

Income to reinvest in our network

Advertising Annual Report 2023/24

MAYOR OF LONDON



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Foreword

We continue to offer innovative and exciting advertising opportunities for brands

In my second year introducing this report, I continue to be impressed and excited by the creativity and variety of advertising on the Transport for London (TfL) estate, showcased to our diverse customers as they navigate the capital and our network. As well as visual displays, we have made use of our audio facilities, for example in April we celebrated ABBA's 50th anniversary of its iconic song, Waterloo, with a live rendition audio playing out on the traveller at Waterloo station.

Our advertising success is going from strength to strength, offering exciting and more attractive options to brands, such as a 3D anamorphic effect on our large-format sites.

Revenue generated by Commercial Media is higher compared to last year, demonstrating that we are recovering from the headwinds experienced during the pandemic. Reaching our financial target has been a real achievement, enabling us to invest this money back into improving our services.

I want to thank our partners Global and JCDecaux who we have worked with for more than eight years. As these long-standing contracts reach their end, we have recently completed the tendering process to secure new contract partners for our out-of-home advertising network. There will be more on this in next year's report.

The Advertising Steering Group, chaired by Dr Mee Ling Ng, continues to be a great sounding board, providing beneficial support and expertise. You can find out more about their work later on in this report. In particular, I would like to extend my thanks to Dr Mee Ling Ng, as her tenure as Chair of the group comes to an end.

Responsible advertising remains a priority for us, and we work closely with the Advertising Standards Authority (ASA) to stay informed on any changes they make to guidance for advertising. Our Advertising Policy follows the ASA guidelines and Committee of Advertising Practice codes going further in a few areas for example around body image issues and regarding food and non-alcoholic drinks that are high in fat, salt and sugar.

I invite you to get in touch if you have any views you would like to share about the work that we do, or on an advertisement you have seen on our estate. All ideas and suggestions are welcomed and considered, and we take any complaints seriously. They all go towards creating a better network and help improve the experience for all our customers.



Emma Strain
Customer Director
(she/her)

‘Our advertising success is going from strength to strength, offering exciting and more attractive options to brands, such as a 3D anamorphic effect on our large-format sites’

Message from the Chair

Guiding and supporting TfL's Advertising Policy

The TfL Advertising Steering Group remains integral to our business, helping to shape, guide and advise on TfL's Advertising Policy. Acting as a sounding board in an ever-changing advertising landscape, I continue to be supported by a team of experienced TfL officers, independent advisors and our advertising partners, ensuring that the advertising guidelines are fit for purpose and reflect the growing diversity of communities in the capital.

During the past year, the group looked at creative campaigns making environmental claims and high carbon emission products pertaining to travel and domestic energy use. Managing green washing claims is an issue the industry is having to address more frequently. We also discussed content depicting high fat, salt and sugar products that feature incidentally to the product being advertised, as well as broader political and global issues that impact advertising content. I thank members for their contributions to these discussions.

The last financial year has seen TfL return to better than expected revenue growth compared to last year, and we welcome this continued buoyancy in what has been a difficult period in the industry.

Our newest Steering Group members who we welcomed in May 2023 have settled in well. I would like to thank them and the entire group for their value-added contributions, insight and support. I remain thankful to our advertising partners and officers.

In September I will step down as Chair. It has been a pleasure to have served since 2016, helping to shape the TfL Advertising Policy during a time when unhealthy representations of body image were prominent in advertising creatives. I give my thanks to all members of the group, our advertising partners and the whole TfL team who have supported me enormously. I wish the group every success in the future.



Dr Mee Ling Ng OBE
Chair of the Advertising Steering Group
(she/her)

'The last financial year has seen TfL edge ever closer in returning to near normal revenue growth and we welcome this continued buoyancy'



Getting the message across

Our advertising estate in 2023/24



3,059

entertainment and leisure campaigns delivered (top three category)

1,695

Government, political and social campaigns delivered (top three category)

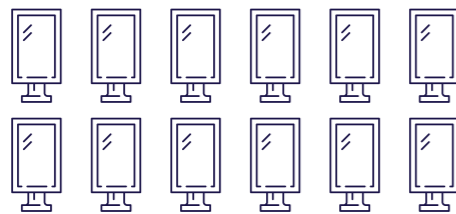


1,382

retail campaigns delivered (top three category)

13,920

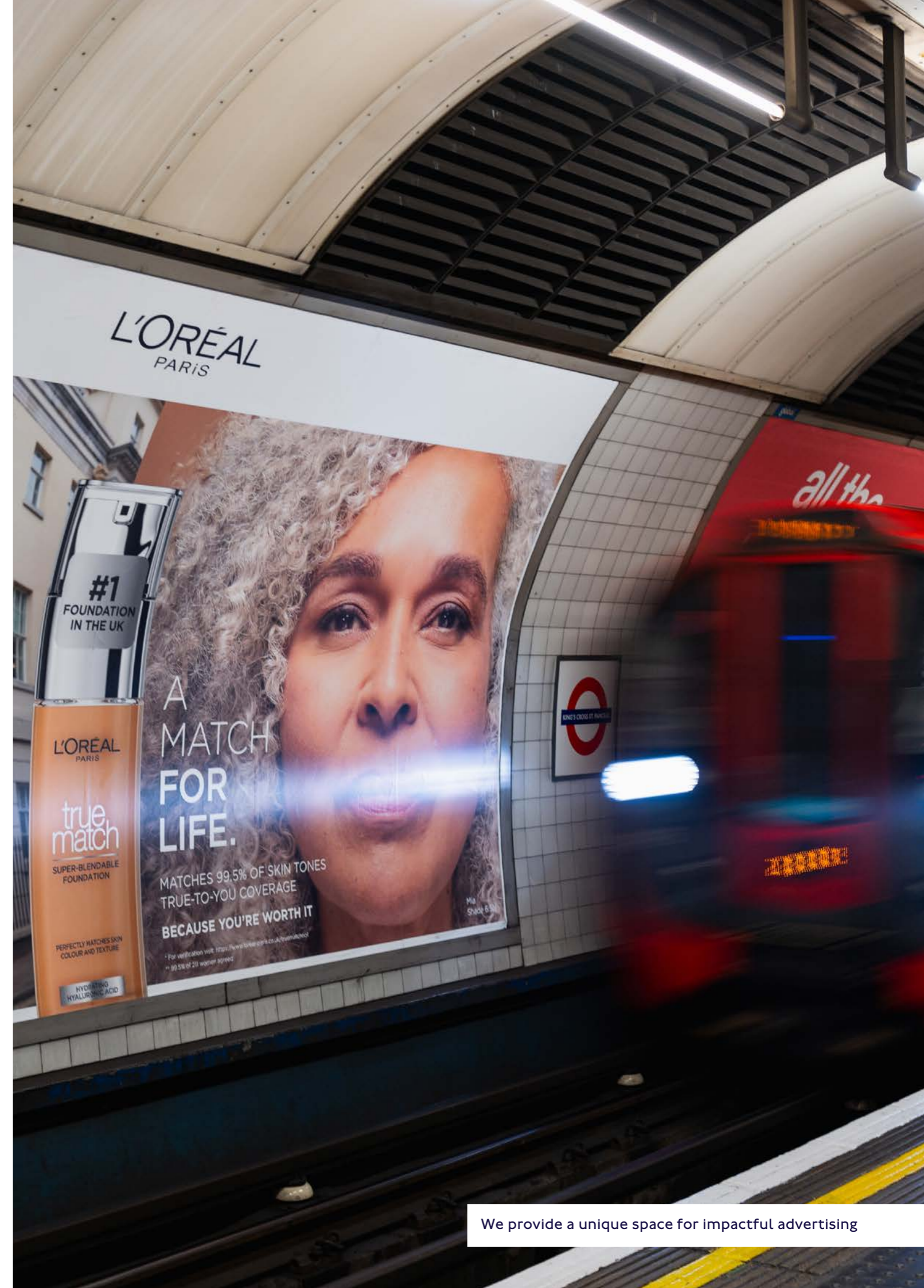
advertising campaigns on the network



£154m

commercial income for the year*

* Commercial Media income includes: advertising, commercial partnerships, filming and photography, and brand licensing. It does not include the cycle hire scheme, which is an additional £10m



We provide a unique space for impactful advertising

Creative campaigns

Providing immersive spaces for brands to unlock their creativity



Breaking the mould

Making waves with an assortment of impressive campaigns

In the last year we have seen an eclectic range of creative campaigns from numerous brands, including Rimmel, TK Maxx and Boots.

