

A

midtown conversation

branding diversity

Presented by John Powner  
Partner, Atelier Works  
[john@atelierworks.co.uk](mailto:john@atelierworks.co.uk)  
t 020 7284 2215

## The brief

“how do we build a brand for the Midtown district, which will etch the area on people’s mental maps?”

*“A brand is what people say about you when you leave the room”* Jeff Bezos, founder, Amazon

**A meaningful experience** generated by a set of clear values, defined by difference, authenticity and sustainability

**A brand language** symbolising the values of the brand and embodying the expectations associated with the product or service

# London

“the ungovernable city”

## London – a vibrant democracy at work

### 1980-2012

Docklands & Jubilee line, Canary Wharf & DLR, Broadgate, Paddington Basin, Tate Modern, Kings Cross, Charing Cross, Elephant & Castle, White City, South Bank, More London, The Dome, Somerset House, Stratford City, Olympic Park, Exhibition Road, Battersea Power Station(?) etc.

## London's current 'commercial map'

### **City of London**

*Finance* – banks & institutions

### **West end**

*Retail* – shoppers, visitors, businesses

### **South bank**

*Culture* – tourists, visitors

### **East end**

*Creative* – small dynamic businesses

## International 'commercial maps'

**Berlin** 3 × financial districts

**Kurfurstendamm** – West end

**Alexanderplatz** – East end

**Potsdammerplatz** – Central

**New York**

**Downtown** – South / Financial & arts district

*(Wall St, WTC, Greenwich Village, TriBeCa, SoHo, etc)*

**Midtown** – Central / Business district

*(Rockerfeller Centre, Times Sq, Broadway etc)*

**Paris** largest business district in Europe

**La Defense** – West end

## **Midtown**

### **City of London**

*Finance* – banks & institutions

### **West end**

*Retail* – shoppers, visitors, businesses

### **South bank**

*Culture* – tourists, visitors

### **East end**

*Creative* – small dynamic businesses

**Midtown** – ?



# What are the associations and who are the audiences for Midtown?

- The legal quarter?
- A business services district?
- A financial and cultural hub?

# Midtown

what's it all about?

## Midtown's landmarks and villages

Trafalgar Square, Covent Garden, The Strand,  
Leicester Square, Charing Cross, Holborn,  
Grays Inn, Bloomsbury, Fleet Street, Farringdon,  
Blackfriars, Embankment, Euston, Kings Cross ...

**Who's here?**

**Goldman Sachs, Deloitte**

*Business services, finance*

**Lovells**

*Law*

**Warner Bros**

*Media*

**Grey London**

**McCann Erikson**

*Advertising*

## Midtown geography

**WCI**

**WC2**

**W**est **C**entral London

**EC1**

**EC2**

**EC3**

**EC4**

**E**ast **C**entral London

## 2: Brand language

Is the name 'Midtown'  
(and how it is explained)  
symbolising the values  
of the brand and embodying  
the expectations of the Club?

