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ONE DAY CAMPAIGN HAILED A SUCCESS

A REGIONAL campaign aimed at encouraging more businesses to support enterprise education has smashed its initial targets – benefitting over 1000 additional young people in the North East.

Newcastle creative agency O Communications launched the 'One Day' integrated communications campaign for enterprise education charity Young Enterprise North East just over a year ago.

The One Day call-to-action campaign, supported by regional development agency One North East, was targeted at business owners and encouraged them to sign a pledge to give up either one day of their time, staff, expertise or profits to help support the region's future economy and create the next generation of entrepreneurs. O Communications' evaluation has revealed it has helped YENE beat its initial targets by signing up 72 new businesses and recruiting a whopping 180 new volunteers to help deliver enterprise education lessons in classrooms throughout the North East. The campaign also encouraged businesses to allow students to undertake work experience placements and job shadowing – since its launch an additional 350 students visited a workplace.

Young Enterprise North East chief executive Catherine Marchant said: "The number of businesses and individuals that have given their support to One Day has staggered me. New businesses that have come on board include Royal Mail, the Department for Work and Pensions as well as smaller enterprises such as Aycliffe Fabrications and Carrot Media - all of which have made such a huge difference in the way we can now deliver a more robust, credible inspirational service.

"O Communications were fantastic. Having had the initial discussion they came up with the entire One Day concept and presented us with a clear description of how it would work, including the rationale, timelines, strategy and potential impact. They created the campaign brand that blended well with our existing corporate identity. The results have been amazing. The campaign has brought us together with companies we probably would not have worked with in the past. These business owners had always wanted to 'give something back', but had always thought they were too small to offer anything of value - this campaign has allowed them to have a positive impact on the future workforce."

O Communications is currently planning the next phase of Young Enterprise North East's communications strategy, which will focus on looking beyond the recession to our future leaders. It will seek to gain longer-term and more sustainable commitment from the business and education community in enterprise education across the region. The new campaign breaks at the end of January.

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