

“Even before this campaign has started, it’s already attracting attention”

**ITV Anglia Tonight** 5th March 2010

“Over the next two years advertisements will be placed all over the London Underground and heard on radio programmes in the capital encouraging city-dwellers to leave London and move to ‘North Londonshire’”

**Northampton Chronicle and Echo** 2nd March 2010

“North Northampts Development Company is using the slogan to attract businesses keen for links with London & the South East”

**BBC News** 3rd March 2010

“County dubbed ‘North Londonshire’”

**Aol News** 7th March 2010

“Northamptonshire is NOT North Londonshire! Angry residents fight rebrand campaign using Facebook”

**Daily Mail** 5th March 2010

“Northamptonshire to be dubbed ‘North Londonshire’ in £1.3m marketing campaign to encourage people to move there from the capital.”

**The Telegraph** 4th March 2010

“Celebrities to be used to promote ‘Londonshire’ in North Northamptonshire campaign”

**Northants Evening Telegraph**

27th February 2010

Creative Lynx’s upcoming campaign for North Northants Development Company (NNDC) has got people talking before it’s even been launched! The ‘North Londonshire’ idea was conceived as a way to promote the region to Londonites looking for a better quality of life, more green space and more affordable housing - messages that were shared with Creative Lynx’s earlier ‘More in Corby’ campaign for Corby, also on behalf of NNDC.

For more information visit [www.northlondonshire.com](http://www.northlondonshire.com)



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[www.creativelynx.co.uk](http://www.creativelynx.co.uk)