Streaming service Netflix promoted the sixth and final series of The Crown, while beloved British-based Aardman animation studios used London's buses to promote the release of the latest Chicken Run film, Dawn of the Nugget.

Matt Smith for Paul Smith

The Paul Smith clothing brand ran a station takeover at Bond Street and Green Park, with the actor Matt Smith modelling its clothes across digital displays on platforms, corridors and escalators.



We can help brands reach huge and diverse audiences

Sephora

Following the arrival of the American store Sephora in the UK at Westfield White City, a second store at Westfield Stratford was announced with an immersive campaign at

Stratford station. Wrapped ticket barriers and escalator advertising helped to add to the much-anticipated opening of the second store.



Luxury brands

This past year has seen an uptick in the advertising of luxury and beauty brands, and these brands are choosing key central London stations on the Elizabeth line to market their products. Bus routes that serve the central activity zone have been used to reach audiences too. Brands including L'Oréal, Gucci and Fenty Beauty have leapt at the chance to reach audiences at prime locations in Bond Street, Oxford Circus and Tottenham Court Road. London's newest railway network provides creative agencies and brands with the choice of digital and larger screen formats, affording them scope to be even more creative in marketing their products.



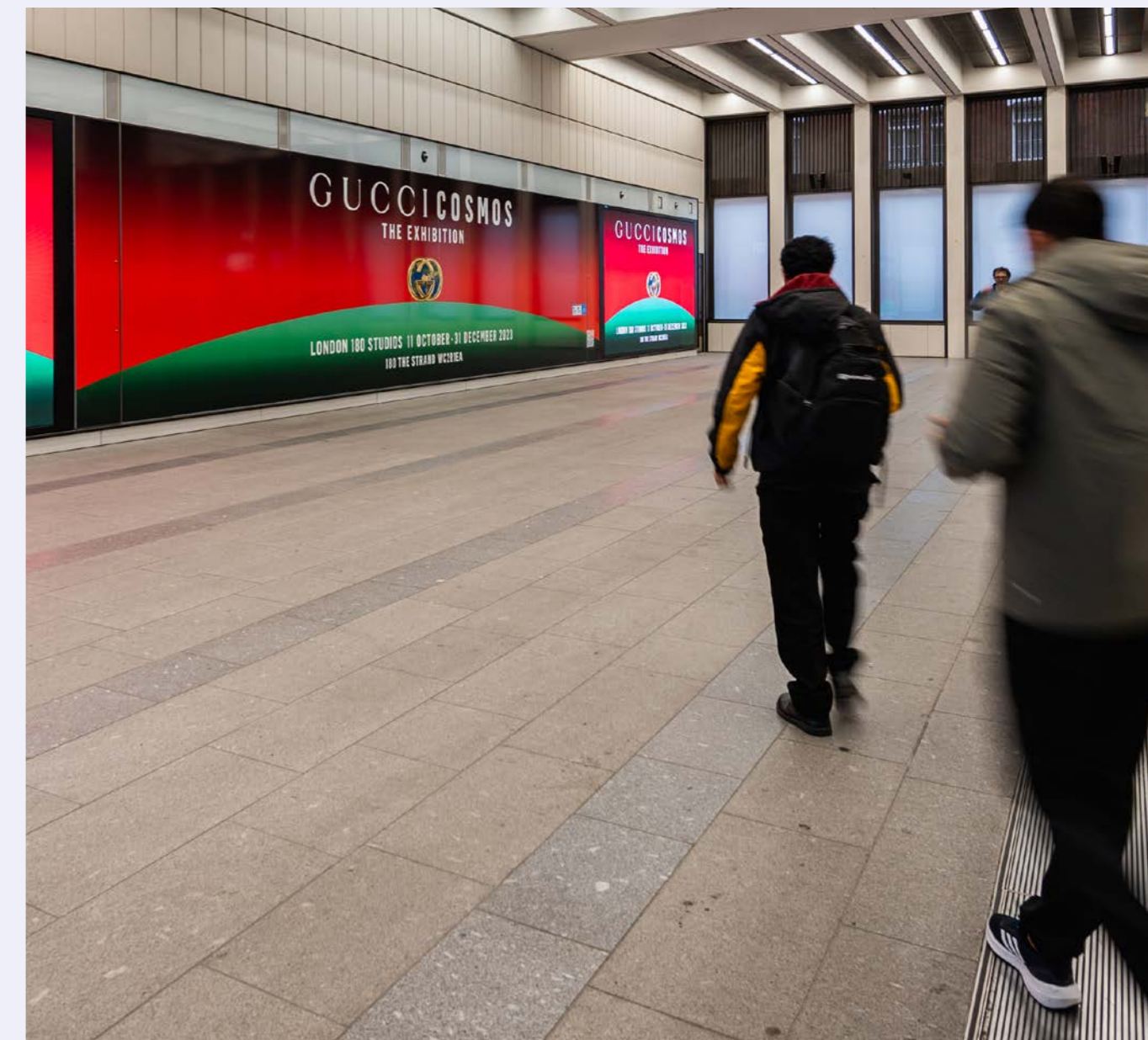
H&M Kids

H&M Kids promoted their school essentials and summer/autumn clothing to customers by booking assets on the pedestrian tunnel which connects South Kensington Underground station to three of the capital's neighbouring major museums in southwest London.

Gucci Cosmos campaign

In October, Gucci Cosmos ran an immersive Bond Street Elizabeth line takeover.

The Italian fashion house's iconic green and red adorns the Mega Digiwall in the ticket hall, winding down escalators and corridors before greeting passengers at the platform.





McCain Foods

McCain Foods chose our network to share their sustainability story. The out-of-home tunnel transformation was part of their 'Let's all chip in' campaign, which highlighted the threat to potatoes, and how their regenerative farming approach can help prevent staple foods from dying out. It demonstrated how farms can sow beautiful wildflowers like those used in the creative, as they encourage birds and insects.



Celebrating brand creativity on our network

Look Ahead competition

Launched together with our media partner, Global, and advertising agency, Contagious, the 2023 Look Ahead competition focused on welcoming submissions that celebrate creative excellence outdoors. With this in mind the brief was set, challenging creative marketing agencies to submit campaigns that would award the winner two weeks of free advertising space on our network. We wanted to see digital advertisements that

provided customers with an alternative underground experience.

The worthy winner was the WayBack initiative, a dementia awareness campaign chosen from many entries. Using our digital ribbon screens that run the length of escalators, the creative showcased a series of passengers dressed in authentic 1960s attire filmed as if interacting with

our customers as they travelled along the escalators. By combining a yesteryear era with the modern day, it cleverly evoked memory, combining the past and present to emphasise the work of the WayBack initiative and carers of Alzheimer's and dementia patients. Through the impactful use of virtual reality film, it tackled a sensitive topic while also entertaining and engaging our customers.

