



pressa ahead



Dott 07

Dott 07 (Designs of the time 2007) was a year of community projects based in North East England that explored what life in a sustainable region could be like - and how design can help us get there.

Objectives

Press Ahead worked with lead project manager, Different Ltd, to provide PR and media alliances support for a range of community based projects involving designers. The objective was to raise awareness of the programme and to attract people from inside the region, and beyond, to visit the events, attractions and exhibitions that formed part of Dott 07.

Approach

Press Ahead delivered a sustained PR programme that used the individual events running as part of Dott 07 to secure regional and national coverage. The development of a tailored PR approach for each event meant we were able to target a broad spectrum of journalists, including those from education, environmental, farming and food related titles, in addition to mainstream media targets.

Results

During the lifespan of Dott 07, Press Ahead secured a high volume of positive media coverage - both paid for and placed - across a diverse range of media targets. Editorial was achieved in mainstream national media (i.e. Daily Telegraph, The Guardian, The Times, The Daily Mirror and BBC Radio 5 Live), target niche national titles (i.e. Regeneration + Renewal, Planning, Country Kitchen, Organic Life and Times Educational Supplement), and all North East England media outlets.

For a relatively modest PR investment, over £367K worth of editorial space was delivered and the additional schedule of advertising and advertorial activity supporting this delivered 942 inserts and media value of £382,000 for an investment of less than a quarter of that amount.

