

CIPR – PRide Awards 2010

Region: North East

Category: Best campaign £10k and under

Entrant: Stride PR

Title of Entry: Launching Rosie

Client: Authentic Media

Headlines

- **Total campaign cost - £3,000**
- **Total print audience reached - 2,226,765**
- **Double-page spread in the Mail on Sunday's YOU magazine**
- **11 separate national & regional pieces of coverage including ITV Calendar and the Yorkshire Post**
- **Return on investment for client - £21 for every £1 spent**
- **PR tools used – national PR, regional print titles, regional broadcast, blogging, Twitter**
- **Special touch – our author outsold Da Vinci Code author Dan Brown in her home town when they both launched their new books on the same day**
- **Rosie: Note To Self book sold out on Amazon.co.uk in first three months**

Background

Stride won the contract to handle the launch PR for an unknown author, Claire Connor, who had secured a five-book deal with a small publishing house called Authentic Media. Rosie: Note to Self was the first in the series the 'Lipstick Confessions' by new author, Claire Connor and children's author, GP Taylor. The book was a 'chick-lit' modern romance based on the Book of Ruth from the Bible.

Objectives

The PR objectives agreed with the client were:

- To raise awareness of the novel nationally and regionally both in print and broadcast media
- To create an online presence as the book was predominantly only for sale via amazon.co.uk
- To raise the profile of Claire Connor as an author
- To drive sales of the book

Approach

Stride was recruited by Authentic just two months before launch which ruled out targeting the print versions of many long lead magazines. Instead, we focused on short lead print, online and broadcast media. With a budget of just £3,000 from start to finish, our aim was to make a big splash on a tiny budget.

We focused our approach on Claire Connor as an author with a fascinating story. A lay preacher who fell pregnant in her early 20s, she had single-handedly raised her daughter while trying to establish her writing career.

Stride identified and was successful in securing a double page spread with the Mail on Sunday's YOU magazine. It was an ideal target for the book's content, has a circulation of more than two million and the right demographic audience for the novel. This was an exclusive interview and prevented the opportunity initially to secure wider national coverage. We advised the client this was the best way to guarantee a stronger national show rather than compete with myriad other titles for book reviews or feature platforms.

In addition, Stride set up a number of interviews with print and broadcast media to come out after the exclusive in YOU magazine. These included interviews on BBC Radio York and ITV Yorkshire and coverage in the Scarborough Evening News, Sunday Sun, Northern Echo and Living North with nearly every feature being a full page.

Digital

Against her initial reservations, Stride persuaded Claire Connor to blog about her life. Her writing style is light and witty and tailor-made for an online audience.

Stride designed the blog template in-house, gave full training on the blog – its purpose, tone, style, content – and also taught Claire how to use Twitter to

build her audience.

The book was the first in a series of five called the Lipstick Confessions, so the blog was also given this name. This came in handy when speaking to the press about Claire as we could point them in the direction of the blog to get a feel for her writing style and an insight into her life. Claire also documented her journey to stardom through the blog which gave people a nice inside view into the life of an author launching her debut novel – as demonstrated in the excerpt from Claire’s blog the day the YOU feature was published:

“My friend takes me for breakfast and nudges me eagerly when a woman smiles at me from the next table in the cafe. ‘Ooh look, she recognises you from the Mail on Sunday feature yesterday!’ she hisses. Apparently she does. Most peculiar feeling. Am caught between embarrassment and semi-apologetic pride, but it’s not every day you see yourself in a national Sunday supplement, particularly one as widely read as YOU magazine.”

Evaluation and measurement

The fee for this project was £3,000 and the AVE of the print media coverage was £63,000*. This figure does not include seven TV and radio broadcast appearances.

(* we appreciate AVEs is now considered an out of date method of evaluation but it is the one clients have requested we currently use. Our AVEs are calculated by Adfero Newsmanager and have no weighting multiplications added)

Cost effectiveness

The return on investment for the print media coverage alone was £21 worth of coverage for every £1 spent. Added to this were the various features we achieved through broadcast media channels. Authentic were quoted upwards of £25,000 by Waterstones to place Rosie: Note to Self on the first table of books in their stores. They reported back to us that the impact of PR on sales was the equal of their projected sales from using the much more expensive approach.

We would like to be able to release figures on how this manifested itself commercially but Authentic said regretfully they could not give us sales figures due to commercial confidentiality.

Final results against objectives

It brought a smile to our PR team that on the day of the book launch Rosie: Note to Self sold double the amount of copies in Claire's home town of Scarborough than Dan Brown's latest novel, The Lost Symbol, which was released on the same weekend.

Our objectives at Stride were to raise awareness of the novel and of Claire Connor as a new author. This was certainly achieved with minimal resources and not only did we promote the first book, we built the foundations for the rest of the series, developing relationships with key titles and contacts so that they would feature the next book in the series and beyond.

It is best put in the words of our client, Mark Finnie, from Authentic Media, *"Stride's creation and delivery of the PR campaign for Rosie: Note to Self was truly outstanding. Stride's contacts, relationships and creativity ensured the product launch reached several million people, through both national and local media. Its impact on sales was incredible."*

Budget allocated

Band A: £3000