

IDEAS
OF THE YEAR
2012

THOSE RESPONSIBLE FOR THIS TOME

Editor

James Gordon-MacIntosh,
Hope&Glory PR

Ideas of the Year Jury

Perveen Akhtar, Intel
Andrew Bloch, Frank PR
Charlie Coney, Golin Harris
Dan Glover, Mischief
Mike Mathieson, Cake Group
Frankie Oliver, Fever PR
Dionne Parker, McDonald's
Ben Smith, PR Moment

Huge thanks to

Dominique Daly
Tom Bradley

Designed by

Vic Salmon,
Moustache Design

IDEAS OF THE YEAR 2012



INTRODUCTION FROM THE EDITOR

There are times when you have a bright idea. You do nothing. It passes. You forget.

Then there are times you have what seems a bright idea and you think to yourself “that can’t be a complicated thing to do, I’ll crack on and do that”.

Ideas of the Year was neither of those things.

I hope that those who read it will agree that it was a bright idea. It was not, however, uncomplicated.

What’s this Ideas of the Year all about then?

Ideas of the Year is a celebration.

Creative people in the PR industry are rarely celebrated – certainly they are not lauded in the way that our cousins in advertising venerate their creatives.

I thought that was wrong.

So I set out to find the best creative work of 2012 and bring it together into a book that will, I hope, become an annual fixture of the PR industry. An annual of the best ideas in the business. Those that got people talking, made the public smile, stood out, disrupted, caused controversy.

Because in a world of digital media, scoring 50 pieces of coverage for something has become a pretty simple thing to do. Getting a NIB for some research that generated a client mention remains as straightforward as always it was.

But creating ideas that are memorable and that really impinge on the consciousness of the Great British public is an altogether trickier thing to pull off – particularly where those ideas rely on the precious resources of a client’s budget and reputation.

So this book seeks to celebrate the people who are creating the ideas that do cut through: that were memorable or remarkable in some way.

Why did you do it?

When I was growing up in PR, there was nowhere to go to be inspired. To find in one place the sorts of ideas that I wanted to create and deliver for clients.

Since then, the PR industry has been pretty good to me.

So I thought that, in the spirit of enlightened self-interest and of giving something back to an industry that has treated me so well, I would invest some of my time (and the time of my peers, for which I am enormously grateful) in creating the resource that I so lacked when I was a kid.

So if I hear that someone fresh to our business picks up this book and is inspired to think a bit harder, a bit more laterally or a bit more creatively about one of their client’s challenges, this tome will have succeeded in its purpose.

Simple as that.

What was the decision making process?

I contacted as many people in the PR industry as I could find. Sent emails, chased, badgered and cajoled.

Then, with around 100 ideas collected and written up, a jury made up of (in my opinion) some of the best creative PRs in the UK was convened to choose the work that would make it into this inaugural book.

Once we had weeded out the ideas that we didn’t feel made the grade (for an idea to make the book, at least 50% of the panel had to agree that it should be included), we selected those ideas that we felt were “Best in Book” and deserved special recognition for having been the most remarkable of the year.

There are some ideas missing, how can you call this “Ideas of the Year”?

Yes there are.

To accurately title this book, it is “An Incomplete Compendium of the PR Ideas of the Year”. But that is a rubbish title for a book.

If your work isn’t in here but you didn’t enter it, then I am sorry. I tried all I could. I can only say that I hope that you will consider entering next year.

James Gordon-MacIntosh
Managing Partner, Hope&Glory

PR MOMENT INTRODUCTION

Public relations is changing.

Today, it’s an industry concerned with content, engagement, humour, excitement and enjoyment.

At its best, the last year has shown that great PR can transform the perception of a brand. And modern campaigns have the power to change the fortunes of a business overnight.

People working in the industry may be doing ever more diverse things.

But regardless of how campaigns manifest themselves, at the heart of great PR, there always has been, and still is, a great idea.

This idea can either define a brand’s narrative or be a tactical creative offshoot. The proliferation of the media has meant that publishers have an almost insatiable appetite for content.

Those factors have combined with the great British sense of humour and a media that loves to entertain, and has resulted in us living in something of a golden age for PR ideas.

Social media has created a culture of content sharing, which has meant that all the best PR ideas and stunts are designed to engage a brand’s stakeholders. This ability to reach out and engage with customers is almost unique to public relations.

The aim of our Ideas of the Year annual is to collect the best creative PR ideas together in one place.

Is this a definitive list? Probably not. Like all these things this has been a subjective process. That said, we deliberately made the entry free so that we did not deter anyone from entering. In addition, our judges had ten “bonus balls” that they could use to nominate any brilliant campaigns that had not entered.