'This creative shows how out-of-home advertising can enable bold campaigns that make a splash, while still being meaningful and sensitive. It also demonstrates how our estate continues to be a natural home for brands who want to push creative boundaries to reach diverse audiences'



Chris Reader
Head of Commercial Media
(he/him)

Commercial Media

Comprising our website advertising, Film Office and collaborations with brands through partnerships and brand licensing



Commercial Partnerships



Showcasing new capabilities in innovative ways

Samsung on the Circle line

January saw the launch of a two-week campaign to unveil the new Google AI feature available on the Samsung Galaxy S24 series mobile phone. By reimagining the iconic 1933 Harry Beck Tube map as a circle, Samsung wanted to highlight how 'circle to search' functionality on its new device enables users to instantly search anything

they see on their phone by circling the item and without switching apps.

In this first commercial partnership of the calendar year, the 'circle to search' artwork map was displayed at six stations that serve the Circle line: Blackfriars, Liverpool Street, Paddington, Westminster,

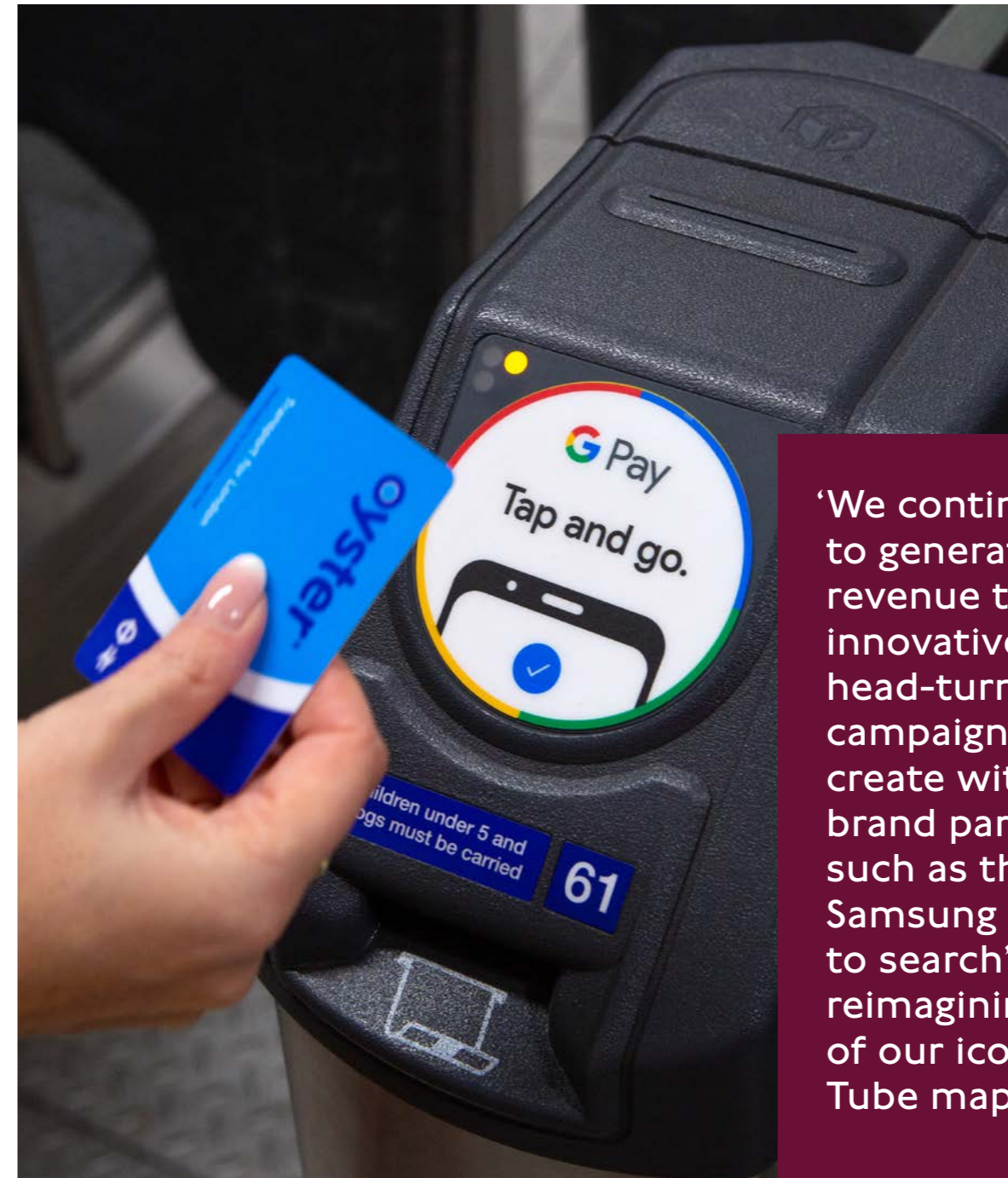
King's Cross and Victoria. Using our brand intellectual property to deliver an innovative campaign drew interest across some of the busiest stations on the London Underground network, while visually showcasing the feature's capability on Samsung's newest device.



Burberry Street campaign

The growth in luxury brand advertising is something we have welcomed this year, and in September we were delighted to work with the creative agency representing British luxury brand Burberry. During London Fashion week, Bond Street station was renamed Burberry Street for a four-day period. The station entrance, signage and a number of iconic TfL roundels on the Central, Jubilee and Elizabeth line platforms were rebranded to feature knight blue, a colour debuted by Chief Creative Officer Daniel Lee as one of Burberry's new symbols of the house, and the station was temporarily renamed Burberry Street.

Despite pre-announcements of this temporary rename, we recognise that this caused some issues for customers. We received complaints on issues including navigation and confusion caused to some customers. We want to continue to build on the successful delivery of previous temporary station rename campaigns, including at Piccadilly Circus, Westminster and Green Park stations. Customer feedback on Bond Street has helped us to develop plans for future station takeovers and how such opportunities will be realised.



Google partnership renewal

In May 2023 we were pleased to have Google renew its partnership with us as sponsors of our card readers throughout the London Underground network. This partnership brought in a total of £1.6m in revenue for 2023/24.

‘We continue to generate revenue through innovative, head-turning campaigns we create with our brand partners, such as the Samsung ‘circle to search’ reimagining of our iconic Tube map’



Harriet McDonald
Lead for Commercial Partnerships and Experiential Marketing (she/her)

Film Office

Increasing our LED volume

We recognise the need for the film industry to use innovative ways to reduce energy consumption, travel and transportation costs and deliver more sustainable productions. High-resolution LED screens are increasingly used to replace traditional green screens, set-builds and filming on location. These digital screens can be curved to create a 340-degree studio backdrop, which can show video or stills content to create a virtual environment in front of which the scene is filmed; a digital set. The next video or stills content is displayed on the screen and subsequent scenes are filmed. This technology enables filming to take place in bespoke studios around the world.

We are introducing high-resolution footage of multiple locations across our estate for use on digital sets. This provides multiple benefits to both us and productions teams, for example we can introduce bespoke footage for locations where space is limited or access is restricted and reduce our energy costs associated with filming. The footage will be available for production teams to licence, which will generate revenue for TfL.

Film Office

Despite the strikes by writers and actors in America from May to September last year bringing many productions to a standstill, we have had a buoyant year, exceeding our revenue targets.

Film releases might have slowed but production filming on our network continued. Production included 46 TV Dramas and 21 features. Top three location choices were Charing Cross, followed by Bank and then Aldwych. Overall, we have generated more than £1m from filming activity on our estate this year.

In addition to our revenue success, and in an effort to align with our decarbonisation agenda, we were pleased to start reducing our carbon footprint within the Film Office practices. We have taken time to educate film production crews on waste and taken steps to reduce this. Recycling bins must now be placed alongside normal waste bins at film sets at our exclusive sites. We are also requesting that no single waste plastics are used, for example water bottles, and that any excess food waste is redistributed. This coming year we are seeking to partner with waste reduction companies to support us and ensure superfluous food and items are donated and not wasted.



‘We offer many locations, and using LED volume we can offer bespoke footage which we can add to our location portfolio. All footage requested and paid for by production companies can be kept by us for future use’



Karen Pegram
Category Officer
(she/her)

Intellectual property rights

Intellectual Property

Our Intellectual Property and copyright use from our Film Office has increased its revenue significantly and in 2023/24 we have generated more than £200,000 for the first time. Over the last six years we have grown from circa £25,000 a year to £200,000. This is testament to our iconic household brand and reach.

Brand licensing and collaborations

We own well-loved and globally-recognisable assets, and we work with partners across the world on a huge and varied range of consumer products, from fashion and gifting to toys and games.



Creative collaborations to make iconic designs

Uniqlo

In April 2023 we collaborated with Japanese high-street fashion retailer Uniqlo on a range of TfL-branded T-shirts and tote bags for the launch of their new store in Covent Garden. Featuring heritage poster graphics and abstract roundels, this collection celebrated 160 years of the London Underground.

South Korean fashion partner

We also launched new fashion brand 'London Underground Studio' (LUG) with South Korean partner, Handsome. The contemporary fashion brand will launch between two and four collections a year, supported by exciting campaigns and pop-up shops.

‘With Brio being one of the world’s leading toy companies, we are excited to bring our instantly recognisable Underground trains to children across the world, allowing them to play with a little piece of London and its transport network at home’



Ellen Sankey
Brand Licensing Manager
(she/her)

Brio

Following a well-established relationship with adult-targeted markets for our brand licensing collaborations, we were delighted to expand into the children’s market with the launch of a new Tube train toy for children aged three years and over, under a global licence with Toy giant Brio. This enabled us to expand into wider markets and audiences, thereby showcasing our global reach and prospects.



London Spirit

To celebrate The Hundred, the UK’s newest cricket competition, we partnered with the England Cricket Board and team London Spirit to create a co-branded product collection, including a pre-match kit. Inspired by the design of St John’s Wood station, which is the local station to Lord’s Cricket ground, and the Tube map, the kit was modelled by our colleagues who have a love for both TfL and cricket!

Advertising on our digital platforms

Our website

In 2023/24, online advertising on our website faced a decline, with revenue amounting to £744,000 compared to £1m in the previous year. This was mainly down to the depreciation of third-party cookies.

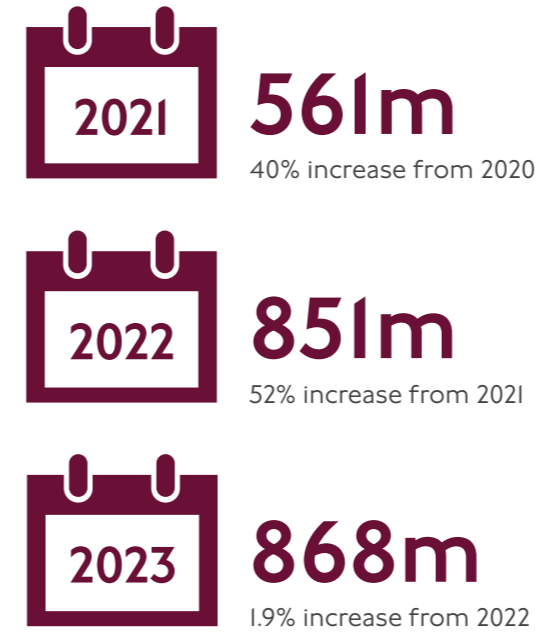
Around 64 per cent of our website revenue comes from four advertising categories. Ranked by revenue contribution, these categories are: travel and tourism (36 per cent), internet and telecom (11 per cent), business and industrial (nine per cent), and autos and vehicles (eight per cent).

We collaborated with our online advertising partners to put in place measures to enhance our advertising review process.

We are also introducing an advertising solution without cookies, designed to display adverts without relying on cookies. We plan to transform advertising on our future website by introducing responsive and dynamic advertisement formats which will maximise revenue while improving user experience, effectiveness and viewability scores.



Website page views by year (2021-23)

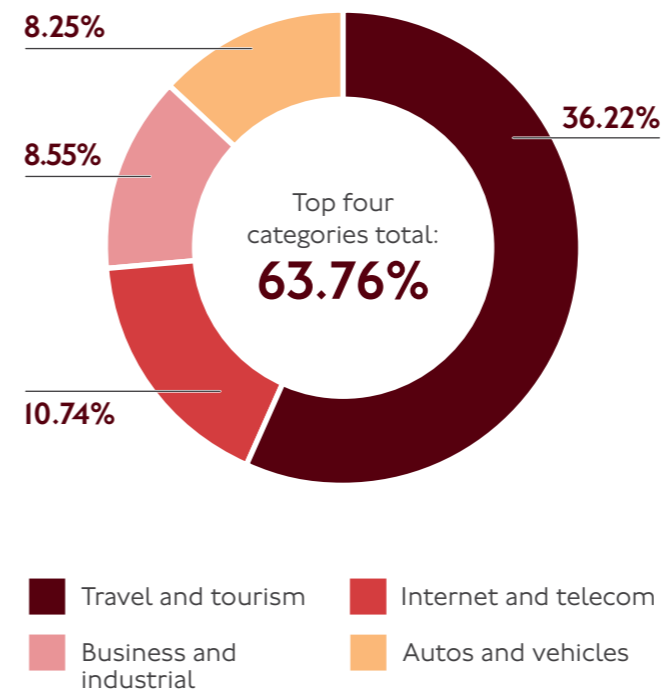


TfL Go

We recently launched a commercial trial to evaluate the market potential of the TfL Go app by targeting venues across London by offering TfL Go Promoted Places cards on a monthly subscription basis. The initial market feedback has been positive, with several venues and Business Improvement Districts expressing interest.

We have already secured deals with Team London Bridge, the National Portrait Gallery, and the Fitzrovia Partnership, and we are currently in discussions with other venues and Business Improvement Districts.

Top four TfL website advertising categories – revenue contribution in 2023



Sustainability and the environment

Protecting and preserving the environment is very important to us and impacts how we manage and optimise our estate

Royal Courts of Justice

JCDecaux

EVEN A WALLFLOWER CAN BLOOM

FROM SHONDALAND

BRIDGERTON

ONLY ON **NETFLIX** | PART 1 NOW PLAYING
PART 2 13 JUNE

ST. MARTIN IN THE FIELDS

The Giving Back Story

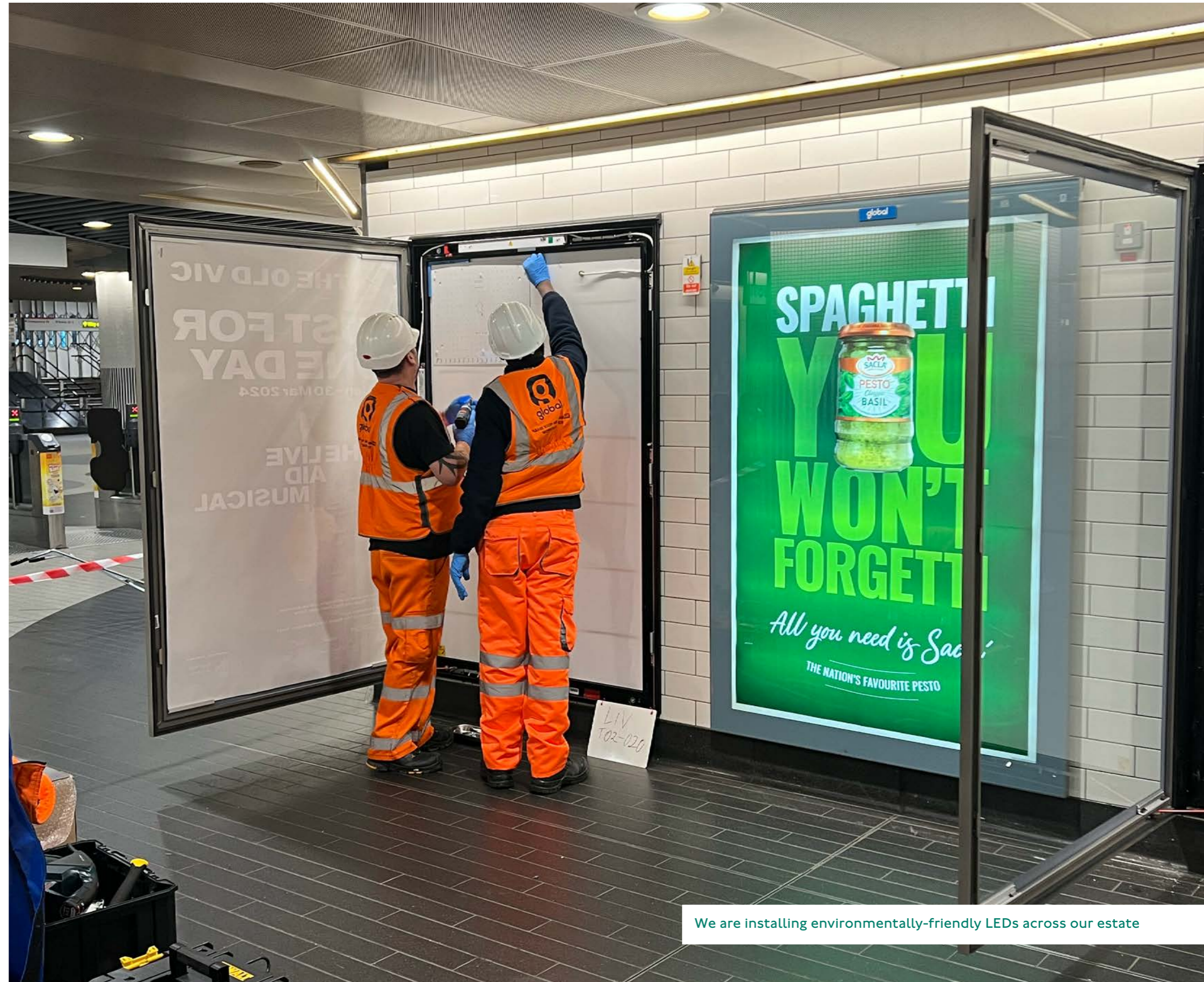
In 2023, alongside our out-of-home media partners, we created The Giving Back Story, a report highlighting how out-of-home is a media like no other. It's a channel which gives back to the communities it serves by providing substantial funding to local authorities and transport companies to invest back into improved public services.

We used some of the most profound campaigns and initiatives to show the real impact of out-of-home advertising, particularly across London and the TfL estate.

Project Bright Green

In 2023, we decided to upgrade the lighting in the majority of the classic poster advertising frames across our rail estates. The posters were illuminated using fluorescent tubes and replaced with LEDs as they consume less energy and are more environmentally friendly.

Along with our media partner, Global, we worked with Bright Green Technologies to develop an LED lighting unit that complies with our fire regulations. Installation of the LED units began in March this year, with approximately 2,500 units expected to be installed by early December 2024. The project will deliver a return-on-investment within the advertising frame's lifecycle due to the reduced power consumption. In addition, the LED lighting unit creates a uniform spread of light that looks fantastic and eradicates the striping-effect created by the fluorescent tubes, which also makes them more attractive to brands.



We are installing environmentally-friendly LEDs across our estate

Responsible advertising

We work closely with the ASA to keep abreast of changes to policy



Keeping our advertising estate compliant

We go above and beyond to ensure we adhere to the ASA Codes of Practice

All copy is reviewed against our Advertising Policy by our media partners before it is displayed on our network. If it falls under a category we have flagged or if our media partners want to check anything, it is sent to us for further consideration.

Working with the ASA

We continue to regularly meet with the ASA and update on emerging issues. In 2023/24, discussions included sustainability and environmental claims, regulation for advertised overseas cosmetic procedures and cryptocurrency. We think it is important for advertisers to have consistency of standards they are adhering to, which is why we work closely with the ASA to stay informed of potential changes.

Gambling advertising restrictions

Following the publication of the GLA-commissioned research by the University of Sheffield and University of Glasgow in 2023, which looked into the links to health and harmful gambling, further evidence is still needed around the impact of restricting out-of-home advertising. This includes clarifying how harmful gambling is defined. All advertising copy on our estate follows the rules that the ASA enforces, which includes restrictions on gambling creatives and campaigns.

Environmental claims in advertisements

Woodburning fireplace product advertising has been challenged on health and environmental grounds, and we have been asked if these products require restriction. We will raise it with the ASA and continue to review copy on a case-by-case basis. Advertising of vapes, as well as the clarity and consistency of messaging on their disposal, including claims of recycling, have been raised. The ASA took enforcement action against retailers and is continuing to issue rulings on an ongoing basis.

Cosmetic procedure advertising abroad

The industry has seen a rise in the advertising of services offering cosmetic and dental procedures overseas, often with little to no guidance clauses applied to them. This has led to several rulings on online adverts being upheld by the ASA owing to the language used in them. The ASA has raised concerns on the balance of discourse of inner beauty versus permanent beauty, as well as deals being offered on combined cosmetic procedures, whereby standards could be compromised. We are following the ASA guidance on these types of adverts, and seek ASA advice regularly.

‘Through our Advertising Policy and by working closely with the ASA, we ensure that the adverts which run on our estate are sustainable for all of London’s diverse audiences’



