

Category Name:	Best Sporting Campaign
Title:	Sky Sports Living for Sport - Inspiring Schools through Sport
Submitting Organisation:	Midnight Communications
Budget:	£90k per annum

Sky Sports Living for Sport is free initiative delivered in partnership with the Youth Sport Trust that uses sports stars and sports skills to improve the lives of thousands of young people in secondary schools across the UK.

Midnight Communications has delivered the media relations campaign for the initiative since 2009. The 2012/13 campaign is focussed on delivering a heightened campaign aimed at maximising the impact of social media and entries into the initiative's annual Student of the Year Awards.

To-date the 2012/13 campaign has resulted in **619 editorial placements** in regional press, **57 in specialist press**, over **300 online editorial placements** and **54 broadcast mentions**.

Midnight's measurable objective is to support the goal of ensuring that **1,500 schools have registered** for Sky Sports Living for Sport by the end of this academic year. As of 6 June, with over six weeks of the campaign still to run, Midnight has met this target.

Background & Objectives

With over a third of UK schools having participated in **Sky Sports Living for Sport (SSLFS)** projects over the past ten years, Midnight Communications' brief for the 2012/13 academic year was to further raise the presence of the initiative amongst:

- Schools
- Teachers
- Students
- Sporting and education press

The key objectives and measures of Midnight's success are:

- To drive people to visit www.skysports.com/livingforsport via PR and social media
- To raise awareness of Sky Sports Living for Sport amongst all secondary schools
- To highlight the key messages of Sky Sports Living for Sport
- Deliver consistent regional print coverage across every region of the UK, sustained regional television and radio broadcast and regular specialist and online media coverage
- Our measurable goal was to support the objective of ensuring that **1500 schools were participating in the programme by the end of the academic year**.

Strategy & Implementation

With 74 SSLFS Athlete Mentors visiting schools throughout the academic year, Midnight wanted to bring SSLFS to life using the **authentic content** generated by the athletes' own activities before, during and after school visits - for example, interacting with students and demonstrating their own sports skills.

Midnight uses this rich content to share details from school visits across all media platforms, utilising photographs, videos and messages across the channels, and encouraging fans and followers to **interact and share** their own experiences.

A cornerstone of SSLFS is the *Six Keys to Success*, sporting characteristics through which Athlete Mentors teach valuable life skills applicable to all areas of pupils' lives. With 2012/13 marking the tenth anniversary of SSLFS an additional stream of activity was also created to further highlight the *Six*

Keys to Success and raise the profiles of Athlete Mentors who best represent each of these keys. To date, this activity has led to feature articles being placed in *The Gymnast*, *Running Free*, *Sportsister*, *Physical Education Matters*, *SecEd* and *Innovate My School*.

A key event in the PR campaign is the **Sky Sports Living for Sport Student of the Year Awards**. A nine month UK-wide media relations campaign was developed for the **Student of the Year Awards** designed to attract entries into the Awards and maximise media awareness of them.

Interviews were held at the Awards ceremony with leading sporting and education press with further telephone interviews. Midnight's expert social media team was active throughout the day, sharing photograph and videos in real time across SSLFS' social media channels.

The ceremony was held at Sky TV Studios, and an **onsite blogger** was appointed who maintained a stream of tweets and posts including images, celeb spotting, award presenting and results. This activity alone saw a peak of **458,690** Facebook users viewing SSLFS page content, and a further **455,111** users reached virally during the week of the Awards.

The 2012 Sky Sports Living for Sport Awards PR campaign alone secured **199 positive press items** regional, trade, online and broadcast media. The total circulation reach was **56,218,846**, **more than doubling the audience** reached in 2011. In addition, the social media activity during the Awards week delivered a high of **10,934 engaged users** on Facebook with engagement on Twitter evidenced by 648 interactions and 181 uses of the hashtag #SSLFSAwards.

Budget and results

On a budget of £90,000 and without any expenditure on additional social media devices or advertising, Midnight has already delivered outstanding results, with six weeks months of the campaign still to run.

Over the course of the academic year to date, web traffic has reached over 100K with Midnight **doubling the number of site visits from social media channels** from 3% to 6.9% of all traffic.

Key results as of 1 June 2013 include:

Media coverage:

- 619 regional print articles against target of 342
- 57 specialist articles against target of 40
- 1,355 media mentions of the initiative against target of 810
- 54 broadcast mentions against target of 32
- 310 online articles against target of 240

Twitter:

- A 98 per cent increase in Twitter followers since August 2012, totalling 5,530 followers
- A 97 per cent increase in new Twitter followers per week
- Over 500 per cent increase in Twitter interactions per week (RTs and @ usage)
- Engagement with the most influential social media contacts was exceeded by 161%

Facebook

- A 37 per cent increase in Facebook fans
- A 2,071 per cent increase in fans viewing Facebook page content per week
- A 362 per cent increase in fans engaging with the Facebook page per week (posting likes, comments and images)

Most importantly, with the PR and social media campaign driving more school registrations via the SSLFS website, **Midnight had met the target of 1,500 schools being registered by 6 June with six weeks of the campaign yet to run.**

"Midnight Communications has taken the regional communication of Sky Sports Living for Sport to another level over the past few years and their drive, commitment and flexibility as an organisation make them a real pleasure to work with."

Jack Eatherley
Schools Manager, BskyB