PR has always been a pretty broad church, from financial PR, to crisis PR, healthcare and consumer. Therefore, I don’t think we are suggesting that this is a collection of the best public relations campaigns in 2012. Bearing in mind the different types of PR, I think that is an exercise that would be impossible to achieve.

No, the Ideas of the Year Annual is a selection of the most glamorous, exciting, engaging, humorous and fun PR ideas of 2012.

Enjoy ...

Ben Smith
Founder, PR Moment



The world's First Guard Cat

Mischief had to create a low-cost, quick-hit tactic to promote toy company Bandai's boys' toys – including ThunderCats, Power Rangers and Ben 10 – ahead of Christmas 2012.

They decided to employ the world's first security cat to watch over the new toys in the Bandai warehouse ahead of Christmas distribution.

There were over 50 pieces of coverage including Metro, The Daily Telegraph, First News, OK! and National Geographic Kids and hundreds of online and social media mentions – all helping to contribute to above-target Christmas sales for the ranges.

Lead agency

Mischief

Who signed it off client-side?

Andrew Welch, Bandai

Client

Bandai

Who delivered it?

Mischief

Who came up with the idea?

Mischief

Honourable mentions

Millie the cat



BA claims "Home Advantage"

The Home Advantage campaign was a result of extensive research looking at the airline's role in the Games and the desire to create a campaign with maximum impact.

Identifying the power of home advantage, the airline launched a tongue-in-cheek campaign, which asked the nation not to fly during the Games and to stay home to support Team GB.

To lend its support to Team GB and rally the home advantage, a giant image of Gold medalist Jessica Ennis was placed in a park under the flightpath to Heathrow alongside the message "Welcome to our turf".

It was to be seen by thousands of athletes ahead of the Olympic Games, and also made its way onto BBC TV News and the Jonathan Ross Show.

The lady herself commented in The Sunday Times: "life certainly changes when British Airways puts a huge image of your face, the size of 15 football pitches on the Heathrow flight path!".

Ahead of the Paralympics an image of wheelchair athlete Shelly Woods was projected onto a building near the runway with the message "Welcome to our manor", which also featured in media coverage.

The Home Advantage campaign generated 47 pieces of coverage, which reached a cumulative audience of 16 million.

Client

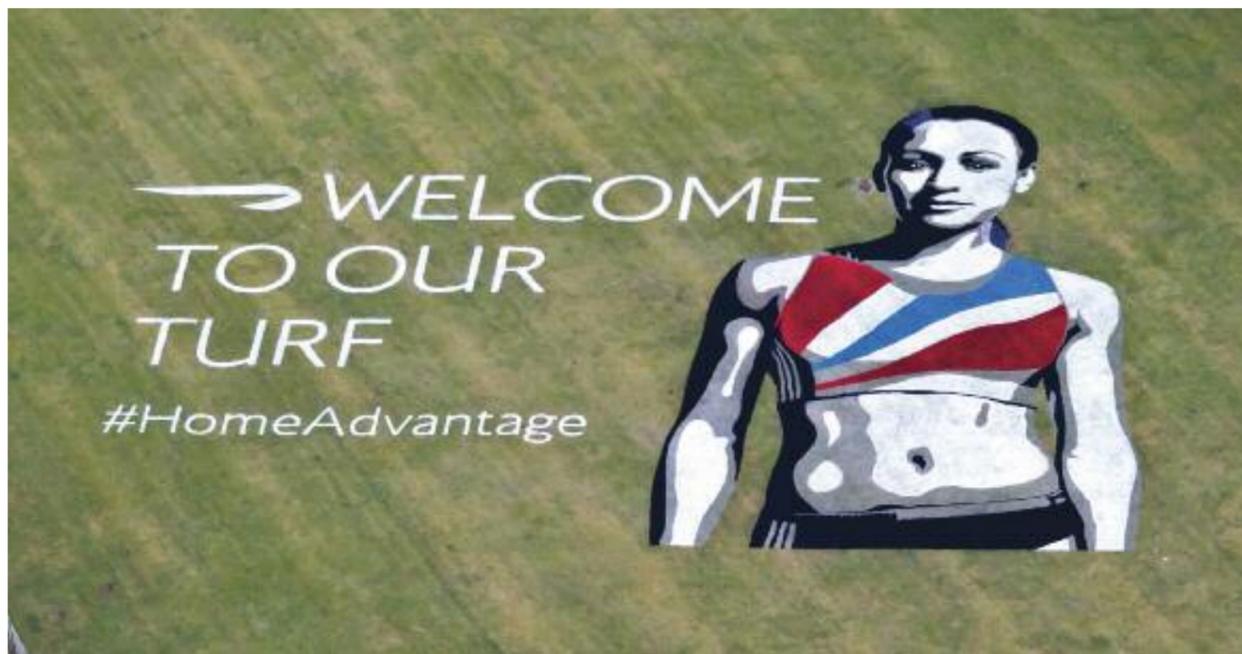
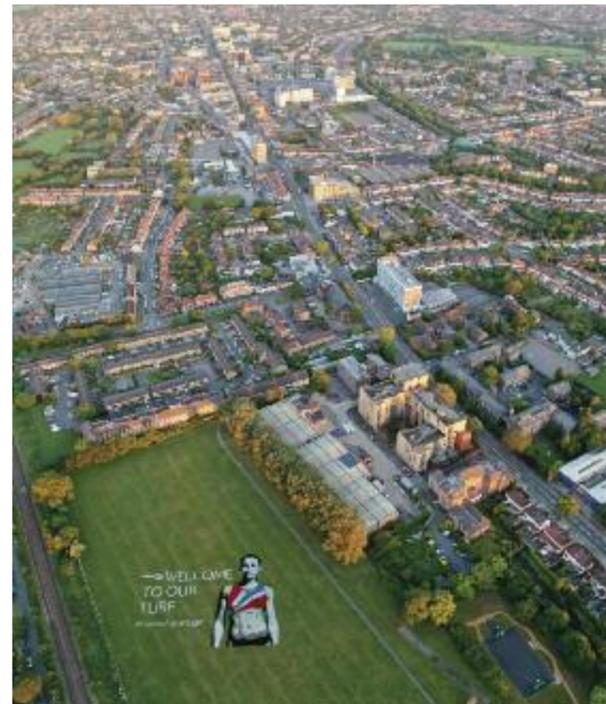
British Airways

Who delivered it?

Kathryn Williamson, British Airways
Sophia Antoniadis, British Airways
Mark Whelan, Cake
Natasha Broady, Cake
Rob Haycocks, Cake
Alex Coulson, IMG
Daisy Bannerman, IMG

Other agencies

BBH
Zenith Optimedia
12th Floor



James Gordon-MacIntosh says: BA demanded epic scale and some serious PR front to carry-off their Olympics support. As just one of a sequence of executions – from the planes up your street on Street View to the painted Firefly to the Torch Relay support, the brand ruled the air during the Games. Their Ennis stunt captured the imagination and the mood of the nation perfectly ahead of the main event.



Coke Zero Skyfall

Coke Zero's activation to mark its association with James Bond flick Skyfall took the live action-to-viral film schtick to a new level in 2012, with Antwerp station turned into a gigantic obstacle course designed to put wannabe Bonds through their paces.

Challenged by a vending machine with the simple question: "Want the chance to win exclusive tickets to Skyfall?" punters were given 70 seconds to race to platform six.

A variety of impediments – including spilled oranges, a dog walker with tangled leashes and frustrating joggers who won't get out of the way – helped the resulting online film quickly become an international hit.

Another piece of Duval Guillaume wizardry, it's a campaign that shows that a small selection of ad agencies "get it" when it comes to creating content that gets people talking.

Lead agency
Duval Guillaume Modem

Who delivered it?
Geoffrey Hantson
Katrien Bottez

Client
Coke Zero

Other agencies
Monodot



Stand Up and Be the Change

John Doe's goal was to build awareness of His Holiness the Dalai Lama's global message of "Stand Up And Be The Change" within the UK's disengaged youth audiences – as well as using social networks to drive awareness and attendance for a free talk on the subject of peace at the MEN Arena.

To get people interested, the agency commissioned creative Rankin and journalist Jefferson Hack to produce a film within 48 hours using Skype. The 1.46 minute film was a calling card for the event and was in line with the Dalai Lama's global message. John Doe utilised their celebrity network to read parts of the message, pro-bono.

The announcement of Russell Brand as host for the talk and the release of the viral film received blanket press coverage pre- and post-event. There was top-tier national media coverage, including ITV News, Guardian Online, Radio 1 & NME. The total numbers for circulation exceeded 280 million.

