



Category: Consumer Relations Campaign

Company: W North

Entry title: #WeAreReeves - Show Your Colours

Brief and objectives:

- Create engagement, conversation and use around #WeAreReeves as a way of driving awareness and understanding of Reeves' new brand positioning to a younger target market.
- Develop awareness and drive footfall into brand experiences across the UK and Ireland after the summer relaunch of the brand.
- Attract 1500 on-target attendees across the events.
- Clearly demonstrate how everyone can be creative by engaging them in simple, quick and easy creative executions.
- Build on Reeves' key messages around the democratisation of creativity.
- Create a suite of lasting content to be used in future communications executions.

Rationale behind event, including research and planning:

- Reeves is an historic 250-year old art supplies brand. Until the start of 2017, it has targeted itself predominantly at a niche audience of artists. Now it wanted to make itself relevant and accessible to a young audience of 18-35 year olds; an audience receptive to subtle and simple encouragement to engage in short, creative exercises.
- We quickly identified that a 'mass market' approach risked being lost on an audience not relevant to the brief.
 - This wasn't an event that would work in the middle of a shopping centre on a Saturday afternoon.
 - In identifying the right areas of the UK, we looked at locations that might offer high, but relevant footfall.

- The event spaces had to have a natural feel. Not an art shop or an art space; this would be deemed too intimidating to the new audience and simply confirm preconceptions that Reeves was a brand for the artistic few, not the creative many.
- Maintaining a close eye on the brief and objectives, we set about researching relevant and on-trend exercises that would encourage creative engagement in each city.

Strategy and tactics, including creativity and innovation:

We implemented a strategy covering:

- Drive event awareness through multi-discipline routes: Through pre-event earned publicity, earned influencer engagement, owned social channels (via Reeves and host partners) and on-the-day high visibility sample bag distribution.
- Hold each event over two consecutive days: Allowing for early attendees to drive awareness and engagement on social to successfully signpost the second day.
- Hold each event over consecutive weekends in September: Thus allowing consistency and continuity of message from one event to the next across social channels.
- Limit our reach to three cities: Budget and timeframes meant concentrating our efforts on areas that we felt we could genuinely reach the target audiences.
- Dress the event spaces in familiar surroundings: 'Kitchen bench' environments that would make people feel like they're in a place they're accustomed to.
- Offer intriguing and enlightening activities: Encouraging people to take time out of their day to engage and share with their own communities online.

Venues:

- BoxPark Shoreditch, East London: A two-day pop up space that would be in tune with the young demographic who regularly attended the location in search of new experiences and new trends.
- Foundation Coffee House Manchester Northern Quarter: Held during normal opening hours of a popular and well supported venue in the heart of the most creative area of Manchester.
- First Draft Coffee, Dublin 1: The finest exponents of quality coffee in the city with a large and loyal following in the creative quarter of Dublin city centre. Again, we would operate during their normal trading hours.

Production:

We engaged creative event agency The Outside Collective, working in partnership with them to create familiar spaces for attendees. In London, the 'breakfast bar' dressing offered a non-threatening, communal environment. In Manchester and Dublin, we utilised mobile

furnishings that just added simple and subtle additions to already familiar and suitable café spaces.

Activities:

- We briefed Reeves brand ambassador, Elliot Kruszynski to create:
- Simple 'I Love...' outline postcards for each city that attendees could complete with their own designs using available Reeves products.
- A flipbook cartoon story which attendees to complete with their own designs.
- Take home mini cactus and succulents. Miniature terracotta pots for attendees to design and take home as reminders of their Reeves experience.

We also introduced a fun boomerang-style gif booth that allowed attendees to immediately share pre-branded results of their creations across their preferred social channels.

Measurement and evaluation:

- 1,800 attendees across six days in three cities over three weeks.
- 20 articles in targeted National, regional and online media and what's on guides.
- Potential coverage reach of 1.5m people.
- 21 influencer / blogger attendees.
- 84 Influencer / blogger posts during and following the events, shared with a combined 120,000 followers.
- 275 GIFs created and shared from the booth, each securing vital customer data for Reeves.
- A highlights film which sits on Reeves homepage.
- All GIFs now sit on a newly-created Reeves microsite.
- Suite of photography now used across all Reeves brand activity.
- The distribution of 7,000 high visibility Reeves sample bags, all within a 100-yard radius of each event.

Attendee feedback:

London:

"This is an incredibly generous and important thing you're doing. You have to promise me you'll keep doing this. It's such an important thing to encourage people to discover their creative side."

Dublin:

“Half an hour ago, I have to admit I’d never heard of Reeves and now I’m emotionally attached to this brand for life!”

Manchester:

“That was possibly the most enjoyable and enlightening brand event I’ve been to. Well organised, well communicated and absolutely on target for my followers. Please count me in to your next event.”

Budget and cost effectiveness:

The original suggestions requested three venues in mainland Britain and one in Ireland. Budget simply did not allow for this. By recommending three sites and pooling budgets between Irish and British brand managers, we were able to offer effective economies and consistency.

Securing ready-made spaces in Manchester and Dublin, with functioning and operational commercial spaces, we were not only able to maximise effectiveness and allow clear alignment with familiar regional operations, we were able to dramatically reduce production costs.

One thing we did not anticipate was the demand from so many attendees to purchase product at these events. Direct sales were not a measurable objective but was a hugely positive outcome that has now resulted in Reeves researching ways of introducing retail possibilities at future experiential events, adding a new dimension to the cost-effectiveness of such executions.