



CIPR PRIDE AWARDS 2019 GOLD WINNER

Category: Transport or Automotive Campaign

Company: Darren Northeast PR and Yellow Buses

Entry title: Busters Beach Party

Brief and objectives:

Yellow Buses is owned by public transport operator, RATP Group, which instructed Yellow Buses to increase their community outreach. Darren Northeast PR (DNPR) were appointed by Yellow Buses between 16th May to 5th June to develop a promotional campaign and engage with the local community based on their original idea of Yellow Buses 'Buster's Boscombe Big Beach Bash'.

Our objectives were:

- Engage families living within a 25-mile radius of Yellow Buses routes
- Raise awareness of Yellow Buses family tickets/passes
- Enhance Yellow Buses community reputation
- Attract visitors to the event.

The idea, research and planning:

DNPR were tasked with developing 'Yellow Buses' initial idea of a 'beach party' to ensure the event met the defined objectives.

We decided to base the event around a series of activities taking place throughout the day to get families actively involved with Yellow Buses whilst promoting their services through branded prizes. To support in the delivery of these activities, we researched into local entertainment artists/companies to collaborate with.

Key to our research was identifying the best forms of communication to reach our target audience. We did comprehensive research into social media platforms, local media, online publications and blogs to identify which outlets our specific audience was most active on.

Bournemouth and the surrounding areas has a busy calendar of community events, we arranged meetings with event co-ordinators and attended regional events to inspire the development of our own event.

We took site visits to Boscombe Beach to help develop the format of the event and enhance promotional opportunities e.g. where to host activities, where to setup visual installations to attract visitors walking past.

DNPR worked extensively with Bournemouth Borough Council to ensure the event was in line with council regulations and obtain relevant licenses e.g. music licenses, risk assessments.

Strategy, tactics, creativity and innovation:

In the lead up to 'Busters Beach Party':

- Identify and engage with Facebook community groups dedicated to parents and activities to do with children
- Set up a dedicated 'Busters Beach Party' Facebook Event Page
- Utilise Yellow Buses existing social media platforms to promote the event to their established audience (10,000+ followers)
- Manage targeted Facebook competitions - increasing engagement & interest
- Gain coverage in popular media outlets read by parents and families in Dorset
- Collaborate with Bournemouth Tourism to promote the event to their visitor databases.

During Busters Beach Party:

- Regular FB live videos of activities during the event for online audiences
- Provide photo opportunities for visitors to upload photos onto social media e.g. Facebook frames, giant Yellow Buses-branded sun lounger
- Create Yellow Buses 'landmarks' on the beach e.g. giant branded balloons, branded open top bus to attract visitors
- Provide traditional family activities for community involvement e.g. 'sandcastle building competitions', 'space hopper racing', 'kite flying', 'circus skills' workshops, face painting
- Provide 'Yellow Buses' themed goodie bags and prizes as incentives for visitors
- Use speakers and AV equipment, along with a live DJ and compere to host the day and create a 'party atmosphere'
- Provide Free open top bus rides from the Beach and across Boscombe, attracting visitors and providing an extra Yellow Buses 'experience' for attendees

- Utilise Yellow Buses' mascot 'Buster Bear' to 'judge' the beach competition and do scheduled visits to entertain children and encourage further photo opportunities for social media engagement.

Delivery:

- DNPR created the official 'Busters Beach Party' Facebook event pages
- Created content exclusively on the FB event page to engage with those interested in attending
- Weekly content promoting the event to Yellow Buses' established audience on social media of over 10,000 followers
- Secured promotion of the event in Bournemouth Tourism's consumer e-newsletters
- Social media management – responding to enquiries related to Busters Beach Party
- Used Facebook advertising to target defined audiences e.g. Parents with Children Aged 3-12, situated within a 15m radius of Bournemouth
- Facebook live videos throughout the event e.g. "We are live on Boscombe Beach. Come join our #BustersBeachParty!" which got 9K views
- Hosted regular competitions promoting 'Busters Beach Party' on the Yellow Buses Facebook page e.g. "Cruise through Bournemouth this month with a free @YellowBuses family bus pass! In anticipation of #BustersBeachParty, we're giving away a family bus pass available through the whole of June to one lucky winner."
- Frequently engaged with Facebook community groups:
 - Dorset Mums (1,275 members)
 - All Kids Activities Bournemouth & Poole (1,076 members)
 - Overheard Bournemouth (70,294 members).
- Gained media exposure for Buster's Beach Party in specific regional family-focused regional publications e.g.
 - Bournemouthtown.co.uk
 - Mums Guide To
 - Net Mums.
- Organised event elements e.g.
 - Researched and booked activities
 - Entertainment

- Event compere and DJ
- Sound equipment
- Gazebos.
- Arranging Yellow Buses 'Goody Bags' including promotional material e.g. branded tote bags, key rings, leaflets, timetables, discount vouchers
- Event Management e.g. co ordinating acts, timings of 'Buster Bear' visits, liaison with Yellow Buses staff, producing brief for the event host.

Measurement and evaluation:

To measure this campaign, we used a combination of:

- Recorded footfall figures on the day of the event
 - Attendees to the event = 2,500 people
 - A walk past = 15,00 people est.
- Facebook statistics (reach and engagement)
 - 25,035 people reached
 - Facebook page likes 20% increase
 - Live Facebook Video views during event = 10,584
 - 9,726 post engagements on content relating to Busters Beach Party
 - 5.1k people viewed Facebook Event Page, 1.2K responded with 'interested' or 'going'.
- Media coverage
 - 3.4M online readership
 - 19.8K coverage views.
- Ongoing exposure to promotional material, 850 people provided with goody bags
- Majority of sentiment recorded through social media and feedback was positive
- Yellow Buses brand value of campaign calculated at £69,950+.

Budget and campaign impact:

Darren Northeast PR had a campaign management budget of £1095 (+VAT).

Additional budget was needed for ancillary costs i.e.

- Host / DJ - £325 (and any hire of PA equipment and sound systems)
- Beach games / equipment - £500 + VAT
- Facebook advertising costs - £200
- Facepainting - £150
- Entertainment - £500.