The talk took place at full capacity with an estimated 25,000 young people in attendance.

| | |
|--|--|
| Lead agency John Doe | Who delivered it? Rana Reeves Meena Khera Peter Chipchase Debora Burns |
| Client Office of Tibet | Eliz Helvacioğlu Charlie Vance Jamie Mancini |
| Other agencies Dazed Films Gary Aspden DaweBell Mandi Lennard | Honourable mentions Beth Ditto, Michael Stipe, Jarvis Cocker, Alison Mosshart, Grimes, Marina Abramovich, Russell Brand, Stella McCartney and Apichatpong Weerasethakul |
| Who signed it off client-side? Thubten Samdup, Representative of His Holiness the Dalai Lama | |



The Dulux Dog Walk

Dulux wanted to promote the fact that they'd been named a top 10 brand in the annual Superbrands list.

Not content with a name-check, Mischief devised a picture-led strategy to ensure Dulux became the hero image accompanying the Superbrands story.

On a cold Sunday morning models with shaggy-haired Dulux dogs strutted through London, turning the streets into a colourful "dogwalk" – securing lead image status in the next day's Superbrands reports.

Over 200 pieces of print coverage including page leads in the Metro, Daily Express, Daily Mirror, The Independent and the front page of The Daily Telegraph: Business were the result. There were 100s of broadcast mentions and 1,000s of global and domestic online and social media mentions.

The images have since been used in Dulux advertising campaigns.

| | |
|---|---|
| Lead agency Mischief | Who signed it off client-side? Letty Edwards, Dulux |
| Client AkzoNobel (Dulux) | Who delivered it? Mischief |
| Who came up with the idea? Mischief | Honourable mentions Spud, the Dulux dog |



James Gordon-MacIntosh says: As the judges pointed out, if most agencies were told "we've got into the SuperBrands Book, can you get some coverage?" there would be eye-rolling and general despair. Mischief's response was different, aiming to capitalise on the coverage that the SuperBrands Book gets and to make the most of Dulux's appearance in it. Simple, smart PR.

Tower of London's "Oldest Timeline on Facebook"

Historic Royal Palaces wanted to raise awareness of, and engagement with, the Tower of London's Facebook page. The aim was to allow audiences to interact with the site's historic stories in the same way they engage with their friends and record their own lives.

The team put the 32 most infamous events in the Tower of London's 1,000 year history onto its Facebook timeline, including Anne Boleyn's execution, Guy Fawkes' torture, the "murder" of the Princes in the Tower and the Great Fire of London.

Dubbed the "oldest timeline on Facebook", the activity resulted in a 1,200% increase in both new likes and page views with a promoted post reaching 135,853 people.

The team also ran a parallel Twitter campaign. #OldestTimeline, tweeting 1,000 years of history in a day which resulted in a reach of approximately 2.4 million Twitter users.

Coverage spanned print, online and trade titles, including Metro, Daily Mail Online, Londonist, We Are Social People and Social Media Today.

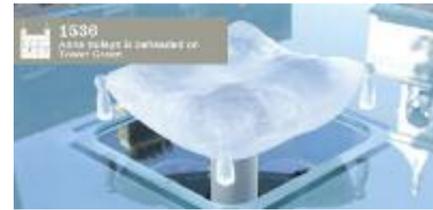
Brand
Historic Royal Palaces

Team
In House

Who came up with the idea?
John Shevlin, Digital Media Officer, Historic Royal Palaces

Who delivered it?
Tim Powell
John Shevlin

Honourable mentions
Yeoman Warder Jim Duncan
Sally Dixon-Smith
Bridget Clifford



Dionne Parker says: *This idea shows the power of simplicity. While many were bemoaning the introduction of timeline to facebook, the Tower of London used it to full advantage. Using great visuals to complement historic moments, they created facebook's oldest timeline and a clever way to engage new audiences.*



IKEA goes "Happy to Bed"

IKEA set Cake the challenge of positioning the retailer as experts and leaders in life at home in the bedroom by showcasing their knowledge of the UK household as part of a fully integrated marketing campaign. IKEA needed to demonstrate the store's development and how its knowledge creates smart and affordable solutions that help people go happy to bed.

Research by IKEA found that many in the UK are embarrassed about properly testing a mattress in store.

To break down these barriers, Cake decided to give some of the 96,000 fans of a Facebook group entitled "I wanna have a sleepover at IKEA" the chance to do just that. 100 consumers were invited to spend the night in an actual IKEA store, testing beds and furnishings and learning about the best way to create a relaxing bedroom environment from IKEA's experts.

The campaign generated over 190 pieces of coverage in national publications, regional titles, radio broadcast and online. As part of a wider social media campaign, the sleepover helped IKEA gain an extra 1,624 likes on Facebook, reaching a total of 23,852.

Nearly 500 people applied for a chance to take part in the sleepover, and the video content amassed over 32,000 views. The Lakeside store (home of the sleepover) became number one for year-on-year sales growth in bedrooms.

