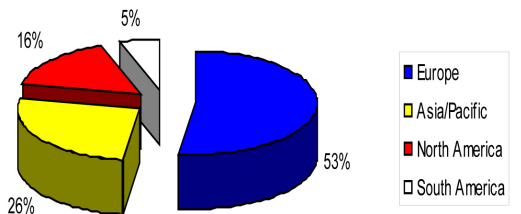
Daily events at London House



RESULTS

- Content requested by 170 media organisations in 42 countries
- London House TV syndicated on London.gov.uk, ThinkLondon.com, and across the web
- Secured on-air news interviews for LDA stakeholders (Bloomberg, CCTV)

ORDERS BY REGION



[Click here](#) for The Sun's airing of David Beckham at the Handover Party at London House in Beijing

SAMPLE COVERAGE:

