

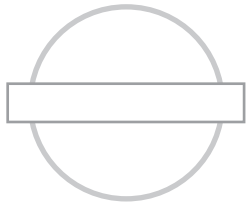
From Hear to ...

# LONDON



**Five** kids  
**Three** countries  
**One** website





# Eating in London

English food is influenced by many different cuisine styles from all over the world. Traditionally they use roasted meats and vegetables, but often you find elements from India and France such as chili, curry, and cheeses. Several of the meals we have tried did in fact use brie as one of the main ingredients.

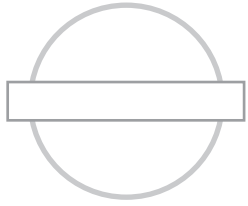
Just like in Dublin, fish and chips is a popular dish here in London. You can find it at any restaurant, in any part of the city. It is a meal London is known for and after tasting it, we understand why!

Another similarity between these two cities is their incorporation of potatoes into almost every meal. Whether it be mashed, roasted or fried they can be expected on your plate. The food here makes us

think of a home-cooked meal. The stews, roasted beef and chicken have warm and inviting flavors that remind you of your mother's cooking. London offers a great atmosphere and great cooking, it's definitely the perfect place to grab a bite.



Photos Taken by: Maysson Smith



# Entertainment in London

Our week in London has taught us three things about the county's entertainment scene: the Beatles are still the UK's shining stars, art can be found in and out of the museums, and live production is a glowing part of London.

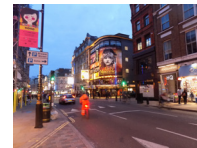
First, if you will, take a trip with us to Abbey Road. Yes, there are chunks of excited Beatles fans holding up traffic to take a photo, but no, drivers are not bothered, they actually smile at streetwalkers attempting to get the perfect shot.

On the side of that famous crosswalk is a pillar doused with handwritten song lyrics, signatures and even "thank yous" from people who have come to the spot. The presence the band had makes it an experience for people worldwide to walk in their footsteps

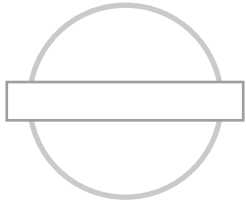
and celebrate their impact. The entertainment doesn't stop at music, in fact, it can be found on just about every stop on the streets of London. For those who enjoy arts as a form of entertainment, there is much to appreciate looking at the architecture of buildings surrounding us.

On the inside, Tate Modern has a great selection of pieces created by artists from all around the world. With painted, sculpted and installation pieces, it's not hard to get lost in the artwork and challenge yourself to figure out what each piece means. Seemingly, the most prevalent entertainment (and what I'm most excited for) is live production. Advertisements all around the city are focused on theater performance.

Any and every local I had the opportunity to speak to has mentioned that seeing a show is a must-do while in the city. I'll gladly take that advice as I venture to Les Miserables and get a taste of London's entertainment reputation.



Photos Taken by Endya Watson



# Advertising in London

Everyday, consumers are bombarded with hundreds upon hundreds of advertisements with colorful images, humorous one-liners, and a list of facts that advertisers believe will sway them to buy their products. Now, more than ever, advertisements must be more unique and creative in order to gain the attention of the viewer. In the United Kingdom, advertising must be more creative to stand out among the other competition. For example, in London, Fit Box (a fitness center) had print #1 outside of its shop.

This copy has sexual and inappropriate undertones that may not settle well with certain American audiences. British ads often appear more sexual and use explicit language while American

ads are more refined. Certain words and phrases in ads have different meanings to different cultures. It is clear to understand the meaning of the advertisements themselves, but certain words or phrases may be uncommon to the United States consumer's mindset.

There are many more advertisements that exhibit the same inappropriate innuendos that appear in ads all over the United Kingdom. For example, the U.K. Snickers slogan is "Get Some Nuts". This would not be acceptable in the United States because the word "nuts" has a negative connotation. Lastly, advertisement #3 was featured in many tube stations throughout London. Once again, this advertisement wouldn't be perceived well in the United States.

Gay rights and homosexuality is still controversial in some parts of the U.S.A..

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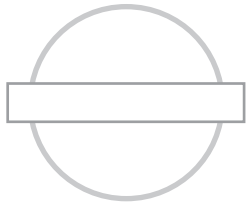
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Photos Taken by: Taylor Barnes



# Business in London

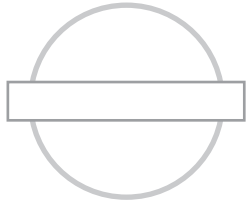
Although public relations and advertising can be found in every country throughout the world, the way these practices are carried out vary depending on the specific country. In America, social media is the most effective medium utilized to interact with consumers throughout a campaign. These campaigns are prominent and accepted as a part of everyday American life. Businesses also tend to cater more towards the consumer's experience with innovative and relevant ideas such as online shopping through their websites.

In London, we learned at Goodyear's UK headquarters that English consumers take a company's historical profit and goals into consideration more

than Americans. At a Cadbury World advertising presentation, we also learned that England has stricter advertising laws for creating campaigns. For example, advertising and public relations professionals cannot advertise specifically towards children and are limited to where the advertisements can be placed throughout the city. In another agency visit, Ketchum



Photos Taken by: Megan Hermensky



# Comparisons Dublin & London

## Political Advertising

Within the United States there is a lot of leniency when it comes to political advertising. Mudslinging, funding and overall treatment of each individual running is drastically different than that of any European countries.



In Dublin, each member running for any section of politics has certain rules and guidelines he or she must follow. There is an allocated amount set aside for funding, and, as many Irish Parliament members put it, "people do not usually talk badly about others because it is a close-knit group who lives there."



In London it is very similar to the Dublin way of doing Politics. There is a much more rule-based system of running things. Both countries have a more reserved way of conducting politics.



## Advertising to People

The U.S. is a tricky place to try and advertise to. The advertiser must know the audience he or she is targeting and understand the different demographics that encompass that audience. Janie Brown, designer for Jeff Smith & Designs, said "I love the sense of humor Americans have, but it can change quite quickly if a person isn't aware of the people he or she is speaking to."



In Dublin, it can be a little more flexible. Strategic Planning Director Rory O'Rourke explained that the people of Dublin are more "cynical" than Americans, making it harder to do less "happy" ads.



London has a very similar mindset to that of Dublin and U.S.. One must understand the audience in which he or she is advertising to.





From us to you . . .

**CHEERIO, LONDON!**