

Category: 2. Not for profit
Title of Entry: Enterprise UK – Making its Mark in the North East
Entrant: O Communications
Client: Enterprise UK

1. Background

Enterprise UK was founded in 2004 as a not-for-profit organisation to promote enterprise to people of all ages and backgrounds, but it is most recognised for a campaign called 'Make Your Mark' that encourages enterprise among 14 to 30 year olds.

O Communications was appointed from August 2009 to April 2010 to create awareness of its new programme of North East activities:

1. **Global Entrepreneurship Week (GEW)** - 16th to 20th November 2009. A week of enterprise events to highlight the crucial role entrepreneurs play in driving UK economic recovery via international trading.
2. **Make your Mark Challenge** - UK's biggest one day enterprise competition held during GEW. Students aged 14 to 19 year were encouraged to develop a green business idea in one day around the theme of 'Don't be a carbon copy'.
3. **Make your Mark with a Tenner** - 30,000 young people across the UK given £10 each and challenged to make as much profit and social impact as they could in one month. The tenner bank was partly funded by Enterprise UK chair and Dragons' Den star Peter Jones.
4. **Make your Mark in the Markets** - A competition for budding entrepreneurs to win six month's rent-free in their local market.
5. **One Big Idea** - competition to find the next social entrepreneur and create an ethical product to improve the lives of Malawian people. The winning product to be sold in Co-operative food stores across the UK.

2. Objectives

Our SMART objectives were:

- To develop local media partnerships and briefings and give Enterprise UK a regional voice.
- Recruit regional enterprise ambassadors and improve network links in business circles and wider enterprise community.
- To encourage businesses to host their own events during GEW and drive attendance.
- Create a buzz for Global Entrepreneurship Week, provide press office throughout week and create a key events timetable for the media.
- To register over 1,000 students in over 50 schools in the North East region to the Make your Mark Challenge competition.
- To register more than 20 schools and colleges for MYM Tenner competition.

3. Research

In August 2009, O Communications spent the first weeks planning the campaign, organising media briefings and securing new enterprise ambassadors, local international traders and green entrepreneurs to use as case studies throughout Global Entrepreneurship Week.

We researched previous years' statistics on how many people regionally took part in GEW for our press releases. We also utilised research from a North East survey to launch this year's Make Your Mark Challenge, which showed over 77% of young people in the North East believed there was a lack of inspirational green entrepreneurs.

The research also revealed that the North East's youth failed to recognise future 'green' job opportunities with 34% underestimating career and self employment prospects in the green jobs sector.

4. Implementation and creative input:

The campaign was implemented through research, strategic PR planning, media relations, partnerships, events and online media tactics.

Make your Mark Challenge:

We conveyed the 'green footprints' message and launched the Make your Mark Challenge by using distinctive green socks. School photo calls were arranged and we convinced CBI regional director Sarah Green, bosses at Nissan in Sunderland (who were pioneering new electric vehicles) and the New and Renewable Energy Resource Centre in Blyth to pose wearing green socks and give supporting media quotes.

We knew that the theme would complement the CBI's existing Great North Revolution campaign – which looks at maximizing opportunities for North East businesses in emerging green sectors across the NCJ Media titles.

Global Entrepreneurship Week:

To launch Global Entrepreneurship Week 2009's theme of 'international trade' we recruited local entrepreneurs who export and asked them to take part in a 'high flyers' photo call at Newcastle International Airport. We got a picture of the entrepreneurs holding a globe with an aircraft taking off behind them. We issued this, along with the press release, under embargo the Friday before the launch of GEW. This shot appeared prominently in both our regional newspapers on the Monday morning.

With more than 390 events happening during GEW, we created our own media timetable of activities so the press were aware of every event. We held individual press photo calls for five key events – ensuring we chose at least one event in each sub region to generate region-wide awareness. This included a speaker event where some of the region's most acclaimed entrepreneurs spoke on how they achieved international success on a shoestring. We branded this as a 'secret' event, where

these entrepreneurs shared the secrets to their success and how they managed to conquer international markets.

Make your Mark with a Tenner:

To launch Make your Mark with a Tenner, we arranged a photo of Peter Jones writing the campaign name on a blackboard to encourage North East children to take part. This generated vast interest from picture editors.

