

Pride Awards 2013: Best Use of Media Relations
Submission for: Livewire Public Relations
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Giant leaps for Frog

About Frog

Frog is a global leader in learning platforms designed to make online learning and teaching in schools simple for everyone.

Established in 1999, Frog has grown from a small two-man band to become a global player with 100 employees and 12 million users across 15 countries.

Its largest multi-million pound contract to date – to provide Malaysia's 10,000 state schools with its Frog Learning platform – is the direct result of an article secured by Livewire in the national newspaper The Times Educational Supplement which sparked interest from the Malaysian Ministry of Education. This entry documents the strategy and tactics Livewire has employed to raise Frog's profile, to reach an audience of over 22 million and to generate national and international sales.

Brief and objectives

- To position Frog as a solutions provider able to offer expert advice on a wide range of educational issues
- To drive traffic to Frog's stand at the BETT educational technology show and to generate sales leads
- To position Frog as an important global player, particularly in 'emerging' markets or nations with social or business activity in the process of rapid growth and industrialisation.

Creativity and innovation – what makes the campaign stand out?

- **Simplicity** – we looked carefully at the resources at our disposal and used them to the max
- **A captive audience:** As the BETT show brings together over 35,000 educationalists, we identified this event as a highly effective platform for launching Frog's latest product

- **Forward thinking:** In order to secure the lead over the competition we started work early, booking meetings with journalists previewing the BETT show four months ahead of the event
- **Bigger picture thinking** – We identified both global education and social issues that we could use to position Frog on the international stage and drive interest in its flourishing business.

Strategy:

- Identified spokespeople within the company well placed to offer expert advice
- Coordinated strategic meetings with the media to secure significant pre show BETT coverage guaranteed to drive traffic to the stand and to generate sales leads
- Publicised Frog's Malaysian contract to supply its learning platform to all of the country's 10,000 state schools.

Tactics:

- Created a 'sound bite bible' containing 'canned comment' from Frog's nominated spokespeople on a wide range of educational issues
- Used sound bite bible to secure interview opportunities, opinion pieces, and by-lined articles
- Invited media to attend presentations, seminars etc hosted by those spokespeople
- Coordinated ongoing face-to-face and telephone interviews with pertinent media – press, TV, radio and bloggers
- Secured meetings with new supplements' editor of Times Educational Supplement (No 1 national education title) in September 2012 to discuss features and page plan for TES ICT Guide to be distributed to 239,000 TES/TES.co.uk readers the Friday before BETT and handed out to each of the show's 35,000 visitors
- Secured coverage in education trade publications previewing the show and drove interest through media advisories on Frog presentations taking place at BETT
- Secured face-to-face meetings on the Frog stand with seven top UK and one top national Malaysian journalist, so generating considerable post show coverage
- Booked a flash mob acapella group– singing All You Need is Frog (an edited version of All You Need is Love by The Beatles) and Sweet Frog of Mine (i.e. Sweet Child of Mine by Guns & Roses) - to capture the attention of journalists and visitors entering the show and to drive traffic to the stand
- Secured features in major international titles

- Entered global awards – e.g. *Computerworld magazine's* World Good Awards etc
- Created 'bigger picture' sound bites on global education policy, social mobility, the digital classroom etc

Implementation where and when:

- Executive profiling/profile raising - ongoing at intervals throughout the year
- BETT – editorial meetings conducted Sept 2012 to secure Jan 2013 BETT show coverage

Variety of media utilised:

Press, TV, radio, online and social

- National education and technology correspondents : Times Educational Supplement, Guardian, Financial Times, National freelancers, etc
- Education trade: Senior Leadership Today, SecEd, Education Business, etc
- International: Forbes Online, The Star (Malaysia's top national newspaper – print and online) etc
- Global policy titles – New Idealist etc
- Social: Twitter, StumbleUpon, Google Recommendations, Face book Likes, Linked In Share, YouTube (videos of acapella group)

Research and planning

- Executive profiling:
 - Researched educational topics uppermost in the news – games based learning, bring your own device revolution etc.
 - Identified peaks in interest levels and pitched out sound bites when they were at a premium
- BETT Show
 - Content and features researched in advance of meeting with TES
- International profiling:
 - Researched media with significant international reach read by stake holders, politicians etc e.g. ForbesOnline 17m, New Idealist
 - *Researched media that could help us to escalate distribution via social media – e.g. Forbes Online which encourages its readers to Tweet, Face Book 'Like', LinkedIn 'Share' and recommend via StumbleUpon*
 - *Research titles that act as newsfeeds for other sites*

Measurement and evaluation:

Direct leads for sales team:

- 15,000 visitors to stand at BETT
- 1200 product demos at BETT
- Multi-million pound pan-Malaysian contract to supply 10,000 state schools secured as a result of article secured in the TES

- 33.3 million reach/opportunities to see (incorporating 18 million international reach stakeholders, politicians, ministries of education, key decision makers secured as a result of features Forbes Online, The New Idealist) etc
- 1,154 positive mentions of Frog
- Page 1 Google ranking when search term 'learning platforms' entered
- Seven meetings with top education journalists at BETT resulting in ongoing coverage throughout coming year
- 28 executive interviews, opinion pieces and by-lined articles, including seven features in the Times Educational Supplement (Frog's top media target), Daily Telegraph and two x 5 page articles in Senior Leadership Today and eLearning Update.

Budget: £38K (annual retainer)

Cost effectiveness: Please see Measurement and Evaluation and significant sales, sales leads, product demos and coverage generated.

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