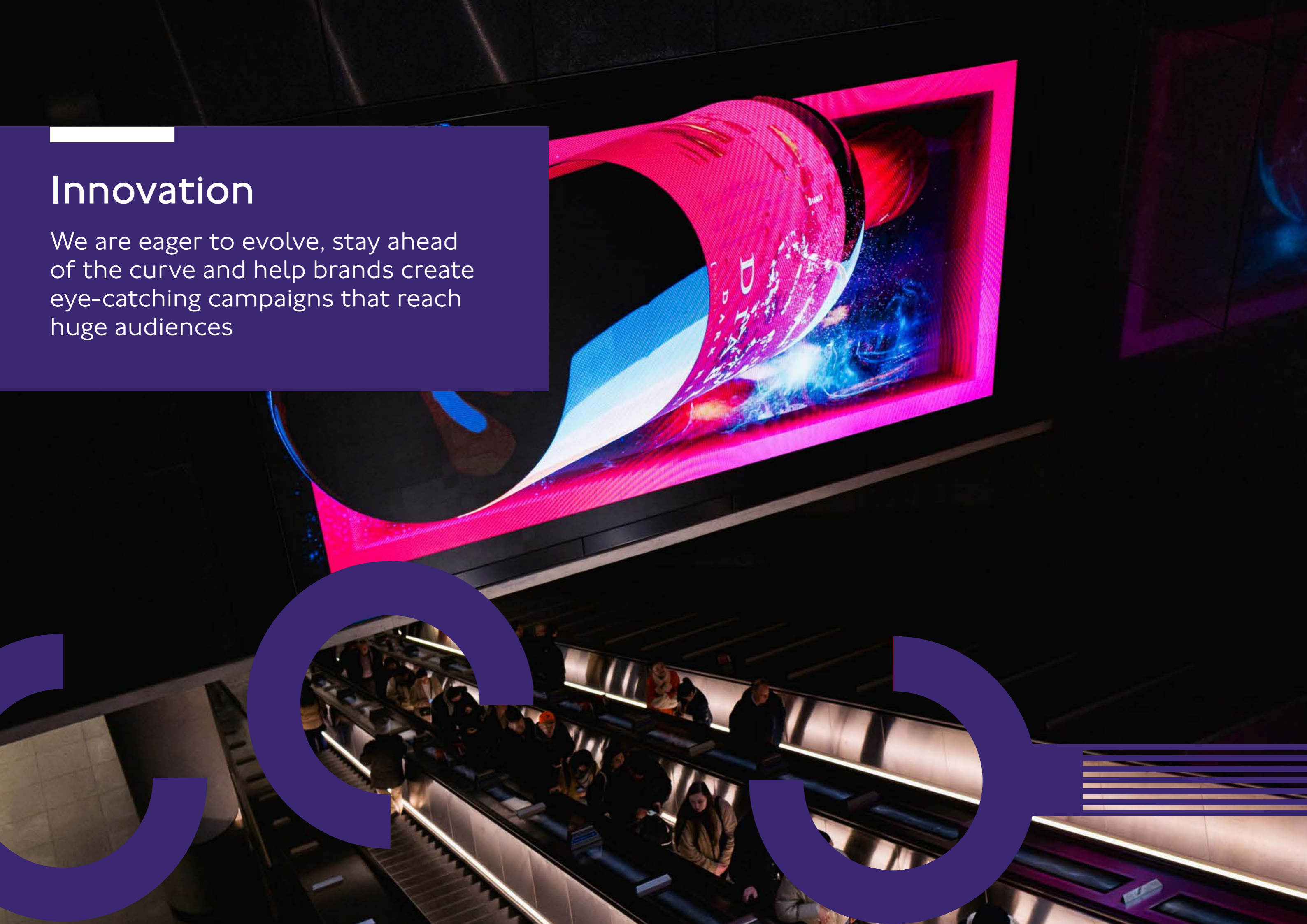
Donata MacCrossan
Programmes and
Policy Manager of
Commercial Media
(she/her)



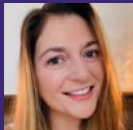
We want to ensure advertisers are informed by clear standards

Innovation

We are eager to evolve, stay ahead of the curve and help brands create eye-catching campaigns that reach huge audiences



'It's exciting and forward thinking to see TfL and our media partners increasingly adopting 3D digital anamorphic technology for campaigns at scale'



Rebecca Canham
Senior Commercial
Asset Manager
(she/her)

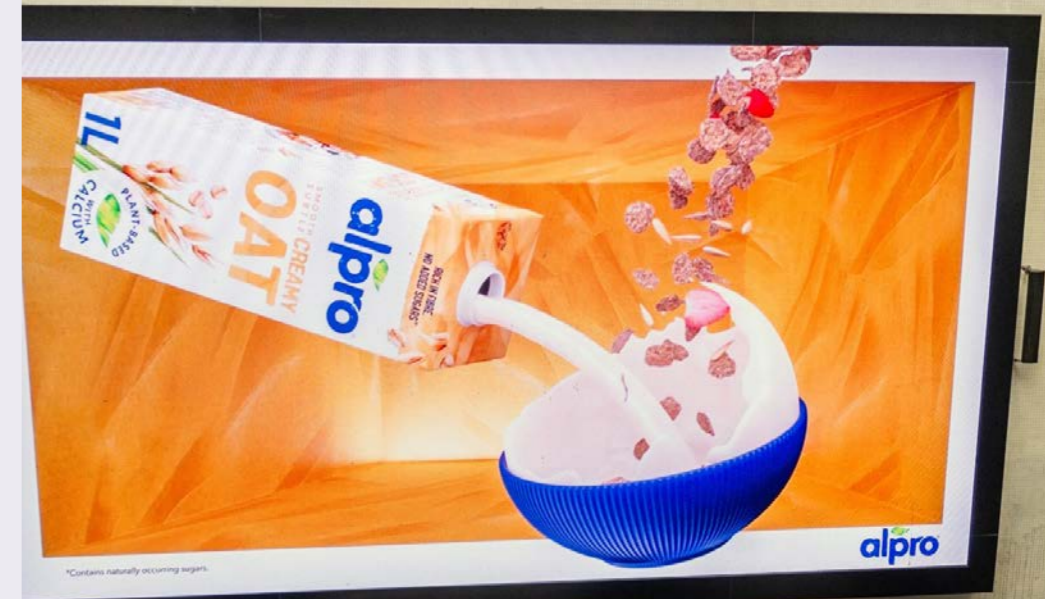
Digital motion at bus shelters

In 2017, together with JCDecaux UK and TRL Ltd, we carried out an in-depth study of whether motion in advertising causes a distraction for drivers in an urban environment. After the successful completion of the study, it was decided that subtle motion did not have a detrimental impact on safety and a rigorous

live trial took place on a number of screens throughout 2020. This also confirmed that the use of subtle motion had no negative safety aspects and after agreement with our safety teams, and subject to planning permission, this form of subtle motion creative will be used on our digital bus shelter network.



3D anamorphic technology provides a unique opportunity



3D anamorphic advertising

Together with Global, we launched the 3D anamorphic advertising product in April 2023. This eye-catching and engaging digital format creates a 3D perception using a series of black and white borders around the specially designed creative to make objects appear to popout or recede. These dynamic, innovative campaigns are highly effective at capturing the attention of customers as they travel through the network. The 3D anamorphic format has been well received and campaigns are generating improved brand metrics including recall, consideration and talkability.

We ran 11 3D anamorphic campaigns on our large-format screens above escalators, digital 12 sheets and digital 6 sheets during 2023/2024. New York Bakery were the first brand to use it, and were swiftly followed by L'Oréal, Samsung, Alpro, PUIG, Pepsi, Timberland, Amex and Concha Diablo. We are excited to see where the future of 3D anamorphic advertising leads!



Music on the Underground

This year we focused on advertising innovation and utilising existing assets across the London Underground network to refresh and renew key advertising spaces, while not compromising safety. Music on the Underground launched in conjunction with ABBA Voyage to surprise and delight our customers at Waterloo East. Three well-known ABBA songs played while customers used the traveller, surrounded by beautiful imagery of the famous group.

