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Penhaligon's explores London's underground secrets with tours

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Penhaligon's is hoping to entice customers to explore London's hidden depths. Image credit: Penhaligon's

By STAFF REPORTS

British perfume house Penhaligon's is taking customers on a tour of the secret side of London in a new campaign.

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As part its Hidden London Touring effort, Penhaligon's is taking customers on a number of journeys through the historic city, exploring some of the secrets from its past and the hidden places that the average person would not know about. At the same time, Penhaligon's will be promoting some of its fragrances to customers as they explore London.

Hidden London

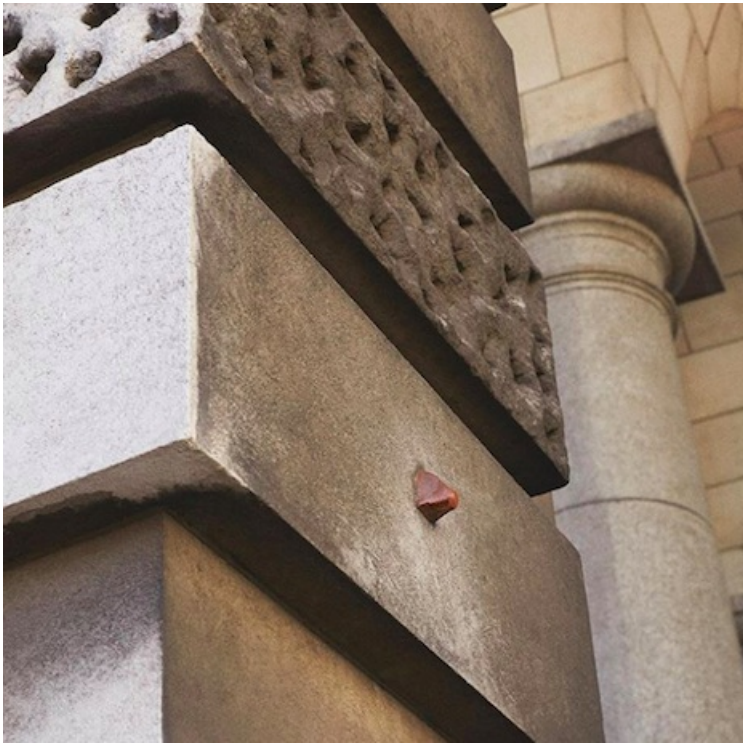
London is an old city with many secrets tucked away in its corners and hidden among its streets and alleys.

Penhaligon's is tapping into its long heritage as a London-based brand as well as its firsthand knowledge of the city to give customers a look at some of the lesser-known spots in the capital.

For example, one tour explores Regent Street and how it was used a social dividing line between the upper-class Mayfair and the seedier Soho. The tour will explore the history of the area as well as some of the secrets and gossip of the people who once lived there.

Other tours will showcase secret artworks hidden throughout the city.

For example, in a certain spot on Admiralty Arch one can find a nose protruding from the wall. It was installed there by artist Rick Buckley in 1997 to protest what he perceived as an overstepping of boundaries by the government that installed CCTV's all over the city.



Nose art on Admiralty Arch. Image credit: Penhaligon's

Consumers can reserve a spot on the tours via Penhaligon's Web site.

These tours and more form the backbone of Penhaligon's Hidden London campaign, which draws customers into all the secret places and sights that London has to offer.

Some of Penhaligon's recent campaigns have stayed away from the real world and focused more on digital advertising that makes use of lighthearted animated visuals. Late last year, Penhaligon's brought a touch of classic parlor mystery to a campaign promotion that took the form of an interactive detective game.

The campaign called Penhaligon's Mystery Mansion tasked the players with solving the disappearance of the fictional Lord Truthsbury from his wooded estate. The campaign used elements from point-and-click computer games to promote the brand's unique aesthetic and lure in new customers ([see story](#)).

Penhaligon's Hidden London tours bring customers out of the digital world and entice them to explore the magnificent city beyond a surface level experience that one might get from a more tourist-oriented tour.