



Bespoke Advertising Campaigns

BIG IMPACT

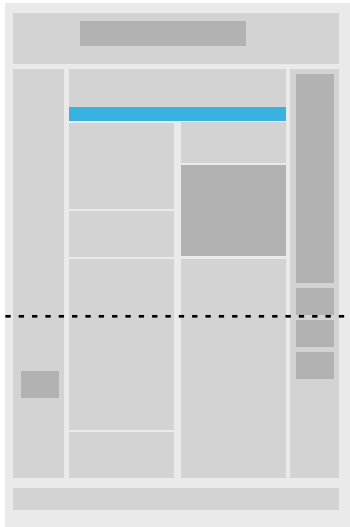
Here are some examples of how a brand can integrate and better communicate with our large thriving audience. These bespoke advertising solutions enable the campaign to create a big impact and boost the resulting brand awareness and click-throughs.

View London has the design expertise and flexibility to offer you original and integrated advertising solutions. These can supplement traditional banner campaigns or can be created as stand alone platforms.

View London also has the unique ability to offer you channeled advertising. So if you have a drinks brand you wish to advertise, you can choose to serve your campaign exclusively in the Pub & Bar Channel. Similarly, if you are advertising a DVD or cinema release, you can deliver your campaign in our Film and Cinema Channel.

These examples show just how easily View London's bespoke advertising campaigns can offer integrated solutions for brands - allowing even better communication with our large, thriving audience.

Coverage Level Light Solution



Key

- Bespoke ad placement
- Other banner ads
- Page content
- Page fold

Light Solution

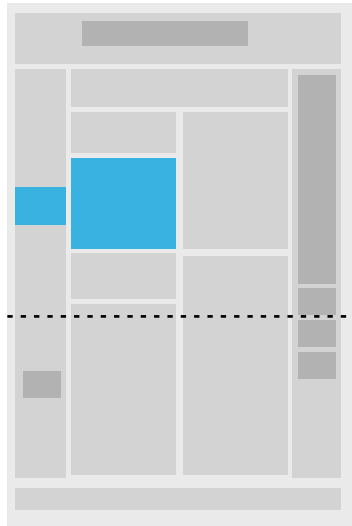
The screenshot shows a website layout for 'Grolsch'. At the top, there is a banner for 'Restaurants' with the text: 'London restaurants are deliciously diverse. From cheap local restaurants to meals with a Michelin star, London restaurants always fit the bill.' Below this is a search bar with the text 'Your Name...' and an 'Enter >' button. The main content area is divided into several sections: 'Fathers Day In London' with a sub-headline 'Forget cooking for your dad on Father's Day, treat the old man at two of London's top restaurants.' and a 'more' link; 'Discover Area of Interest' with a dropdown menu set to 'restaurants' and a 'Next' button; 'Latest User Review' for 'Kulu Kulu' with a 4-star rating and a review by 'Shaun Nickless' dated '20/02/06'; and a large 'WELCOME TO THE GREEN LIGHT DISTRICT' banner featuring a glowing lightbulb with a Grolsch beer bottle inside it. The 'Grolsch' logo is visible in the bottom right corner.



Bespoke Advertising Campaigns

Medium Solution

Coverage Level Medium Solution



Pubs & Bars
A-Z
By Tube
Recommended
Venue Hire
Reviews
By Area
Guest Lists
MARTINI Guide

Site Search

[Search](#)

MARTINI
"The Alfresco Guide"
TELL ME MORE >

News
London, Entertainment, Sports, National

Restaurants
Reviews, Venue Hire at London Restaurants

Pubs & Bars

The Prince
467-469 Brixton Road, Brixton, LONDON, SW9 8HH
0871 332 2143 [?](#)
[map & directions](#)

MARTINI TERRAZZA

MARTINI

Hanover Square, London
28 May - 11 June 2007. 12-9pm
For reservations call
020 8735 5130
or MARTINI@rpmltd.com

Previously known as The Prince of Wales, The Prince is a gastro pub during the day serving a variety of food and an extensive selection of drinks. The Prince is a club in the evening with great jam sessions, DJs and live music.

