



Sunderland City Council:

Sunderland Economic Masterplan

Press Ahead was appointed to manage the public relations to support the launch of the Sunderland Economic Masterplan, a strategy that lays out the ways in which the city will develop and grow over the next 15 years.

Objectives

Press Ahead was asked to deliver PR support to raise awareness of the launch of the masterplan among the Sunderland and wider North East public. A secondary objective was to target relevant trade and specialist titles with stories about specific aims of the masterplan, including plans to develop key industries like automotive and software.

Approach

Press Ahead developed a general launch release, as well as sector specific press releases that were used to target mainstream and specialist titles, announcing the launch of the city's masterplan. The media was invited to the launch event, held at the Stadium of Light, as well as sector-specific events held at venues London.

Results

The Sunderland Economic Masterplan launch event was attended by journalists representing The Sunderland Echo, The Journal, ITV Tyne Tees, Metro Radio, Real Radio, BBC Radio Newcastle and Sun FM.

As well as generating significant PR coverage in The Sunderland Echo, there was prominent coverage in the Journal, Northern Echo, Shields Gazette, Northern Housing and Local Government Executive among others.

The value of the coverage placed exceeded £30,000 and reached well over a million people.

Media > Marketing & Communications