



Shop Sunderland F1rst Campaign

Press Ahead was appointed for a three month period to launch and promote Sunderland City Council's 'Shop Sunderland F1rst' campaign, aimed at encouraging local residents to shop and enjoy leisure time the city centre.

Objectives

The objectives of the campaign was to position Sunderland City Council in a positive light, showing that they were supporting local shops and businesses. It was also important to highlight to Sunderland residents the opportunities for shopping and entertainment that existed within the City.

Approach

Press Ahead identified the key media for this campaign and developed a strategy that involved PR and advertising activities. Using a creative approach to PR that involved working closely with the news and features desk of the Sunderland Echo, Press Ahead developed creative ideas to promote the cities shops and restaurants. Press Ahead also highlighted events being organised linked to the Shop Sunderland F1rst campaign with PR and advertising.

Results

As well as generating PR coverage around the launch of the campaign, as part of a media call, Press Ahead secured a number of Shop Sunderland First branded double page features with the local media, achieved coverage for a number of events linked to the campaign and co-ordinated advertising campaigns with Sun FM and Living magazine. Press Ahead also organised a shopping promotion with the Sunderland Echo.

