



CASE STUDY

Reaching 2m UK consumers with financial education

Our media relations campaign for the Office of Fair Trading – part of an integrated marketing campaign from Squad – reached more than two million people and drove footfall to 30 events across the UK.



Challenge

To use local and regional media relations activity to drive attendance to and raise awareness of a UK-wide financial education roadshow, 'Save Xmas 2009'.

The roadshow – part of the OFT's response to the collapse of the Farepak Christmas hamper savings club – aimed to inform consumers about safe ways to save for Christmas.

Judge & Howard was the PR partner for the campaign, which was co-ordinated by integrated marketing agency Squad.

Activity

- A proactive media relations campaign, tailored for 150 local/regional print, broadcast and online media and targeting both news and features
- Close liaison with local representatives of the Citizens Advice Bureau – the public face of the campaign

Results

- Media coverage reached a broadcast audience of 1.3m, plus a press circulation of 750,000
- Many local radio broadcasts on the morning of the event, encouraging footfall
- The roadshow delivered 1,779 face-to-face information sessions and distributed 15,861 Save Xmas information leaflets

"The PR campaign added measurable value to this events-based initiative."

Rob Gray, managing director, Squad

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