Happy to Bed has already picked up a Cannes Lion, Media Cristal, PR Week Award, PRCA Award and a Marketing Week Engage Award.

Lead agency

Cake

Client

IKEA

Who came up with the idea?

Cake PR and Creative teams

Who signed it off client-side?

Lois Blenkinsop & Lewis Marshall

Who delivered it?

Cake PR and Digital teams



The World's First "Tweet Shop"

In a world full of shoutouts, mentions and retweets, Mischief PR jumped on the Twitter bandwagon to make Kellogg's new Special K Cracker Crisps a genuine talking point for both media and consumers.

With a world first, a Tweet Shop was created – where social currency replaced financial, and people paid for a packet of the new crisps with a social media mention rather than cash.

Influential sites such as CreativeBoom, Mashable, Trendhunter and Pocket-lint helped kick off over 100,000 branded conversations during the week of the products launch; over 1,500 people visited the Special K Tweet Shop during four days of social trading – sampling over 5,000 packs of Special K Cracker Crisps – and directly recommending the product to their combined 240,000 friends and followers.

There were over 400 pieces of coverage in the UK – and globally – including Metro, The Independent and Guardian Online, and The Tweet Shop was voted into the 2012 Social Media Hall of Fame.

How's that for word-of-mouth ...?

Lead agency
Mischief

Who signed it off client-side?
Paul Wheeler, Kellogg's

Client
Kellogg's (Special K)

Who delivered it?
Mischief

Other agencies
Slice Experiential Agency

Who came up with the idea?
Mischief



McDonald's "Happy Readers"

In January 2012, McDonald's ran a pilot Happy Meal promotion, replacing toys with children's books by War Horse author Michael Morpurgo.

The challenge was to elevate a marketing promotion and create a campaign that drove trust amongst consumers, especially parents, and created national debate amongst opinion formers without the use of the author.

The team secured the backing of the National Literacy Trust to bring to life the barriers to reading and decided to campaign in a consumer-friendly way with single dad-of-two Jeff Brazier, commissioning photography and film for social media.

At the end of the trial, nine out of ten parents said they'd like to see more book promotions from McDonald's.

In January 2013 McDonald's launched a long-term campaign to put millions of books into the hands of families. At the launch, 160 pieces of coverage delivered 64 million opportunities to see and 98% of that coverage was positive or neutral.

Most important, the number of people who say McDonald's is a company they trust reached an all-time high.

Lead agency

Blue Rubicon

Client

McDonald's UK

Other agencies

Markettiers4DC

Who came up with the idea?

