



Outdoor and Active - One North East

Press Ahead was awarded the contract by One North East to launch a campaign that ran until August 2009, promoting North East England as a great place to explore and visit.

Objectives

The objectives of this campaign were: to attract more domestic visitors into the region; to increase the visitors' average spend and length of stay; to maximise visitor movement across the region during their stay and to drive traffic to the region's tourism website: www.visitnortheastengland.com.

Approach

With Outdoor and Active as the theme and through appropriate target media, we encouraged our primary and secondary audiences to visit and explore North East England. The campaign developed and implemented was delivered as a comprehensive, multi-platform offering, designed to appeal to a national audience. Our approach involved using a number of PR tools to ensure success in a short timescale, including regular correspondence with editorial teams to establish planned features and explore the potential to contribute; development and sell in of feature ideas; development of outdoor itineraries linked to the sector for consumers and visiting journalists; proactive engagement with relevant web 2.0 platforms; effective use of creative photography to generate media coverage; sector specific promotions, competitions and offers and PR that spins off scheduled events in the region. Key to the campaign was the 'Adventure Generator' – an idea generated by Press Ahead to develop an online wizard, which provided a number of PR opportunities and channels of communication with the media.

Results

For this short campaign, Press Ahead needed to deliver results quickly and include all four sub regions in activity and coverage, as well as developing a mechanic that would encourage people to find out more about the region online.

Press Ahead worked closely with national journalists across all titles and secured press visits to the region from a number of key titles. Media coverage has appeared in national, trade and consumer publications, including Sunday Telegraph, Guardian, News of the World, Express, Country Walking, My Weekly and Chat magazine. By providing the idea of the Adventure Generator, Press Ahead has ensured that visitors to the region now have an online tool which will help them plan their visit to the region, and has added a new dimension to One North East's marketing campaign.

As a result of this campaign, Press Ahead has secured coverage with an AVE of over £205,050 which represents a significant return on investment.

