

## **CIPR Pride Awards (Scotland) 2010**

**Category: 21. Outstanding Young Communicator**

**Entrant: Diane Primrose, Consolidated PR**

After graduating from Glasgow Caledonian University with a First Class Honours Degree in Marketing with Media, I jumped straight into agency life by securing work placements at three PR agencies before starting as a graduate placement at Consolidated PR in 2008. I was quickly promoted to an account executive.

### **Reuniting Scotland's first-ever donor family and transplant patient**

My achievements on the Scottish Government's organ donation campaign illustrate my ability to handle sensitive issues whilst pulling off some great coverage. The campaign aims to encourage Scots to join the NHS Organ Donor Register, to prevent three people a week dying in the UK while waiting on a life-saving transplant.

Working closely with NHS Blood Transfusion and Donor Transplant Coordinators across the country, I used my research and communication skills to identify and win over people who were willing to tell their story and support the drive. Developing the human-interest angle was crucial to the campaign's success so I provided compassionate one-to one-briefings with case studies, ensuring they were comfortable with talking to the media.

I developed strong relationships with those who had either lost a loved one, who had donated their organs, or transplant patients whose life had been saved.

Daryl died aged 13 in a road traffic accident and his mum Lily made the difficult decision to donate his organs. Shortly after, Lily received a letter from Cara, a teenager from Ireland who had received Daryl's liver, thanking her and her family for the selfless act.

I gave the emotional meeting between Lily and Cara as an exclusive to BBC Scotland in order to keep control over the story, for legal reasons, and to provide much-needed support to the families. The feature ran as lead story on both lunchtime and Reporting Scotland. Reuniting a donor family and recipient was a first for Scotland.

## **Launching a new life-saving vaccination programme**

As Scotland prepared to protect future generations of women against cervical cancer, I was a key member of the team that launched the campaign to promote the Human Papilloma Virus (HPV) vaccine on behalf of NHS Health Scotland. Tasked with amplifying the 'fight cervical cancer' proposition to teenagers and parents, I was instrumental in delivering stakeholder and media relations activity, feature seeding, celebrity endorsement and event planning.

After enlisting the support of 13 high-profile mums, I organised the campaign launch to coincide with the start of our nationwide 17-stop roadshow, with the Minister for Public Health, Shona Robison. I handled press office duties and facilitated interviews with campaign spokespeople and cervical cancer survivors, furnishing local media with features, campaign collateral and fast facts, which proved vital to the success of the roadshow.

Although 258 pieces of coverage were secured, worth £1,384,915, the real measurement of success lies in the amazing 92.2 per cent uptake for the first dose of the vaccine in Scotland, which I'm proud to have contributed to.

The campaign also won a Public Sector Gold at the CIPR Pride Awards Scotland 2010.

## **The Final Whistle - Scotland's largest football tournament**

My ability to adapt to different campaigns is evident in my work on Scotland's premier football tournament. I was a key member of the team that promoted Active Nation's sponsorship of the Scottish Cup while providing press office and event support to the Scottish Football Association (SFA).

Amongst others, I secured important third-party support for the Active Nation Scottish Cup events with Co-op. After leading negotiations, the nationwide retailer provided free fruit, juice and education books to give away at cup events, to encourage Scots to live a healthier lifestyle.

Coming up with the idea for Scots to 'win the cup' for a day, by telling us how they were getting active, was a great success locally and effectively linked the sponsorship partners. I organised the launch for this tactic with Miss Scotland on the back of a motorbike and the racy photography was picked up by media across the board.

Supporting the SFA at cup round draws and pre-match press conferences was a large part of my role. Through liaising with sport journalists, I was able to arrange for campaign ambassador, ex Celtic and Scotland star, John Kennedy, to write a column in The Scottish Sun on a weekly basis.

I played a key role in the final stages of the cup which included setting up mascot competitions, researching and organising half-time entertainment, writing copy for match programmes, assisting in the design of the winner's podium and setting up ticket promotions.

This energetic campaign gave me many personal highlights, including setting up 'fit' fashion features in Scottish tabloids, pram pushes with football fans, health features with local clubs and the creation of the 'Activator' smoothie, which Co-op developed ahead of the final.

### **Rape Crisis Scotland's first-ever TV advert**

I recently launched Rape Crisis Scotland's first-ever television advert, 'Not Ever', which aims to shake out ingrained prejudices many Scots have towards women who have been raped. I secured the backing of Hollywood actress Laura Fraser who provided a supportive quote and attended the launch.

I also briefed and supported a rape survivor ahead of the launch to help her deal with media interviews, as well as organising all the logistics of the launch including sourcing the venue, screening the advert and invitations to stakeholders and media.

As a result, 32 pieces of coverage were secured and the advert has had over 55,000 views on You Tube with bloggers around the world discussing the campaign on the Facebook page I set up.

### **Me**

I love agency life and thrive on working across a range of high-profile campaigns, which my colleagues trust me with. I can adapt to anything that is thrown at me and look forward to stretching and testing my abilities in the future.

I'm totally passionate and dedicated to all the accounts I work on and will always go the extra mile to get cracking results.

I may only be 23 years old but my results indicate a life in PR is for me.