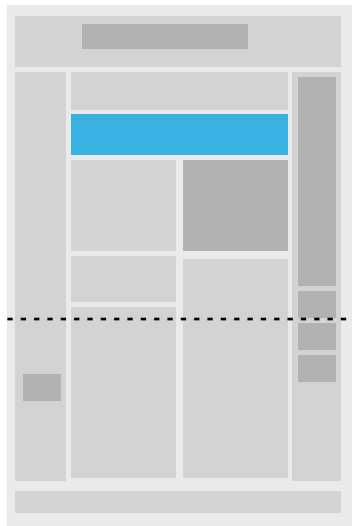
Venue Information
Find out more information about The Prince from open times to pricing and much more.
[see info](#)

What's On
Check out all events that are happening at this venue.
[see what's](#)

Venue Map & Directions
Need to know how to get to The Prince? You can't go wrong with our detailed maps and travel information.
[view the r](#)

User Reviews (3)
The Prince
"The Prince is my new local fave pub in Brixton by a long way. The Prince looks gr..."
★★★★★
By **Anonymous**
[read user re](#)

Coverage Level Heavy Solution



Heavy Solution

Restaurants
London restaurants are deliciously diverse. From cheap local restaurants to meals with a Michelin star, London restaurants always fit the bill.

YELLOW PAGES
DIVING CLUBS

FATHERS DAY IN LONDON
Forget cooking for your dad on Father's Day, treat the old man at two of London's top restaurants.
[more](#)

Discover
Area of Interest
Select a channel to search.
 [Next](#)

FRENCH RESTAURANTS

Key

- Bespoke ad placement
- Other banner ads
- Page content
- Page fold



Sponsorship And Skinning

BRAND EXPOSURE

Sponsorship, in particular in the channels and newsletters, is the ideal way to deliver your message to Londoners whilst at the same time generating brand awareness. Options include re-skinning channels to immerse your brand within the View London frameset.

The examples given below of re-skinned channels on View London demonstrate the positive impact they create for your brand.

Take Over The Site With Maximum Brand Integration

Fully integrate the brand into the site structure utilising the brand's signature colours and design as completely as possible.

The Londoner's Guide to London
[home](#) > [pubs + bars](#) > [grolsch green light district](#)

Pubs + Bars
 Reviews
 Features
 A-Z
 By Tube
 Grolsch GLD

Grolsch Green Light District

WELCOME TO THE GREEN LIGHT DISTRICT
 THE DUTCH BAR EXPERIENCE

Search

Magnus es, domine, et laudabilis valde: magna virtus tua, et sapientiae tuae non est numerus. et laudare te vult homo, aliqua portio creaturae tuae, et homo circumferens mortalitem suam, circumferens testimonium peccati sui et testimonium.

Dedicated Pages Utilising Site Functionality

You can take full advantage of View London's advanced functionality to fully push the brand whilst ensuring a memorable user experience.

Pubs & Bars
 A-Z
 By Tube
 Recommended
 Venue Hire
 Reviews
 By Area
 Guest Lists
 MARTINI Guide

The MARTINI Guide

MARTINI
 Bringing a slice of al fresco European glamour to Central London.

MARTINI Terrazza

The capital's most exclusive bar opens in Hanover Square on Monday 28th May, bringing a slice of al fresco European glamour to Central London. Escape from it all and imagine yourself in Monte Carlo.

MARTINI Al fresco

01 Maddox, Mayfair
 02 The Prince, Brixton
 03 The 5, Covent Garden

more info
 tell a friend

orange
 new
 ultra slim
 Sony Ericsson
 W880i
 Walkman@
 phone

Seamless Brand Saturation Into Key Content

The brand can be slipped into key content areas of the View London site thus reaffirming and subliminally enhancing brand exposure and awareness.

The Bailey
 66 Trafalgar Square
 LONDON,
 WC2N 5DS
 user reviews
 gallery
 recipes

★★★★★
 read our review

Albannach
 66 Trafalgar Square
 LONDON,
 WC2N 5DS
 user reviews
 gallery
 recipes

★★★★★
 read our review

GROLSCH GREENLIGHTDISTRICT
 Show bars in the Green Light District

Disabled Access
 Select your access requirements

wheelchair access disabled toilet
 subtitles

024 matching results