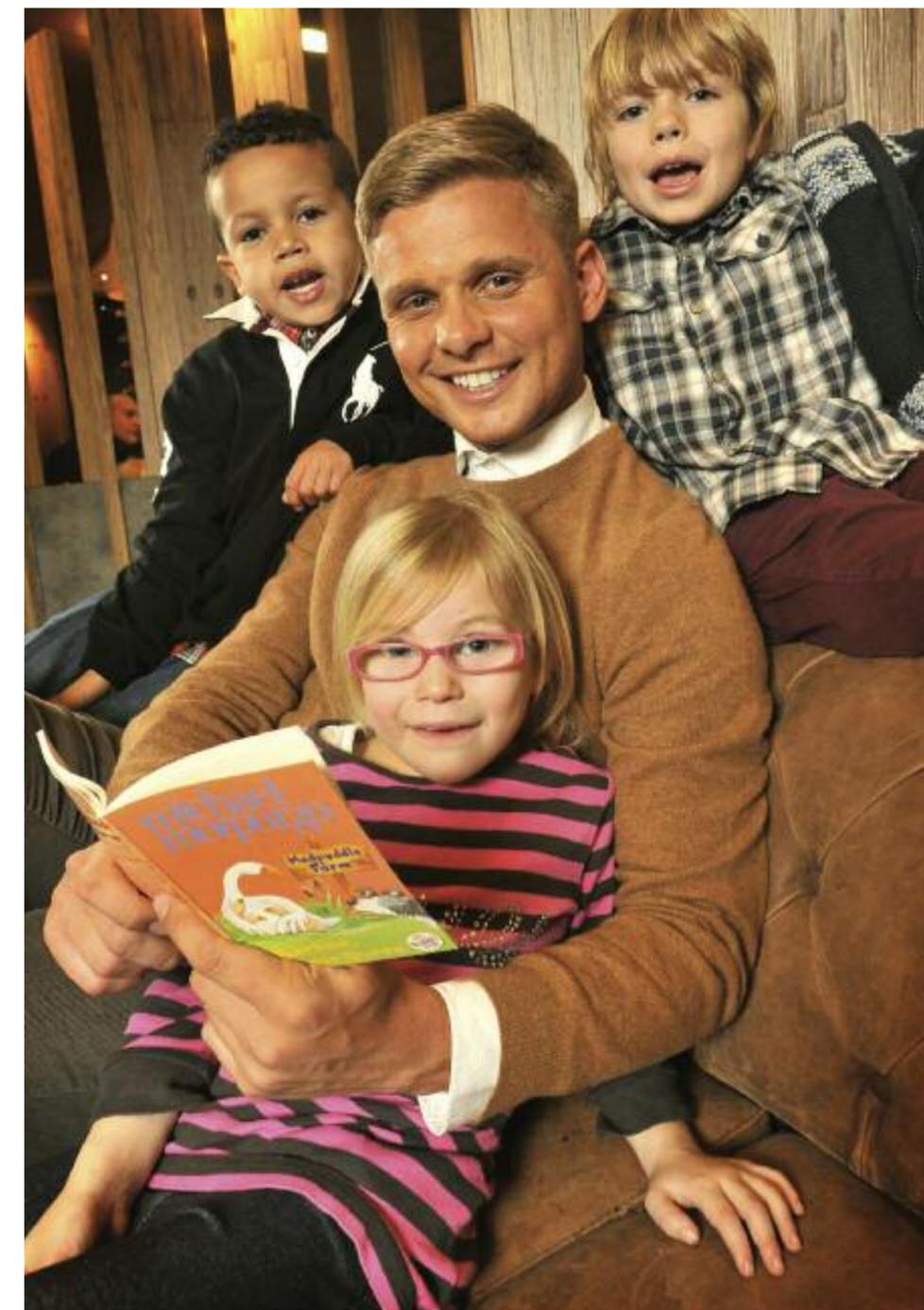
McDonald's UK and Blue Rubicon

Who signed it off client-side?

McDonald's Marketing and Press Office teams

Who delivered it?

McDonald's and Blue Rubicon



The Stair of the Dog

MORE TH>N wanted to raise awareness of the rising pet obesity problem in the UK through an impactful PR stunt.

Experts predict that, by 2022, half of all dogs in the UK will be obese – a result of owners overfeeding and under-exercising their pets. Consequently, man's best friend faces a stark future where they'll be too fat to even climb a simple set of stairs.

To visualise this future the team created the first stair lift for dogs, called the "Stair Of The Dog 2022".

One photo shoot with an overweight dog taking the stair lift for a spin later and they had a compelling image that would stir a debate in the UK and beyond.

The stunt generated 51 pieces of picture-led editorial coverage across national and international media outlets including The Sun, Daily Mail, Huffington Post and the Mail Online.

There were also hundreds of mentions across Twitter, with the images of the solemn-faced pooch riding the stair lift shared again and again.

Lead agency
Cow

Who signed it off client-side?
Carmel McCarthy, MORE TH>N

Client
MORE TH>N

Who came up with the idea?
Cow



Teddy & Stanley's Tall Tale

Cow was tasked with developing a real solution to the problems dog owners face every year on Bonfire Night, when deafening fireworks displays have dogs all over the country cowering in fear.

So the team created the world's first bedtime story for dogs: a free audiobook that was scientifically designed to calm down dogs on Bonfire Night.

Entitled "Teddy & Stanley's Tall Tale" the story was developed with the scientific know-how of the UK's leading dog behaviourist, the imagination of an up and coming children's author and the soothing Shakespearean tones of actor Simon Callow.

The story generated 146 pieces of coverage worldwide across national print, online and broadcast media.

Coverage highlights included The Daily Telegraph, BBC News, BBC Radio 4, Radio 5 Live, The Daily Mail, Metro, Mail Online, The Guardian, The Independent, Daily Star and The Sun (which particularly praised the effectiveness of the story for stressed dogs).

In addition, the YouTube video showing Simon Callow narrating the story has racked up over 35,000 completely organic hits, while Twitter reach has exceeded one million.

