



Category: Consumer Relations Campaign

Company: BrandContent

Entry title: Shining the Light on Daylight Robbery

Brief and objectives:

FairFX is a currency provider specialising in prepaid cards.

- Raise awareness; reach mass market consumers with weekly national coverage
- Stand out from the crowd, gain media and consumer attention
- Disrupt currency market, grow customers
- Associate FairFX with “best value” and “planning ahead”

Rationale behind campaign, including research and planning:

After two successful years of running FairFX’s PR, we had to challenge ourselves to develop fresh angles to keep the media interested whilst fending off new prepaid competitors vying for the same media. This meant we had to stand out even more whilst still empowering consumers to seek best value.

We spoke to journalists to assess:

- Stories they were looking for
- Angles that appealed
- How we could help

A combination of daily media and competitor monitoring, traffic to FairFX blogs, social listening, SEO analysis and digesting industry reports enabled us to keep our campaigns fresh and understand:

- Issues that mattered to consumers
- Themes which resonated
- Sentiment towards overseas travel and cost

New campaigns were devised alongside exclusive investigations for target journalists with all activity evaluated monthly.

Strategy and tactics, including creativity and innovation:

Knowing what mattered to consumers and journalists, we devised a 12-month programme of investigations, colourful campaigns and insightful analysis pegged on key news hooks.

The programme was designed to disrupt consumer norms while placing FairFX as a trusted consumer champion by:

- Exposing bad value
- Demonstrating the impact of bad currency decisions
- Prompting consumers to seek an alternative
- Positioning FairFX as the solution, associated with value

Execution highlights:

Daylight Robbery:

An investigation showing how much consumers were being fleeced by hidden fees and poor currency decisions; that's £5bn. The campaign included:

- Sourcing airport exchange rates undercover
- Extensively analysing card usage data and bank charges to create our own stats
- Desk research and currency analysis to expose hidden charges
- Town crier video campaign and visual assets to bring the story to life
- Consumer case studies

Eleven months on, the campaign is still delivering.

Coverage: 131 pieces including BBC Breakfast, ITV, Times, Guardian, Daily Mail, Mirror, Express.

Snap Election and Brexit

Political uncertainty has a BIG impact on currency and we have been quick to track rates, offer commentary, provide guides and cost barometers at key milestones e.g. the snap election and as Brexit progresses. Advice on securing best value is prominent to help consumers understand the real impact. When there is political uncertainty, journalists want to know what FairFX has to say.

Coverage: 225 pieces including FT, Telegraph, Sunday Times, Independent, Vogue, LadBible, Daily Mail, Sun, Mirror, Express, Metro, Scotsman, Herald.

Airport Profiteering

Masquerading as customers, we captured exchange rates during peak travel times showcasing the bad deal from buying currency last minute. We are now journalists' "go-to" for airport rate checking and analysis.

Coverage: 149 pieces including Telegraph, The Week, Daily Mail, Sun, Guardian (splash), i, Times, BBC News, Evening Standard, Mirror, Money Week, Express.

Trump Slump

When Trump was elected, we recorded the cost of staying at his hotels around the world. One year on, we revisited the research revealing costs had slumped 35%! Pegged to his inauguration anniversary, the campaign enabled us to piggy-back on the news agenda to keep FairFX front of mind at a prime time for holiday booking.

Coverage: 44 pieces including i, Telegraph, MailOnline, News Week, Washington Post, USA Today, Bloomberg, Sun.

Exclusive investigations

We sent weekly currency alerts to media offering comments and analysis resulting in several exclusives e.g.:

- BBC Six O'Clock News: Dynamic currency conversion scam expose
- Times: Cost of flights leaving UK versus into UK
- Daily Mail: Investigating how holiday prices fluctuate over a fortnight

Implementation of tactics:

June:

- Daylight Robbery: Investigating how much consumers lose to bad currency decisions
- Snap Election: Proactive and reactive currency analysis in wake of election
- Airport Profiteering: Rate checking in light of election results

July:

- DCC: Overseas card fees expose
- Gap Year: Analysing where the pound improved for Gap year travellers
- Rate Commentary: Reporting fluctuations and 'when to buy'

August:

- Cheapest Flights: Price checking hundreds of flights revealing the UK's most expensive airport
- Post Office Postcode Lottery: Mystery shop showing regional discrepancies in Post Office rates

September:

- Study Abroad: Comparing tuition fees and living costs around the world timed for Times Higher rankings/new academic year

October:

- Who Pays More? Cost of flights leaving UK versus into UK
- What a Difference a Year Makes: One year since the Pound's historic lows, where can you get more for your money?

November:

- Trump Hotel Index: The cost of staying at Trump Hotels around the world

December:

- 2018 Travel Predictions: Destination predictions for 2018
- Ski index: Cost research into best value ski destinations

January:

- Study Abroad: Re-nosed research for UCAS deadline
- Trump Slump: Quirky hotel cost guide linked to one year of presidency

February:

- Fly for a Day: Destination guide based on best value places to fly for a day
- Best value weddings: Most affordable place to marry based on long-term currency fluctuations

March:

- Cruising Through Currencies: Hidden costs of cruising and ways to save
- Currency Warning: Advice on impact of poor currency decisions; key holiday booking period

April:

- Save £2k on your Summer Holiday: Helping people plan ahead

May:

- Staycation vs Vacation: Cost analysis of family holiday in UK vs Europe
- Cheapest Beer in Europe: Best value mini-breaks

Measurement and evaluation:

- 1,304 media hits; +8% YOY
- 799 nationals; 1,437%>target, +36% YOY
- Reaching 530.4m
- 827 cited “best value”
- 222 cited “plan ahead”
- 296 articles fully owned
- FairFX reinforced as consumer champion

Wider impact:

- 73,237 new customers, 51.7% revenue growth
- 17.9% increase in currency card turnover, 19.5% increase in international payments turnover
- Mintel reports only 2% of consumers buy currency at airports; down from 5% YOY

Budget and cost effectiveness:

PR Resource: £72,000 annual retainer

- Staggering coverage levels, 13.5p per 1,000 reached*
- No additional spend to PR fee; campaigns were effective, gaining traction on own merit through comprehensive research, meticulous currency analysis, bold investigations and strong media relationships
- Demonstrates how a small regional agency can deliver for national client; geography and size doesn't hold us back!

*Bespoke evaluation formula