
TFL
Tube150 Campaign
2013



understand.

We were asked to design an internal and external communications campaign to mark the 150th anniversary of London Underground. The resulting year-long project galvanises employees and consumers alike with a signature launch event, road shows, a print campaign and a cross-channel multimedia campaign celebrating the past, applauding the present and serving as a call-to-action to all stakeholders for the future.

create.

We launched the Tube150 visual identity with a print media campaign, using a technique blending historical imagery from the London Transport Museum archives with contemporary photographs. This reinforces the unique nature of the offer and its changes through 150 years. It also encourages staff to discover more of the history of London Underground, and their place in the continuing success story.

To mark the actual anniversary and officially kick-off the Tube150 campaign, we produced an evening Celebration Event at the London Transport Museum on Thursday January 10, where nearly 200 employees and stakeholders enjoyed an interactive experience, with the exhibits brought to life by re-enactment actors.

The event featured the Birthday Booth, which was designed to encourage guests to play an active role in the Tube150 celebrations, and create their own merged past/present photo with a message about their hopes and visions for the future of London Underground.

We are exhibiting the Tube150 Installation in key stations and temporary installation is currently touring TfL head offices. The installation is a giant structure of the Tube150 lock-up logo, which has been viewed by internal and external audiences. Each number used to represent the culture and design, heritage and future of LU respectively.

Crown has provided strategic and creative input, production, graphic design, multi-media marketing, script-writing services and catering services, as well as an on-site management team to ensure the smooth-running of all events.

deliver.

"We are thrilled with the success of the campaign to date, which has motivated and inspired our staff, and empowered our consumers behind the success and exciting future of London's transport network."

London Underground Marketing and Communications



What matters?

We have been serving London for 150 years.

Our customers have changed over time, but have their needs?

Find out what really matters to our customers.

Cockfosters station, Piccadilly line 1933. CSA Rosemary Dennis at Shepherd's Bush station 2013.

MAYOR OF LONDON

Transport for London

150
UNDERGROUND

