

TfL Briefing Form for Commercial Partnerships

Name of brand:

Name of agency:

Received from - delete as appropriate:

Agency | Client

Brand sector:

Dates of interest:
* 12 week lead time required

Campaign/Partnership duration:

Approx. budget:
* Minimum 100k budget for campaign/partnership

Brand objectives:

Brand messaging:

Which TfL assets are you interested in using?

Channels of Interest - delete as appropriate:

OOH | TfL Customer Information | TfL Digital | TfL Social Channels | Brand Experience | Filming/Photography | TfL IP

Locations/ transport modes of interest:

London Underground | DLR | River Piers | Emirates Air Line | TfL Property

Other comments:

Please email your completed form to: CommercialPartnerships@TfL.gov.uk