# Midtown

perceptions

## Meaning

# mid

*'the middle part of a range'*

**mediocre, not dynamic?**

# town

*'a place associated with a specific activity or product'*

**provincial, secondary, not diverse?**



# Geography

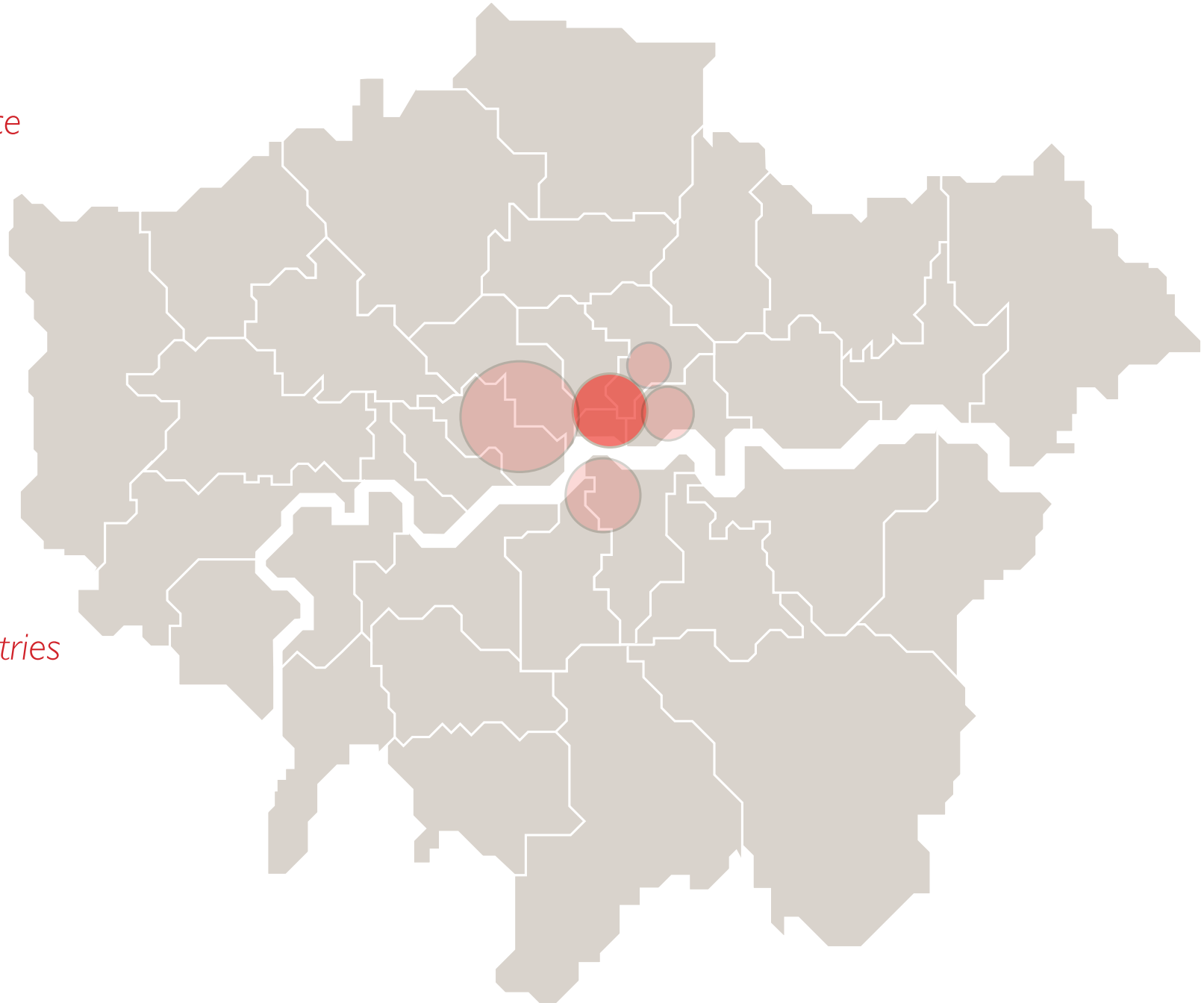
**City of London** *Finance*

**West end** *Retail*

**South bank** *Culture*

**East end** *Creative industries*

**Midtown** ?



## Primary message

**Midtown** is at the heart of London, occupying both east and west central districts.

It has a rich diversity of successful commercial activity, at all scales.

These two key facts make Midtown an attractive proposition for business in London.

Secondary message

**‘Midtown’ is**

*“London’s newest business district”*

**or**

**‘Midtown’ is**

Trafalgar Square, Covent Garden, The Strand,  
Leicester Square, Charing Cross, Holborn,  
Grays Inn, Bloomsbury, Fleet Street, Farringdon,  
Blackfriars, Embankment, Euston, Kings Cross ...

What's more important –  
'Midtown' or its diverse  
cultural and business offers?