



Category: Arts, Culture or Sport Campaign

Company: S3 Advertising

Entry title: Helping Pride Cymru Take The Rainbow To Wales

Brief and objectives:

Pride Cymru is Wales' flagship LGBT+ pride celebration held over three days in Cardiff during the August bank holiday weekend.

Pride Cymru 2017 was initially hanging in the balance when the regular event site was unavailable. Media coverage speculated about the event's future, with BBC labelling it "under threat".

With a new site granted, and for the first time Pride Cymru set to take over the capital as a weekend long event, all eyes were truly on 2017 to be the biggest and best to date — especially so as to safeguard its future for the Welsh LGBT+ community.

OBJECTIVES

- Achieve 50 pieces of positive press coverage across print, online and broadcast media prior and during the event
- Run a successful social media campaign in the run up, and during the event, with impressions of at least 1,000,000 across Facebook, Twitter and Instagram accounts

Demonstrate increase in attendance vs. 2016 to support event's future

Rationale behind campaign, including research and planning:

Research undertaken:

- Topical LGBT issues to include in press and social material – e.g. 50th anniversary of homosexuality legalisation
- Met with event operations, police and council to review event logistics
- Press photographer equipped with software to send images directly to newsdesks moments after capture
- Sourced and briefed Welsh and English speaking spokespeople from Pride Cymru board
- Set up media monitoring

Audited social media 'competitors' e.g. Pride London to evaluate what content was performing well so we could determine what would be most relevant for the Pride Cymru audience.

Strategy and tactics, including creativity and innovation:

Our strategy was two-pronged:

- Stage One (Jun to Mid-Aug) — driving press placement ahead of the event, begin to secure media attendance and build social engagement ahead of the event, with aim of DRIVING ATTENDANCE,
- Stage Two (Mid-Aug to Sept) — securing and managing press placement during the course of the event for live and post-event coverage, gathering content during the course of the weekend and live-engagement with users, with aim of PROMOTING EVENT SUCCESS.

STAGE ONE

Key tactics:

Secure 'What's On' preview coverage

- *Created a core press release as a 'one stop shop' detailing full event information such as headline acts, running order, security info, road closures and crucial ticketing info.*
- *Acted as press office for all press enquiries in the run up to / during event.*

Secure press attendance at event

- *Planned event press package with filming/photo opps, spokespeople, press pass system and background info on event and topical LGBT issues.*
- *Sent diary marker notes to all relevant press to mark date.*

Create a buzz via social channels

Built relationships with those performing on stage, engaged with loyal followers, ran several PPC campaigns, ran an official 'countdown' and acted as a key source for information

Implementation of tactics:

STAGE TWO

Key tactics:

1. Smooth Event Management

Make final arrangements for press attendance at event

- *Sent full media invites featuring on-the-day package to all relevant press, followed up personally to pitch the opportunities and made event plan with gathered responses.*

Organised for media to be fed live event photography content, with particular focus on parade imagery

- *Booked a press photographer for key moments over weekend, briefed to capture photos and issue straight to newsdesks.*
- *Organised for press images to be sent immediately to event social media team for live coverage of parade — as a result #PrideCymru trended in whole of the UK.*

Facilitate journalists conducting broadcast and radio interviews, as well as press and press photographers from print titles

- *Set up required interview, photo, soundbite, and filming opportunities.*

Deliver event round-up info to media in closing moments

- *Prepared a closing statement from Chairwoman announcing record attendance numbers and hailing the event a success. Issued statement moment headline act went on stage.*

Content capture and engagement

- *Coordinating volunteers to make sure all the different forms of entertainment across the site was captured and shared, live streamed on Facebook, kept up momentum of excitement built ahead of the event, acted as a key source of information across the entire weekend*

2. Wrapping up the Rapping Fiasco

- *When social media users complained about the booking of Goldie Lookin' Chain we jumped and within 24hrs had met with board members, advised, and issued press statement announcing their removal from the line-up.*
- *When pressed for further comment beyond statement S3 politely declined to comment on specific lyrics — a call which mitigated detail / negative impact of coverage.*
- *Picked up on issue through constant social monitoring and ensured everybody with concerns were directed to the statement*
- *Social media users praised handling of situation e.g. “Respect where respect is due Pride Cymru listened and now we can look forward to a great weekend.”*

3. Working With Speed

- *Thanks to special photography arrangements, photos from the Saturday lunchtime parade appeared as picture gallery stories on key publications within an hour of the parade end, and made the next morning's Wales on Sunday front page.*

4. Lending Journalists a Hand

- *Flexed press management on site to journalists' preferences – some fully chaperoned, others roamed freely*

Feedback from journalists: *“What a fantastic group of people to work with”.*

Measurement and evaluation:

Outputs:

Record-breaking 123 pieces of coverage inc. 10 broadcast (+146% on target), totalling 101,330,907 OTS

- Flagship pieces: BBC Wales, ITV Wales, WalesOnline, Daily Express, Metro, BBC Radio Wales / Cymru, South Wales Echo, Gay Star, GScene.
- BBC Wales online article published after event announced “under threat event safe for five years”, showcasing event’s safeguarding.
- 1,334,016 impressions and 86,725 engagements across Facebook, Twitter and Instagram accounts

Outtakes:

- Highly positive social media sentiment from attendees
- Positive feedback from stakeholders
- 27% increased Google searches for Pride Cymru vs. 2016

Outcomes:

- 28,000 attendees on Saturday alone (+55% vs. 2016)

Added value outcome: publicity of event provided platform for Pride Cymru’s key LGBT issues — in response to quotes from Chairwoman Lu Thomas to BBC Wales outlining need for a dedicated Gender Identity Clinic, the Welsh Government health minister announced they would open one.

Budget and cost effectiveness:

Budget: £5,333.47

(Social media management provided in-kind as added value)

Campaign achieved all goals, while supporting positive promotion of Wales’ LGBT+ community.