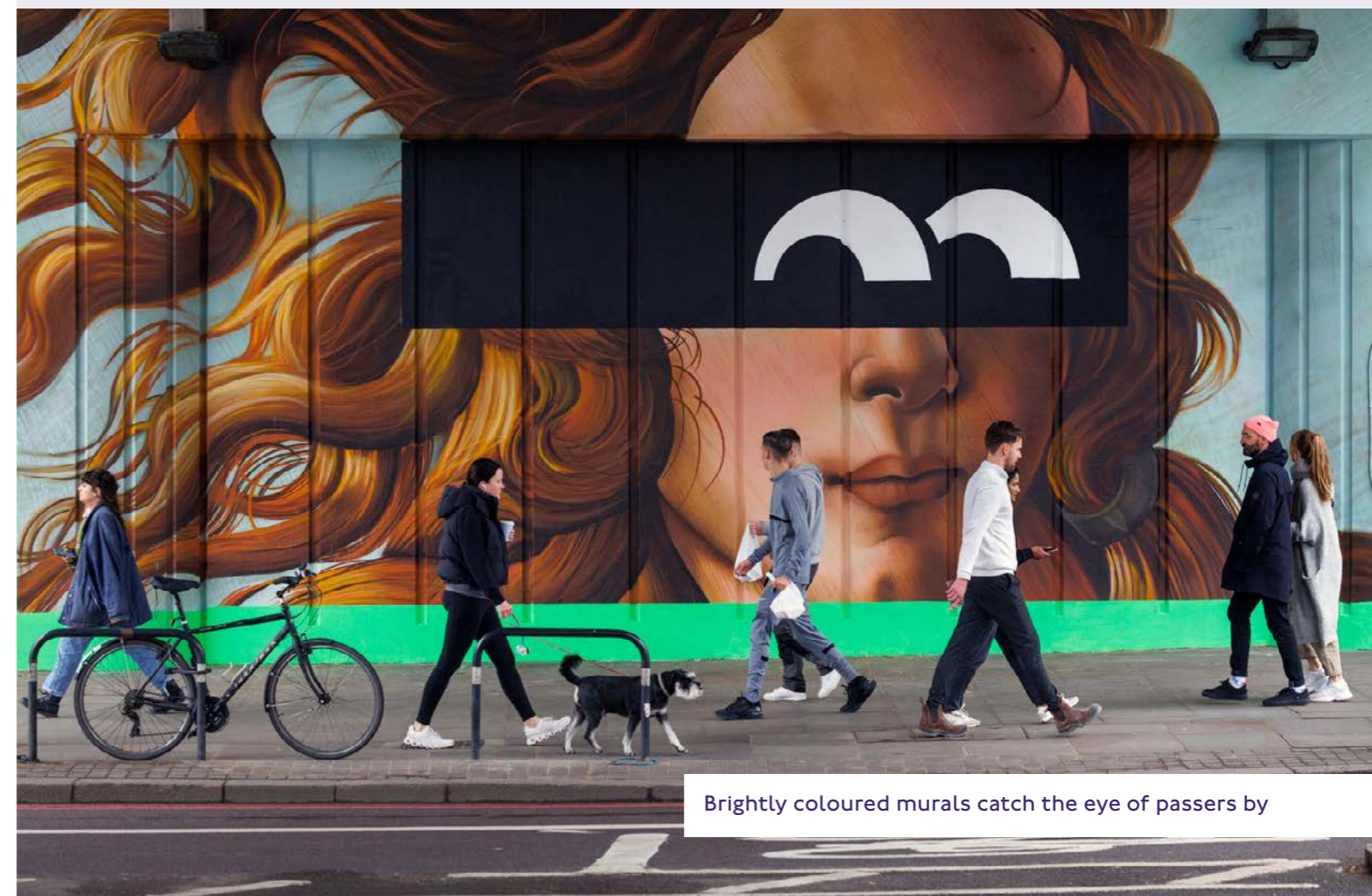
We have also created a similar space at King's Cross where brands can vinyl wrap a customer tunnel and play music at the same time. This project has taken a number of years to trial, engaging with a number of stakeholder groups to ensure this experience adds to our customers' travel day. As a result, the music is limited to playing on weekdays from 9.30am to 5pm. This opportunity is sold by our media partner, Global, who currently manage the installation of advertising at these locations

Hand-painted murals

Increasing our revenue and utilising our current assets, this year we expanded our portfolio to trial hand-painted murals. Alongside our trial partner, Global Street Art, we identified the Shoreditch High Street underbridge as our first location. A thriving location with plenty of people walking, cycling and driving through, this bridge previously was painted white, at odds with an area known for its vibrant street art. Our first installation in March 2024 saw a brand's colours transform

this space to one of joy and wonder. The installation itself takes three to five days and removal is easy as a film of vinyl is adhered to the brickwork, essentially making the paint a temporary installation.

In addition, the paint is able to absorb pollution helping us to increase our green footprint. Moving forward we are hoping to expand this project to a number of underbridges and TfL building sites, enabling us to add to our revenue pot.



Brightly coloured murals catch the eye of passers by

Campaign management

The advertisements that run on our network must adhere to our rules, and we take all complaints seriously



Advertising categories

A breakdown of advertising run by market sectors

Category	Number of advertisements
Entertainment & Leisure	3,059
Government Social Political Organisation	1,695
Retail	1,382
Business & Industrial	1,181
Publishing & Media	714
Travel & Transport	680
Finance	587
Drink	484
Clothing & Accessories	482
Property	459
Cosmetics & Personal Care	410
Food	361
Pharmaceutical	298
Online Retail	243
Household Equipment & DIY	240
Telecommunications	223
Education & Vocational	150
Computers	140

Category	Number of advertisements
Mail Order	140
Charities	117
Automotive	116
Office & Home Computing	109
Leisure Equipment	81
Luxury Goods	74
Sports	74
Gaming	69
Multi Advertisers	59
Electronics, Household Appliances & Tech	52
Gardening & Agriculture	42
Medical	42
Not Allocated	27
Recruitment Classified	20
Tobacco & Accessories	19
Confectionery*	5
	13,834

* Products under this category would be compliant with HFSS restrictions



Advertisements fall under a range of market-selected categories

Managing our campaigns

A breakdown of the complaints we received and the campaigns we have declined

The complaints we receive directly cover a range of topics. Each year, a small number of advertisements tend to generate the majority of the complaints we receive.

Some complaints are not always clear as to what advertisement they relate to or if the advertisement ran on the TfL estate. Overall, we receive a low number of complaints; this year it was 712 complaints made against the 13,834 campaigns and individual advertisements that ran on our estate.

Of the complaints made this year, a large proportion were for unauthorised flyposted adverts for Boycott Barclays, which are in the table on the next page categorised as 'unauthorised advertising' – these were not approved by us or our advertising partners, nor would they have been approved if they were submitted to us. Unauthorised posters are an act of vandalism which we take extremely seriously. On hearing of fly-posters, we instruct our contractors to remove any that are found on our network.

6

advertisements were subject to ASA complaints (all were upheld)



712

complaints were received directly from our customers



We typically receive a low number of complaints

Advertising campaigns that received complaints in 2023/24

Advertisement	Number of complaints
Burberry	281
Unauthorised advertising	106
Kerala Tourism*	46
Samsung	37
Saw X	31
Unknown	30
Islam Relief	13
M&S	12
BAE Systems	11
Firewood.co.uk	10
Elf Bar	9
McDonalds	7
Elwood's Organic Dog Meat	6
Velo	6
KFC	5
Not advertising-related	6
Right Said Fred	5
Sony Playstation	4

Advertisement	Number of complaints
Visit Saudi Arabia	5
Admiral	4
Burger King	4
Methods for Change	4
The Exorcist: Believer	4
Airtasker	3
Bible App	3
Diablo: Welcome to Hell	3
Ecoblaze	3
Magic Mike	3
Nordic Spirit	3
Coca Cola	2
Disney	2
Live Fast Die Young	2
Maybelline	2
Netflix	2
North Cyprus	2
Sky Original: Deadshot	2

Advertisement	Number of complaints
Tinder	2
African Investment	1
Bamboo	1
BBC	1
Boohoo	1
Citadel	1
Corporate Traveller	1
Costa Coffee	1
Dead Buried Alive	1
DSEI Arms Fair	1
Durex	1
e.l.f Cosmetics	1
Go Vegan World	1
Gold Bar	1
How to have Sex	1
Jack Daniels	1
Jordan Peterson	1
Lucky Saint	1

Advertisement	Number of complaints
Mapa Health Care in Turkey	1
Mean Girls	1
Mystery Vibe	1
Nato	1
Not a TfL asset	1
Roam	1
Shein	1
Sony Playstation: Call of Duty	1
Superbowl	1
Tate	1
Taylors	1
The Sound of Freedom	1
UCKG HelpCentre	1
Wizz Air	1
WorldRemit	1
Total	712

* These complaints were to do with animal cruelty and once raised, we investigated the use of animals in advertising and there is a Government Legislation in place in the UK called The Animal Act. This restricts how animals, specifically for low welfare activities abroad, are portrayed in advertising.