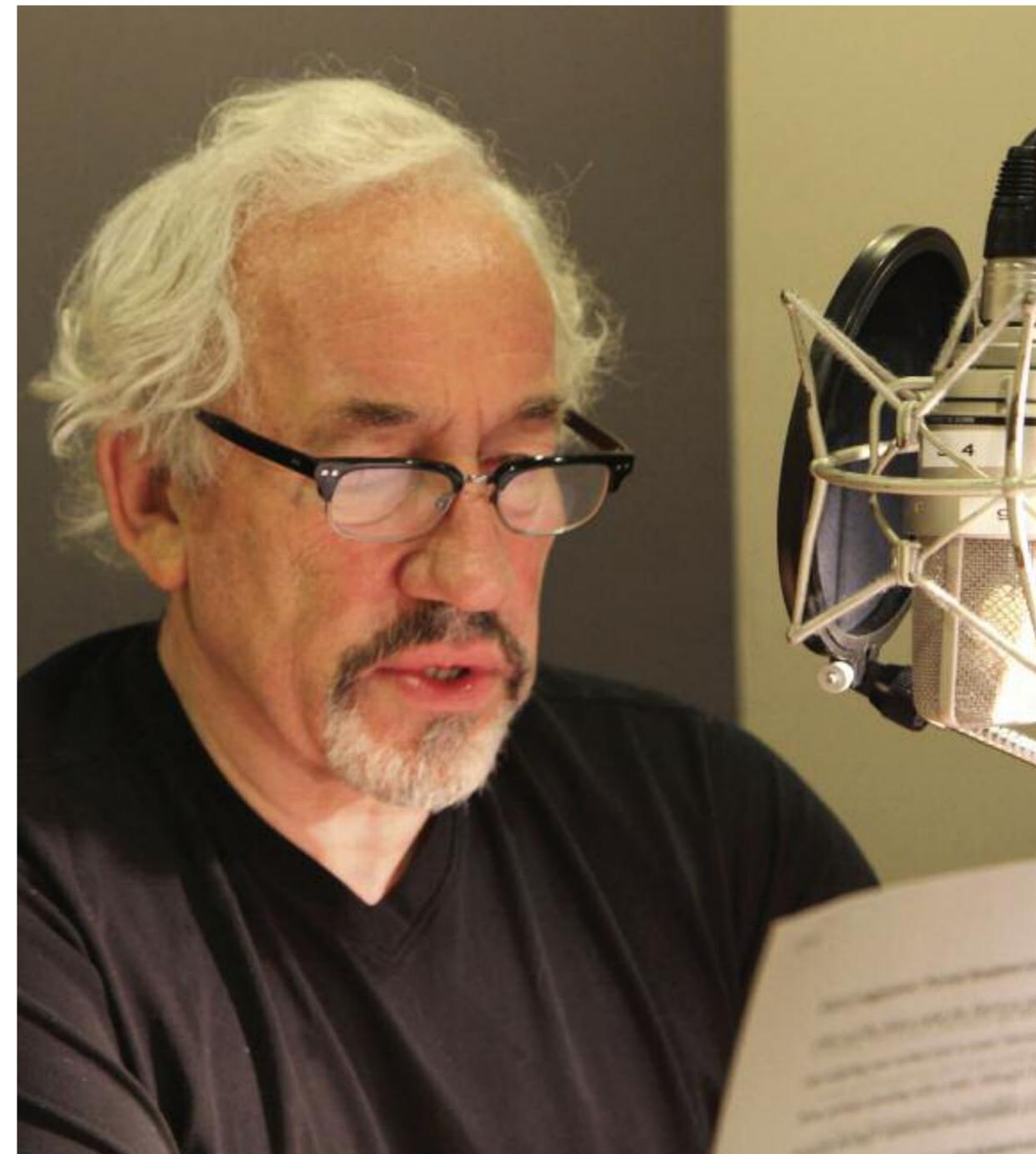
Lead agency
Cow

Who signed it off client-side?
Bart Nash and Kaidee Sibborn,
MORE TH>N

Client
MORE TH>N

Who delivered it?
Cow

Who came up with the idea?
Cow



**Wesker & Son:
The Resident Evil 6 Human Butchery**

Wesker & Son, the human butchery set out to generate buzz for the launch of gaming epic, Resident Evil 6 and to reach non-gamers attracted by its no-holds barred approach.

The campaign set out to offend, pushing the limits of taste by bringing to life the idea that a butcher had been forced to make use of all the human meat lying about as a result of the mass fatalities caused by the game's C-Virus in order to survive.

In the words of Miss Cakehead, the results were "Insane levels of coverage and word of mouth, widespread newspaper coverage, online buzz and broadcast coverage in four different countries."