On the Make your Mark with a Tenner day, we asked five schools signed up to the challenge, one from each sub region, to take part in a photo-call with a local entrepreneur who would give a 10 minute master class on how to make a profit with only £10. We used a giant £10 note prop and our entrepreneur turned up at the participating schools with a suitcase bursting with tenners. We invited the media to come along, get the picture and quote from the entrepreneur and students. At the end of the competition, it was Newcastle College that raised the most amount of money from a £10 stake. We asked a local entrepreneur if he would be a 'human prize', in a press photo call we wrapped him up in wrapping paper for students to tear off. We also secured a supporting quote from former Newcastle College student, X Factor winner Joe McElderry.

One Big Idea:

To encourage more schools to take part in the One Big Idea competition, we used the first school sign-up for a giant flash mob-style photo call. The entire year group (150 students) wore either a green, red or yellow t-shirt (colours of the Malawi flag) and made the shape of a number 1 on the playground so press could take a bird's eye view picture. This idea was held up as a national example whereby other regional PR agencies adopted it and the idea was rolled out across the UK.

5. Budget

£13,500 across nine months September 2009 – May 2010.

ROI = 1:7.5. 75% return on investment.

6. Results

72 schools and 5,550 students took part in the Make your Mark Challenge competition.

24 schools and 3000 students took part in the MYM Tenner competition, smashing our initial target.

During GEW more than 390 enterprise events took place across the North East.

Against a budget of £13,500 a total of £100,071.20 press coverage generated throughout the nine month campaign.

The overall coverage circulation or opportunities to see was 217,019.70 across the region.

Each story met the client's key messages and was deemed positive. On average Enterprise UK or Make your Mark was mentioned at least twice in every piece of coverage.

Head of region Louise Kempton was quoted 25 times within individual pieces of coverage.

Regular media briefings set up and held with the Newcastle Journal and Chronicle, Northern Echo and BBC Radio Newcastle.

A video montage of GEW was uploaded onto the Enterprise UK website and YouTube.

Two advertorials were secured at a reduced rate in youth magazine, Inform North and the Journal.

Successfully forged relationships with regional development agency One North East, CBI and Entrepreneurs' Forum plus supporting organisations that linked with the 'green' theme including Nissan and NAREC (New and Renewable Energy Centre).

Overall we secured seven Enterprise UK ambassadors including Sneakart's Zoe, Claire International's Claire Bromley , Deadgood Design's Elliott Brook, astonmitchell.com's Claire Mitchell, founder of Newcastle-based digital technology company The Amazing Group Paul Campbell, self made millionaire green carbon trader Sean O'Connor from Sunderland, and Chairman of Teesside-based Newman Scott Steven Bell.

O Communications used Twitter and regularly tweeted throughout the campaign and uploaded pictures onto Twitpics.

Two radio interviews were secured during GEW, including Radio Teasdale and BBC Radio Newcastle. One radio interview was held for The Make Your Mark with a Tenner competition with ambassador Paul Campbell.

O Communications hosted a 'how to' workshop for over 50 businesses advising on how to run a successful event during Global Entrepreneurship Week.

ENDS

Supporting documentation: Testimonial

“Enterprise UK loves working with O Communications because they have great contacts in the North East, always give added value to any project by thinking creatively about a brief and increasing a story’s impact. They are very professional in their account management and reporting systems. They always deliver on time, go the extra mile and are a pleasure to work with.”

Rachel Burkitt, National PR Manager, Enterprise UK.

“After taking up the role of Partnerships Manager at Enterprise UK I have been asked to contribute significantly to the National PR campaign.

“This would have been impossible without the support and guidance of the O Communications team. They have been a constant sounding board offering expert advice and invaluable contacts to promote the impact of Enterprise UK’s work.

“I feel like O Communications is part of the extended Enterprise UK family and deserves far more praise and credit for the regional PR successes we have had than I could ever take credit for.”

Amelia Henderson, Partnerships Manager, Enterprise UK.

“I just thought you might like to know that thanks to the coverage in the bdaily, The Excelsior Academy in Scotswood has registered for 1,300 tenners! The second highest amount requested in the country!!!!!! (They stated the bdaily as the reason they found out about the competition).”

Amelia Henderson email to O Communications during the campaign period.