WELCOME TO OUR

Monthly Newsletter

THE LOCALTIME EDIT

MEDIA, MARKETING & CULTURE WORTH KNOWING THIS MONTH



THE BIG STORY

THE MOST VALUABLE MEDIA ISN'T ALWAYS THE NEWEST MEDIA.

Marketing has spent the past few years understandably fascinated by AI, creators, TikTok and whatever platform is growing fastest.

But something interesting is happening alongside all that innovation.

Brands are rediscovering the value of established media.

Out-of-home is becoming increasingly creative and digitally connected. Print is being used as a premium environment rather than simply a reach channel. Television continues to provide something digital platforms often struggle to replicate: mass cultural moments.

The question for brands in 2026 shouldn't be traditional or digital?

It should be:
What combination of channels will make people notice, remember and act?

The strongest media plans increasingly aren't choosing sides. They're combining the credibility and scale of established media with the precision, speed and measurability of digital.





CAMPAIGN SPOTLIGHT

WHEN FOOTBALL MEETS INFLUENCER MARKETING ⚽✈️

A memorable matchday at Emirates Stadium brought together **Corendon Airlines,** UK-based Turkish influencers and the excitement of **Arsenal vs Hull City on 7 November.**

At **Localtime London,** we supported Corendon Airlines by identifying and connecting the brand with relevant Turkish influencers living in the UK, helping create an opportunity for meaningful engagement beyond social media.

Combining football, matchday hospitality and influencer marketing, the experience demonstrated how brands can build authentic relationships with creators through shared interests and memorable moments.

Because **effective influencer marketing isn't just about online reach. It's about creating connections and experiences that extend beyond the screen.**

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ON OUR RADAR 👀

01 — AI search is becoming a brand visibility issue

Consumers aren't only Googling brands anymore. They're asking ChatGPT, Gemini and other AI platforms for recommendations.

That means brands increasingly need to think about whether AI systems can **understand who they are, what they do and why they're relevant.**

SEO isn't disappearing. But a new layer of discoverability is developing alongside it.

02 — OOH keeps becoming more interesting

Digital out-of-home has transformed what was once a relatively static medium.

Contextual creative, dynamic messaging and increasingly sophisticated targeting mean outdoor advertising can now behave much more like digital media — while still occupying the real world.

And sometimes there is still nothing more powerful than seeing a brand dominating a London street.

03 — Smaller creators, stronger communities

Follower count alone tells us very little about influence.

For many campaigns, creators with smaller but highly engaged communities can offer greater relevance and credibility than accounts with enormous audiences.

The important question isn't:
"How many followers do they have?"

It's:
"Do the right people actually listen to them?"



PUT THIS IN YOUR MARKETING CALENDAR

Q4 IS HERE.

Black Friday. Christmas. New Year. January campaigns.

For brands planning activity over the next few months, the biggest mistake is often starting the conversation too late.

Premium inventory disappears. Production becomes rushed. Influencer availability gets tighter. And opportunities that looked straightforward in October suddenly become difficult in November.

If you're considering a Q4 or early-2027 campaign, **now is the time to start planning it.**

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ONE THING WE'RE THINKING ABOUT

ATTENTION IS EASY TO MEASURE. BEING REMEMBERED IS MUCH HARDER.

Clicks, impressions and views matter.
But great marketing has another job: creating memory.
When somebody eventually needs what you sell, will your brand be one of the names that comes to mind?
That's the question behind every media plan we build.



We help brands navigate an increasingly complicated media landscape from **TV, radio, print and out-of-home to digital media, social media, influencer marketing and email marketing.**

Based in London, working internationally.

If you're planning a campaign, launching something new or simply wondering whether your current media strategy is working hard enough, we'd love to hear from you.

Reach us for your projects

FROM TAILORED MEDIA STRATEGIES TO CREATIVE CAMPAIGNS, WE'RE HERE TO BRING YOUR IDEAS TO LIFE AND HELP YOUR BRAND REACH THE RIGHT AUDIENCE.

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