

CitySocialising unveil new tube ad as they branch into offline marketing

Submitted by: Citysocializer

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CitySocialising (<http://www.citysocialising.com>) the UK's leading Online2Offline socialising network and community for outgoing urbanites has this week launched their first offline advertising campaign in London with their unique tube car panel ads.

The ads mark the company's first foray into marketing and follows on from the £1 million backing the company secured at the end of 2010 from PROfounders (<http://www.profounderscapital.com/>) Capital, the European VC fund set up by tech luminaries Brent Hoberman (Lastminute.com) and Michael Birch (Bebo.com).

The witty concept for the ad was designed by agency Bloodybigspider (<http://www.bloodybigspider.com/>) who devised the tagline "You can't choose who you work with – but you can choose who you socialise with" against the backdrop of 'the office oddball.'

The idea stemmed from the notion that the first place the majority of London professionals, who have re-located to the Capital, start meeting people and making friends is at the office, which can be restrictive and not always a place you'll find genuinely like minds. But with increasingly fast-paced lives restricting the time and opportunities to meet new people outside of work it can be easy to get stuck in the rut of going out with the same people time after time.

Sanchita Saha founder and CEO of CitySocialising (<http://www.citysocialising.com>) commented:

"We decided to take the tongue-in-cheek approach with the ad as this best represents the company and our community's personality – CitySocialisers are people who don't take themselves too seriously, are laid-back, fun and enjoy having a laugh. We really wanted to speak to the average young, professional Londoner with the campaign as this group best reflects our user-base who are significantly re-locators as opposed to London natives, have developed new friendships primarily at work and may be looking to branch out. Having your social circle restricted to the people you work with is a major reason for people joining CitySocialising because it's not easy to find new friends (<http://www.citysocialising.com/friends/>) and meet new people (<http://www.citysocialising.com>) outside your existing circle. We've all been stuck talking to the office geek at work nights out - joining CitySocialising opens up a whole new world of opportunities to socialise and meet new like-minded people so that socialising with the office crowd doesn't have to be the only option."

London was the natural choice for the socialising network to launch this campaign as the city accounts for 40% of their current user-base and this creative in particular is targeted towards the 25-45 year old ABC1 demographic commuting back and forth to work.

This latest move builds on a successful start to the year which has seen a 40% increase in new subscription revenue compared to their previous high in October 2010, and a 66% lead on the same period last January. The number of new people joining CitySocialising (<http://www.citysocialising.com>) has increased by 100% this January compared to their previous high indicating that now more than ever people are looking to connect with new friends (<http://www.citysocialising.com/friends/>) and kick start their

social lives in 2011.

Sanchita went on to say:

“The timing of these ads was carefully considered. January is typically one of our busiest months and this year has been no exception. We've seen a massive increase in activity both online and offline with existing users organising 56% more events and activities and more than double (102%) the number of bookings onto events to meet new people, compared to Oct 10 - a whopping 109% and 254% increase respectively on the same period last January. This means that new members registering will have a great range of socials to choose from in their local area.”

The ads will run until the end of January and are supported by CitySocialising's free draw to win over £3000 worth of vouchers as part of their 'Win a Free Social life (<http://competition.citysocialising.com/?frm=release>)' competition. CitySocialising plan to build on this first foray into the offline marketing space with further campaigns later in the year.

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About CitySocialising:

CitySocialising (<http://www.citysocialising.com>) is the UK's leading Online2Offline socialising network and community for outgoing urbanites, backed by PROfounders, the European VC fund set up by tech luminaries Brent Hoberman (Lastminute.com) and Michael Birch (Bebo.com). Pioneering the convergence of virtual and real world networking in the UK, CitySocialising enables young professionals to meet new people (<http://www.citysocialising.com>) and new friends (<http://www.citysocialising.com/friends/>) locally whilst exploring and enjoying their city's social scene. Launched with R&D funding from the Princes Trust in 2007 with a site and service in London, the network has since developed a community of over 100,000 users, across 50 cities in the UK, each overseen by a local Community Manager.

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