All advertisements that run on our network must adhere to our Advertising Policy and comply with the ASA guidelines. Any complaints we receive are investigated and if the advertisement complies with our policy, we signpost people to the ASA to raise their complaint.

In 2023/24, we received 712 complaints about advertising. It should be noted that some of these are not related to specific advertisements nor can they be attributed to a specific advertising asset. As such, the number and nature of complaints received varies from the number and nature received by our media partners. This year, fly-posting on the network has resulted in more complaints overall. The ASA received six complaints on advertisements that have run on our advertising estate in 2023/24.

Complaints to the ASA

ASA Complaints Advertiser – 2023/24	Result of investigation
Intrepid Travel Group UK	Upheld
JD Sports/Adidas	Upheld
London and Quadrant Housing Trust	Upheld
Imiracle (HK) Ltd – Elfbar	Upheld
Jack Daniels	Upheld
KFC	Upheld



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advertisements declined

We work together with brands to help them alter their advertisement copy to ensure it complies with our policy. In many cases, mainly when it comes to creatives for products high in fat, sugar and salt, clients who cannot confirm the compliance of a product, will choose to run a different creative.

The table shows the number of campaigns declined by us after reviewing against our policy. It should be noted, that our media partners also undertake their own copy review and can decline copy without consulting us, which is not recorded in this table.

Reasons for declined advertisements

Number of rejected campaigns per clause	Frequency
2.3(b) Depicts adults or children in a sexual manner or displays nude or semi-nude figures in overtly sexual context	25
2.3(c) Could reasonably be seen as distasteful, indecent or obscene	3
2.3(d) Could reasonably be seen as likely to cause pressure to conform to an unrealistic or unhealthy body shape	6
2.3(h) Contains images or messages which relate to matters of public controversy or sensitivity	3
2.3(j) contains negative reference to TfL services	3
2.3(m) it may adversely affect in any way the interests of the site owner, TfL or any member of the GLA Group	1
2.3(n) it promotes a party political cause or electioneering	1
2.3(p) promotes food or non-alcoholic drink which is high in fat, salt and/or sugar (HFSS)	37
2.3(q) unacceptable for some other substantial reason (which TfL will identify and explain as reasonably required)	23
Total	102

Advertising Steering Group

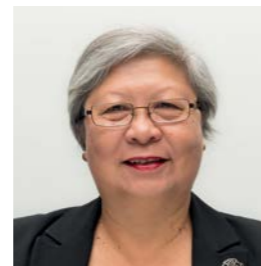
The Advertising Steering Group provides strategic advice and guidance on our Advertising Policy. The group helps to ensure our Advertising Policy remains relevant and up to date, while also discussing wider policy and advertising issues and how we can engage with the industry and customers through advertising.

The Advertising Steering Group met in person on 25 May 2023 and 9 November 2023. The meeting in May saw discussions surrounding complaints on advertisements and issues on greenwashing claims. The group were updated on research commissioned by the GLA into gambling advertising and its harms. The definition of harmful gambling still needs to be defined, and the link between health and harmful gambling advertisements requires further research.

In November, we discussed the Middle East conflict and how there had been an uplift in fly-posting. We also discussed incidental high fat, salt and sugar products featured in campaigns and media coverage.

Minutes of the meetings are published on our Commercial Media page on our website. Meetings for the next financial year have been set for spring 2024 and in the autumn.

Membership group



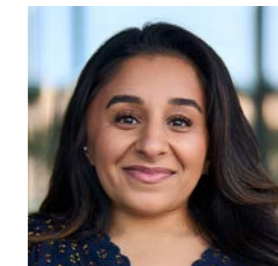
Dr Mee Ling Ng
TfL Board Member (Chair)
(she/her)



Seb Dance
Deputy Mayor for Transport
(he/him)



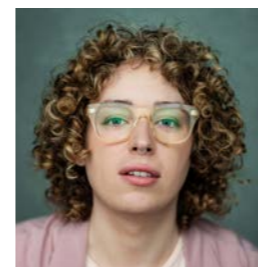
Sarah Brown
Mayoral Director, Communications
(she/her)



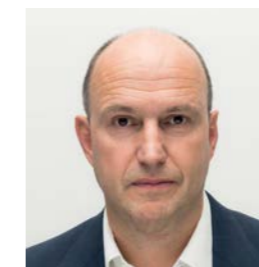
Shani Dhanda
Disability Inclusion and
Accessibility Specialist
(she/her)



Professor Phillippa Diedrichs
Professor of Psychology,
University of the West of England
(she/her)



Marty Davies
Co-founder of Trans+
Adland and former joint
CEO of Outvertising
(she/they)



Tom Knox
Chairman of MullenLowe and
former President of the Institute
of Practitioners in Advertising
(he/him)



We are committed to taking feedback on board

Contact us

To send feedback or to complain about an advertisement, visit tfl.gov.uk

Call our 24-hour contact centre on 0343 222 1234

Or write to:

TfL Customer Services
9th Floor
5 Endeavour Square
London
E20 1JN

About us

Part of the Greater London Authority family led by Mayor of London Sadiq Khan, we are the integrated transport authority responsible for delivering the Mayor's aims for transport. We have a key role in shaping what life is like in London, helping to realise the Mayor's vision for a 'City for All Londoners' and helping to create a safer, fairer, greener, healthier and more prosperous city. The Mayor's Transport Strategy sets a target for 80 per cent of all journeys to be made by walking, cycling or using public transport by 2041. To make this a reality, we prioritise safety, sustainability, health and the quality of people's experience in everything we do.

We run most of London's public transport services, including the London Underground, London Buses, the DLR, London Overground, Elizabeth line, London Trams, London River Services, London Dial-a-Ride, Victoria Coach Station, Santander Cycles and the IFS Cloud Cable Car.

We manage the city's red route strategic roads and are responsible for the maintenance, management and operation of more than 6,000 sets of traffic lights across the capital. The London boroughs are responsible for all the remaining roads within their boundaries. The experience, reliability and accessibility of our services are fundamental to Londoners' quality of life. Safety remains our number one priority and we continue to work tirelessly to improve safety across the network for both colleagues and customers.

Our vision is to be a strong, green heartbeat for London. We are investing in green infrastructure, improving walking and cycling, reducing carbon emissions, and making the city's air cleaner. The Ultra Low Emission Zone, and fleets of increasingly environmentally friendly and zero-emission buses, are helping to tackle London's toxic air. We are also improving public transport options, particularly in outer London, to ensure that more people can choose public transport or active travel over using their vehicles.

That is why we are introducing the outer London Superloop bus network, providing express bus routes circling the entire capital, connecting outer London town centres, railway stations, hospitals and transport hubs.

We have constructed many of London's most significant infrastructure projects in recent years, using transport to unlock economic growth and improve connectivity. This includes major projects like the extension of the Northern line to Battersea Power Station and Nine Elms in south London, as well as the completion of the London Overground extension to Barking Riverside and the Bank station upgrade.

The Elizabeth line, which opened in 2022, has quickly become one of the country's most popular railways, adding 10 per cent to central London's rail capacity and supporting new jobs, homes and economic growth. We also use our own land to provide thousands of new affordable

homes and our own supply chain creates tens of thousands of jobs and apprenticeships across the country.

We are committed to being an employer that is fully representative of the community we serve, where everyone can realise their potential. Our aim is to be a fully inclusive employer, valuing and celebrating the diversity of our workforce to improve services for all Londoners.

We are constantly working to improve the city for everyone. This means using information, data and technology to make services intuitive and easy to use and doing all we can to make streets and transport services accessible and safe to all. We reinvest every penny of our income to continually improve transport networks for the people who use them every day. None of this would be possible without the support of boroughs, communities and other partners who we work with to improve our services. By working together, we are creating brighter journeys and a better city.

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