

CIPR PRide Awards 2011

Region:	East Anglia
Category:	2 – Not-for-Profit
Title:	Trust in Fashion
Client:	Rainbow Trust Children's Charity
Organisation:	Pier

“The media coverage for Trust in Fashion was far greater than we dared to hope for. We were absolutely delighted that the Pier team secured interviews with OK! TV and also ITV1's Lorraine. This gave Rainbow Trust a fantastic opportunity to get its message out widely and to demonstrate our ability to secure significant celebrity endorsement.” Fidelma Hatton, Director of Marketing & Fundraising

Introduction

Rainbow Trust Children's Charity provides emotional and practical support to families when their child has a life threatening or terminal illness. Rainbow Trust, which celebrates its 25th Anniversary this year, relies almost entirely on voluntary donations and through the outstanding generosity of its supporters is able to help around 1,000 families a year throughout England.

Rainbow Trust (www.rainbowtrust.org.uk) provides individually tailored high quality care to families 24 hours a day. From diagnosis through to treatment and, should a family become bereaved, the charity will continue to support them for as long as they are needed, helping family members cope with the present and prepare them for the future.

In June 2011, leading names from the world of fashion joined forces to create a two day extravaganza at London's stunning One Mayfair in aid of Rainbow Trust. Trust in Fashion was the first of its kind for the charity. Created in association with Marie Claire, my-wardrobe.com and Storm the event included a VIP evening on the 29th June, featuring an exclusive catwalk show co-hosted by Sadie Frost, followed by a sample sale on 30th June.

Pier was briefed to formulate a PR plan to increase awareness of the Trust in Fashion event and raise the profile of Rainbow Trust.

Brief & Objectives

- Create excitement and buzz around the Trust in Fashion event and sample sale
- Raise the profile and build public awareness and support for Rainbow Trust Children's Charity
- Open doors for dialogue between Rainbow and celebrities with a view to harnessing their ongoing support
- Achieve an overall campaign reach of 100 million

Strategy

Pier responded with a plan to maximise press and PR exposure with a cost effective but high impact campaign.

The overall campaign was designed to maximise consumer reach quickly and effectively. The team at Pier quickly identified the need for a 'friendly and empathetic' celebrity in order to approach the national and broadcast media and maintain their interest.

The intensive PR campaign included: a tailored launch to all target media including online media and bloggers, consumer magazines and 'what's on' publications; online media competitions to attend the event & meet Sadie Frost; media invitations to the event and a star studded photo call; plus co-ordination of all media & broadcast interviews as well as a post event media relations with supporting visuals.

Implementation

We sent the tailored press releases to all target media and followed up with an intensive 'sell in' to secure pre-publicity coverage.

A double page feature on the founder of Rainbow Trust, Bernadette Cleary, was negotiated in the Sunday Express magazine which gave a fantastic insight into the great work of the charity as well as pre-promoting Trust in Fashion.

The initial coverage created interest from Hollywood actress and model Brigitte Nielsen, who expressed an interest to attend the event (as a fashion conscious mother of four). This relationship was nurtured by Pier and resulted in Brigitte becoming a spokesperson for the charity, attending the event and, thanks to Pier's broadcast targeting, an interview on the Lorraine show was secured the following day (30th June) to talk about the Trust in Fashion event, Rainbow Trust and the invaluable services that the charity provides.

The success of this PR campaign resulted in celebrity interviews secured with the Telegraph, The Daily Mail, The Daily Express and The Evening Standard. A large feature appeared on OK!TV and photographers from a range of photo agencies and national press were also secured by Pier to attend the event.

Media management on the night was essential to ensure a smooth running event. Media were escorted by the team at Pier to ensure that key photographic opportunities were captured and media interviews ran smoothly. The team also worked until the early hours ensuring that photography and post-event press releases were sent to media as soon as the event was over in order to maximise coverage opportunities.

Evaluation and measurement

The Trust in Fashion PR campaign secured the following results:

Reach: 115 million

Advertising cost equivalent: £131,000

PR cost equivalent: £393,000

This included a six minute interview between Brigitte Nielsen and Lorraine Kelly on ITV's 'Lorraine', OKTV! Lizzie Cundy interviews with Brigitte Nielsen, Sadie Frost, Jo Wood and Bernadette Cleary – the founder of Rainbow Trust; as well as celebrity interviews on Marieclaire.co.uk .

Fantastic coverage was also achieved in 3 national newspapers: The Express, The Telegraph & The Daily Mail.

As a result of raising the awareness of Rainbow Trust, the charity now has new celebrities interested in supporting the charity: Brigitte Nielsen and OKTV!'s host, Lizzie Cundy.

Final results against objectives

The massive campaign reach significantly exceeded our client's expectations and has led to a heightened awareness of the much loved children's charity. Public support of the charity has also been great with a good number of celebrities 'tweeting' their support and involvement – and some with a 'call to action'.

Rainbow Trust Children's Charity challenged Pier to achieve a massive overall reach of 100 million; the current reach of 115 million has smashed that target, with more media coverage expected over the next few weeks.

Previous to this campaign Rainbow Trust did not have any fashion sector presence; now they are engaged with high profile 'movers and shakers', giving them an important platform to build upon.

Total PR budget for the project under £10,000