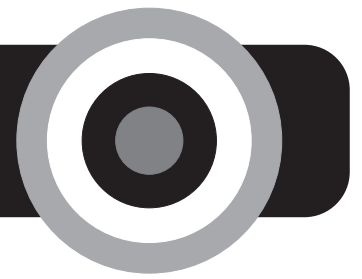


Case Study: Prince's Trust Challenge Trophy 2007

Client: The Prince's Trust



Prince's Trust Challenge Trophy 2007



Background

O Communications was appointed to create widespread awareness of the inaugural Prince's Trust Challenge Trophy by promoting its series of high profile sporting events across the region.

The celebrity-packed series of events which included golf, cricket, clay shoot and an all star football match at St James Park saw teams of sports personalities, stars of stage and screen battle in the top sporting arenas across the region- led by team presidents His Grace, The Duke of Northumberland and The Right Honourable Earl of Durham, Lord Durham. World class athlete Jonathan Edwards CBE was team coach for the Duke's team and Steve Cram MBE was coach for the Earl of Durham's team across all four events.

Objectives

- To create awareness and maintain high profile of the Challenge Trophy and the local celebrities involved.
- To create awareness of the charities bid to raise £1million pound to help 5000 disadvantaged young people in the North East by the end of 2008.
- To drive members of the general public to a series of local sporting events
- To encourage corporate sponsorship
- To showcase a range of success stories and business start ups that have been supported by The Prince's Trust.
- To promote the enquiry website and telephone number.

Planning/Research : April 2007

O Communications studied a report commissioned by The Prince's Trust in 2006 called "The Cost of Exclusion" which underlined the fact that while unemployment in the UK was decreasing, youth unemployment was actually increasing. This national trend was at its worst in the North East Region. The report warned that youth unemployment is costing the North East's economy almost £4 million a week in lost productivity . Together with the £1.2 million-a-week the government pays out in Jobseeker's Allowance .

O Communications worked as a press and PR partner to promote the fact that only by helping young people in the North East via enterprise charities such as The Prince's Trust can they develop new skills and get back into work and therefore invest in the region.



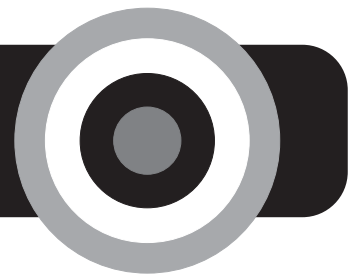
Working strategically with a mixture of news, features and sports reporters, each sport event had its own critical PR path and a mini PR campaign was set out for each to gain maximum publicity in each.

O Communications secured and managed the relationship with key media partners including ITV Tyne Tees, NCJ and Gazette Media and Emap radio- owner of Metro Radio, TFM Radio, Magic Radio. A host of local and national celebrities including Alan Shearer, Peter Beardsley and Jonathan Edwards were secured to endorse the campaign message and were used in media interviews to add a high-profile 'celeb' element to the campaign to attract interest and support.

O Communications sourced real-life success stories of people who have made their business dreams a reality to give media local interest angles and interviews.

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Implementation: May - October 2007

The campaign focused on different methods of communication to promote each event including:

- Pre event press conferences/ photo calls and media packs developed for each of the four events
- Post event press releases and interviews arranged for each event
- Corporate newsletters
- E- newsletters
- Internal staff newsletters / updates
- Competitions and promotions in-paper and broadcast
- Radio interviews
- TV news features
- Case studies on Prince's Trust recipients
- Press releases on new celebrity sign ups
- Press releases on any of interest to sub regional press.
- One to one celebrity interviews offered
- Media invites to all events
- Programmes developed for each event
- Series of photo opportunities and stunts
- Society magazine 'paparazzi' type photo shots.
- Journalist experiences
- Radio advertorials



Creative Input

O Communications advised on a series of media angles that brought a creative input to the campaign that would engage journalists and radio presenters in a more direct way which resulted in the entire campaign being a media frenzy. We arranged for the media partners to not only support the campaign in the form of media coverage but actually engaged them in the sporting events as celebrity players therefore guaranteeing better, more effective coverage. For example we arranged for TV and radio presenters to 'train' with the celebrity participants before the events in a light hearted fun feature pieces.

We capitalized our use of celebrities and brought them to the forefront of the campaign, using them in a series of one to one interviews, press conferences and photo calls wherever possible ensuring they were fully briefed with the main aims and objectives of the campaign.

Monopolizing on the North/ South Sunderland FC / Newcastle United rivalry we played this to our advantage using the team captains from each in light hearted banter type press releases, features and head to head type media interviews. We arranged for a series of radio and press competitions that was complimented with celebrity interviews for people win places at the events and devised money can't buy prizes such as win the chance to walk hand in and with Alan Shearer- be a Mascot, boot boy or a cheerleader for the day.

We encouraged the press to do follow up stories on the competition winners and highlighted people from sub-regions to the peripheral newspapers. We complimented this with case studies of real life Prince's Trust success stories and linked them into the campaign by ensuring their services could be used during the events i.e. a car cleaning company cleaned the cars at the Golf day and a start-up florist created all the floral table displays at each event. This highlighted the aim of the campaign and connected its aim to help young people.

As well as high profile figureheads we also recruited mini celebrities and used for interviews and individual press stories such as 'Little Ant and Dec' and Daniel Haley- Paul O'Grady's TV sofa Sidekick, to add a young and fun element and set up interviews with the performers at each event.

We targeted corporate audiences by developing a monthly newsletter and E - newsletter. Targeted business press we linked the campaign in with Corporate Social Responsibility and write several comment pieces on this. We used current sponsors to encourage prospective businesses to sign up via a 'wear your colours with pride' photocall where businesses across the region were urged to have a non uniform day and wear either yellow or blue for the day depending on their regional north or south location.

