

CANARY WHARF – THIS IS WHERE AMBITION LIVES... AND WE'D LOVE FOR YOUR FAMILY TO BE PART OF IT.

We are casting for our exciting new Canary Wharf campaign that celebrates the real people who bring our spaces to life. We're looking for 2 lovely families with children aged 3–9 who authentically represent the wonderful diversity of visitors to Canary Wharf.

This campaign is all about capturing genuine, joyful moments – real families enjoying the public spaces and free events that Canary Wharf has to offer and celebrates how Canary Wharf is shaped and designed for everyone. It will appear across a wide range of media, including:

- Billboards
- Print
- Digital (across the estate and wider London)
- Sky Smart Ads
- Social Media



Shoot Date: Saturday 9 May

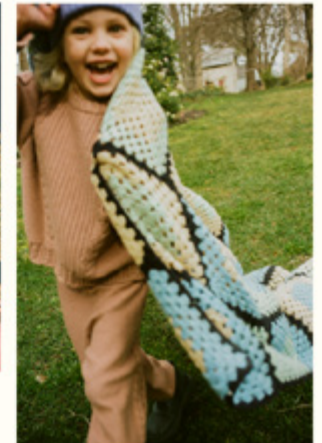
Location: Canada Square Park, Canary Wharf, E14

Time: 10am – 3pm (timings to be confirmed)

As a thank you for your time, we would love to treat your whole family to a complimentary meal at one of Canary Wharf's fantastic restaurants.

We would be absolutely delighted to have you and your family involved. If this sounds like something you'd love to be part of, please email katya.evans@cwg.com with a family photo and brief paragraph about why you love to visit Canary Wharf.

Creative direction



Campaign concept

