

Leeds

Background

Celebrate Leeds is the title given to the 800th anniversary of the founding of Leeds Celebrate Leeds encompasses a range of events to mark the anniversary as well as a distinct brand for 2007

Leeds City Council commissioned Smart City Dressing to address the problem of communicating this important anniversary to the city whilst raising additional revenue to invest in events

After consultation with Marketing Leeds and local business we launched an ambitious City Dressing programme placing Celebrate Leeds banners on over 200 sites around the city This would result in a comprehensive rebranding of the centre of Leeds to mark the 800th anniversary

The city dressing project was paid for by charging individual companies to have their logos on separate banners This comprehensive scheme not only raised the finance to pay for the project it created significant additional revenue for the council and probably more importantly demonstrated the support of the business community behind the whole Celebrate Leeds project

Smart City Dressing conceived, managed, sold and delivered the whole project "Too good to be true"
Celebrate Leeds Conclusion/ Success

The success of the project can be measured in a number of ways

The financial contribution to the council

The number of banners

The importance of citydressing in promoting Celebrate Leeds through out the city

The positive PR the project generated

The continuing success Smart City Dressing has had selling sponsorship on complimentary events in Leeds

Smart City Dressing augmented the city dressing with the addition of ten free standing flagpoles to Headrow the main city thoroughfare