



Category: Best Use of Photography or Design

Company: Umpf

Entry title: Bike-on-the-Roof PR Stunt is 1st Glass

Brief and objectives:

The annual Tour de Yorkshire cycling race has become something of a sporting phenomenon not just within the region, where it is watched by people lining the route (2.6m in 2018 – the largest spectator event in the UK according to The Times), but nationally, live on ITV, and internationally, live on Eurosport (190 countries).

Unusually, this campaign materialised without a client request or brief; Umpf proactively suggested the idea to its client, Trinity Leeds shopping centre.

Umpf proposed the objectives:

1. Raise consumer awareness of the shopping centre in the region and beyond
2. Drive footfall to the shopping centre
3. Raise the profile of the in-house Trinity marketing team internally and within the retail industry

Rationale behind campaign, including research and planning:

Since it started in 2015, millions of people in the Yorkshire region have supported the Tour de Yorkshire (TdY) race, lining the streets to cheer on riders and dressing homes, schools and workplaces with yellow bikes, flags, bunting and other memorabilia.

In addition, each year the public and businesses create pieces of land art (usually large yellow bikes) to show their support for the race – over the years the images have become landmarks, picked up by the TV helicopters following the race, and focal points for communities to gather around.

Umpf proposed to launch its PR stunt a week before the race started to generate awareness and footfall ahead of – as well as during and after – the race.

Strategy and tactics, including creativity and innovation:

The finishing line for the 2018 TdY race was in the centre of Leeds so Umpf had the idea of piggybacking the media and public attention by creating a striking visual PR stunt: a 31 metre-wide yellow bike on top of the glass dome of the shopping centre.

Umpf contacted Welcome to Yorkshire to:

- See if their Chief Executive and TdY figurehead Sir Gary Verity would attend an official unveiling of the bike
- Confirm that the proposed 31 metre-wide yellow bike would be the city's biggest ever

Umpf believed the bike would create four awareness drivers:

1. A pre-event, visual PR stunt to generate media coverage
2. A piece of art that the public would come to see for themselves, not just driving footfall into the centre, but also social media and word-of-mouth awareness as people shared pictures and videos
3. A PR stunt that would enable Trinity to create social/online content over a ten-day period
4. An eye-catching visual landmark for people watching the race on television at home in Yorkshire, nationally and internationally

Implementation of tactics:

Umpf sought quotes from suppliers and Yorkshire company, Sand In Your Eye, turned the idea into a physical reality, creating a giant jigsaw of over 100 pieces of yellow sticky-backed vinyl.

Umpf worked with Trinity's window cleaning company PLA Window Cleaning Services who were contracted to fit the vinyl. Two abseilers from PLA, under radio instruction from a four-person Sand In Your Eye team below, stuck the 100+ sheets, one-by-one onto the glass dome.

The jigsaw took five days to fit; during the build hundreds of images were shared on social media, sparking debate about what it was. As the days moved on, eventually the public started to link the design with the TdY.

Umpf created branded 'selfie spot' floor vinyls, fixing them to the floor at the four best vantage points for selfies within Trinity Leeds.

Ahead of work starting, Umpf contracted a photographer and a videographer to capture stills and time-lapse video of the build. Crucially, a specialist drone pilot with a CAA licence was contracted to capture aerial shots – Umpf believed these would be the defining images of the stunt.

Umpf worked with Welcome to Yorkshire who agreed to send Sir Gary Verity alongside Christian Prudhomme, general director of the Tour de France, to do the official media unveiling.

Umpf create social content including animated video.

Measurement and evaluation:

1. Raise consumer awareness of the shopping centre in the region and beyond

The campaign generated 31 pieces of coverage across print, online and broadcast, dominating coverage in the Yorkshire region. It was used on six different TV stations (the first four used our pre-filmed drone/time-lapse footage):

- BBC Look North (regional)
- ITV Calendar (regional)
- Made in Leeds (regional)
- Good Morning Britain (national)
- ITV 4 (national)
- Eurosport (international)

Radio broadcast included BBC Radio Leeds, Radio Aire and Capital. BBC also used photos/video online as well as on their social channels.

It generated a page 3, full-page picture story in the Yorkshire Evening Post and a half-page picture lead in the Yorkshire Post. It was picked up widely across the regional media and made trade coverage in Shopping Centre magazine, Retail Gazette and Retail Times.

All media (radio aside) used the images from our press photocall and most online included our time-lapse/drone footage.

Total media reach: 29.3 million.

2. Drive footfall to the shopping centre

Week-on-week footfall was up 2.4% following the unveiling of the bike on the glass roof at Trinity Leeds.

Social media reach of content containing mentions/pictures of the Trinity bike, including images taken from the Trinity TdY selfie spots, animations and other publicity was in excess of 1.3 million.

3. Raise the profile of the in-house Trinity marketing team internally and within the retail industry

The campaign was very positively received by the core trade titles: Shopping Centre, Retail Times and Retail Gazette – the latter showcasing it as its main “Retail Gazette Loves...” feature.

It received social media praise from retail analysts/commentators and the likes of Ipsos Retail Performance and People & Places. It also made an impression on the marketing team at rival shopping centre Victoria Gate, who posted an Instagram image (tagging Trinity Leeds) showing a yellow bike photoshopped on their roof.

The campaign was picked up by Trinity’s head office team at Landsec in London and praised for its creativity.

Budget and cost effectiveness:

Costs:

- Sand In Your Eye: £7,200
- PLA: £3,600
- Drone filming: £300
- Timelapse video: £771.50
- Photography: £175
- Selfie floor vinyls: £168
- Agency fees: £2,500

Total: £14,714.50

Despite the finishing line to the race being in another part of the city, Trinity Leeds’ giant yellow bike was one of the regular brand talking points of the 2018 Tour de Yorkshire – but most importantly it drove footfall to the centre during the week of the race, improving week-on-week attendance by 2.4%

For every £1 spent, the campaign reached 2,080 people.