

The logo for the CIPR Pride Awards 2019 Gold Winner. It features the text 'CIPR PRIDE AWARDS 2019' in white on a black background, followed by 'GOLD WINNER' in large, multi-colored letters (pink, orange, yellow, green, blue, purple).

Category: Best Use of Content

Company: Orchard Public Relations

Entry title: Launching JB Parker's Bar and Cellar

Brief and objectives:

Moore's Best Western Hotel in central St Peter Port invested £1 million transforming the hotel's bar into a brand new establishment named JB Parker's Bar and Grill. They tasked Orchard PR's team with finding an innovative way to tell the JB Parker story.

Objectives:

1. Announce the opening to Guernsey's consumer audience, establishing awareness and understanding of the new brand
2. Tell the business story, emphasising the investment by parent group Sarnia Hotels in Guernsey's tourism sector
3. Gain coverage of the opening in catering and hospitality trade media
4. Drive footfall to the establishment.

The idea, research and planning:

The story of JB Parker's is rooted in heritage: it is named after the founder of the Sarnia Hotels Group, now run by his granddaughter who gave the bar this name in his honour.

Orchard PR's team identified that telling this heritage story through creative content was central to winning over a local consumer audience who can be sceptical of change. We sought out as much information as we could about the original JB and included his background story in all media materials and visuals.

The campaign also needed an angle to interest the business and trade media, and we conducted interviews with senior management to put the £1 million investment into context. Finally, in order to truly showcase the bar and grill, high-quality video content and imagery would be required.

Strategy, tactics, creativity and innovation:

The team conceived a creative content idea which would create brand awareness and drive footfall to the new establishment, whilst also giving something back to loyal customers.

Under the hashtag #CheersJB we launched a 'Search for Guernsey's JB's'. The first 100 people (aged 18+) with the initials 'JB' to visit JB Parker's would receive a drink on the house in the shape of £10 to spend at the wine dispenser in the newly-converted wine cellar.

How best to tell the story? We chose well-known Island FM Breakfast Show presenter James Bentley as the campaign figurehead, with supporting content of JB raising a glass in JB Parker's.

Delivery:

Media materials and imagery announcing the search were shared with consumer media and the competition was launched on JB Parker's Facebook and Instagram profiles.

Our team filmed patrons and key staff members for a piece of video content. We also showcased the interiors, new menu, wine cellar and dispenser to demonstrate the quality and variety the space offered.

We deployed our business and trade media strategy with tailored media materials and imagery of the hotel's longest serving member of staff, alongside the bar's interior.

Measurement and evaluation:

1. Announce opening of JB Parker's to Guernsey's consumer audience, establishing awareness and understanding of the new brand.

The story reached 8,000 subscribers to the daily news alert of Bailiwick Express (BE) – Guernsey's online news provider - with 3,500 click throughs in 24 hours.

In the space of 24 hours, the post featuring the search for Guernsey's JB's on BE's Facebook page reached nearly 12,500 people, representing 25% of Guernsey's adult population (49,593 aged 19+ in 2016). To date, this post has generated 47 positive interactions (likes/loves/smiles) and 40 shares. 492 comments have been made, mainly Facebook users tagging friends who have the initials JB.

The Editor of BE contacted us with the following feedback:

In terms of social coverage - amazing - more than double the number of people who like our page saw the story. I had to turn FB off yesterday morning as the comments on that story were driving me insane as the notifications kept popping up on my screen!

The video content received 3,500 views, 51 shares and 11 positive comments. The video was edited into shorter snippets specifically for JB's newly-launched Instagram channel, where they have garnered a total of 588 views. Four posts including the #cheersJB created 61 positive interactions.

2. Tell the business story, emphasising the investment that parent group Sarnia Hotels continues to make in Guernsey's tourism sector.

The business story featured in Bailiwick Express's Business News feed, delivered direct to 8,000 subscribers and featured on its Facebook profile, where it received 50 positive interactions, 6 comments and 7 shares.

The investment story led the business section of the island's printed daily, the Guernsey Press and featured on Business Eye CI, home of online business Channel Island news. 2315 users clicked on the story through the daily news alert, and 44 directly through the Business Eye CI website.

3. Gain coverage of the opening in UK catering and hospitality trade media.

The story was covered in The Caterer and Bar Magazine featuring imagery and campaign key messages surrounding Sarnia Hotels' investment.

4. Drive footfall to the newly-opened bar and grill.

The search for JB's resulted in 90 successful claimants of the prize. The £10 reward spend incentivised winners to return to the establishment and bring guests with them.

Budget and campaign impact:

Reach:

- 25% of island's adult population with one social post (Bailiwick Express)
- 7% of island's adult population through click throughs on news story (Bailiwick Express)
- 74% of adult population through daily print (Guernsey Press)
- 2,359 readers across the Channel Islands through Business Eye CI
- 32,456 decision makers in the hospitality industry's leading trade title, 'The Caterer' and 12,500 industry leaders in 'Bar Magazine'.

Action:

Direct responsibility for driving 90 competition winners to visit the venue during its first week of opening.

This campaign genuinely captured the imagination of thousands of potential patrons. Nearly 500 comments were made by islanders tagging potential JB's to claim their prize. The content created by Orchard PR truly took on a life of its own and created a groundswell of grassroots support, firmly establishing the JB brand in the hearts and mind of islanders.