



## One North East:

### Real Help

Real Help was a UK government initiative to provide support to businesses and people in this country as a result of the unprecedented economic climate. Uniquely in this region the RDA, One North East, co-ordinated the efforts of Business Link, the Learning and Skills Council (LSC) North East, the Government Office North East and Jobcentre Plus to ensure that communication campaigns were clear and easy to respond to.

#### Objectives

Working alongside lead communications agency Different, Press Ahead was asked to extend the 'media alliances' approach that it had pioneered in relation to the 'Passionate people. Passionate places' regional image marketing campaign. The objective was to create a fully integrated public information campaign on behalf of the partner organisations but under a single, simple brand, working in partnership with the key media groups in the region.

#### Approach

A series of meetings were arranged with senior editorial and commercial figures in the key regional media groups to explain the campaign objectives and play on their 'enlightened self interest' to provide a high impact schedule of editorial, advertising and other activity designed to ensure that the 'Real Help' message had a daily presence during the initial period of February to June 2009. Specifics included a series of press supplements, interactive web executions, radio infomercials, case study articles, sponsorship of key business and jobs platforms and other activity across Trinity Mirror, North East Press, Newsquest, CN Group, GMG Radio, Metro & TFM and a number of niche business publications.

#### Results

All of the agencies involved reported healthy contact rates and the return on investment on the media spend was excellent. For example, the first phase of activity during February and March generated £276k of coverage at rate card, at a return on investment of approximately 7:1 and delivered over 16.5 million opportunities to see or hear the messages.

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