Lead agency
Cakehead Loves

Who signed it off client-side?
Adam Merrett, Capcom

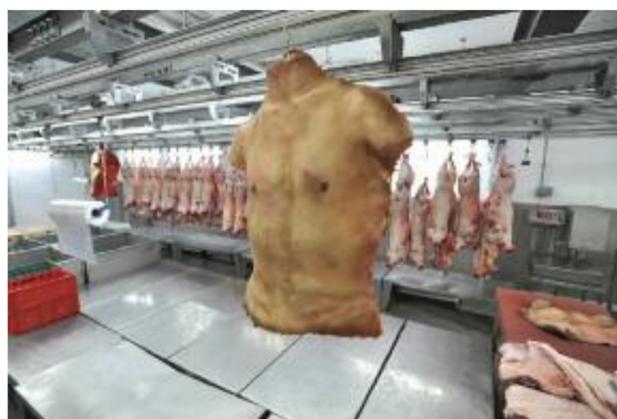
Client
Resident Evil, Capcom

Other agencies
Full Fat PR

Who came up with the idea?
Miss Cakehead

Who delivered it?
Miss Cakehead
The team at Full Fat PR

Honourable mentions
Sharon Baker
Zoe Rutherford
Emily Evans



Picture credit: Nathan Prask



Ribena Plus Play Report

The Plus Play Box
Christmas is so commercial nowadays, with one-in-ten parents spending over £500 per child.

Unity wanted to show that Ribena Plus understands the pressures parents are under at this time of year, whilst simultaneously providing a solution to their problems.

To do this, the team took on the toy industry to prove what all parents know – that the humble cardboard box is actually the ultimate Christmas toy.

Cardboard boxes with templates for cars, boats, and much more, were created and taken to parents guerrilla style via removals company, Pickfords.

Launching two days before the Toy Retailers Association's annual "Dream Toys" list, the timing was perfect, securing 269 pieces of coverage, including 10 nationals and 226 regional pieces.

The team also hijacked the TRA event, turning up outside and giving away Play Boxes to media, securing four extra national hits.

But best of all was the reaction from the kids and their parents. Photos were posted on Twitter of children playing with the boxes, accompanied by thanks from mums everywhere.

The Pocket Playground
Ribena and Unity wanted to help mums keep their children entertained during the August Bank Holiday for less than the cost of a tube ticket.

Enter the Pocket Playground – a travel-sized treasure trove of eight low-cost items (costing £6.12), and 50 ideas for how to use them, crowdsourced from the members of Netmums.

Statistics from the "Ribena Plus Play" report were also included, revealing the cost of modern play, the rise of screen-based play, and the decline of traditional open play.

The pack gained 45 pieces of coverage in a week, including 8 nationals, 8 broadcasts and 7 pieces with the target audience themselves: mummy bloggers. The highlight was a double-page spread in The Daily Mail of a journalist trying out the Pocket Playground with her kids – who absolutely loved it.

Lead agency
Unity

Who signed it off client-side?
Caroline Fredj,
Glaxo Smith Kline

Client
Ribena

Who delivered it?
Unity

Who came up with the idea?
Unity



James Gordon-MacIntosh says: *As the judges of this book will attest, the "do some tangential research and hope it makes news" approach to media relations is still alive and kicking in our industry. In some ways, the Play Plus report is just that, but the idea of adding to the research with real products – the Pocket Playground and the Cardboard Box of fun – means that this campaign is elevated and got that much more engagement as a result.*

UKTV's Hotel Alcatraz

The Hope&Glory PR team were set a brief to promote the launch of new TV series, Alcatraz, on UKTV's Watch. The grand plan was hatched to create a pop-up "Hotel Alcatraz" – a faithful recreation of the prison when it closed in 1963, complete with 9ft by 5ft cells, guards and "regime" – that people could actually stay in.

The launch of Hotel Alcatraz delivered over 300 pieces of coverage in all. That included national pieces from Daily Telegraph, Daily Mail, Evening Standard, Daily Mirror and online coverage across the board.

An APTV piece went global delivering over 130 pieces of TV news coverage around the world – from Singapore to Mexico.

The launch also got people talking: stimulating Twitter chat that (according to TweetReach analysis) reached over 4.5 million people from over 2,000 Tweets.

- Lead agency**
Hope&Glory PR
- Client**
UKTV
- Other agencies**
Helix 3D
- Who came up with the idea?**
Jo Carr and James Gordon-MacIntosh
- Who signed it off client-side?**
Zoe Clapp, UKTV
Laura McTurk, UKTV
- Who delivered it?**
Jo Carr,
James Gordon-MacIntosh,
Carl Steer, Laura Bevan,
Emma Thomas, Adrian Chitty
- Honourable mentions**
Jem Fraser and his band of merry men, Brian and the team at Helix 3D



Dan Glover says: A campaign to deliver a TX line for a TV show is not easy. H&G's solution was a perfectly formed campaign – genuinely experiential (the public could book), a news story, loads of traditional and online features and a big social talking point. Did it work? I'm betting it smashed viewing targets.

