



Tourism Network North East

Press Ahead was appointed in April 2009 by Tourism Network North East (Tourism Tyne & Wear, County Durham Tourism Partnership and visitTeesValley) to undertake a three month PR campaign encouraging residents of, and visitors to, North East England, to explore the outdoor assets and attractions across the region.

Objectives

The campaign objective was to generate press and broadcast coverage across the region, using a range of creative PR ideas and activity that would attract people to the three sub-regions over the spring/summer months.

Approach

Press Ahead developed a strategy that included proactively targeting media to secure visits around the destination, encouraging journalists to get behind the outdoor and active products on offer; focusing on key outdoor and active themes relevant to each part of the region, as well as using events and festivals where appropriate and supporting and complementing the marketing campaign and activities that were taking place nationally.

Results

For this short campaign, Press Ahead needed to deliver results quickly and include all three sub regions in activity and coverage. It was essential to demonstrate creativity to identify opportunities and rapidly convert them into coverage.

The campaign enjoyed a successful launch, a number of double page features focusing on the outdoor offering across the region and competitions in all key regional titles.

As a result of this campaign, Press Ahead secured coverage with an AVE of over £68,000 and opportunities to see of 1,310,842, which represents a significant return on investment.

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