

Excellence Awards - 2021 Entry
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Entry ID: 9555

Third Party Authorization

Are you entering on behalf of, or in association with, any third party?: Yes

If yes, please tick here to confirm you have the third party's permission to submit this entry: Checked

Basic Information

Category: 18. Best Use of Media Relations

Entry Information

Entrant company name: Umpf

Entry title:

Street-Renaming Puts Shopping Centre Back On The Map

Entry

Brief, objectives and budget:

Following the Government's announcement to allow non-essential shops to reopen following the Covid lockdown, June footfall was down significantly in the centre of Leeds.

However, the promotion of the city's football club back to the Premier League allowed us to news-jack one of the city's most talked-about non-Covid stories of the year.

Our brief from Trinity Leeds was to create a feel-good campaign to show the centre's support for the newly-promoted club, with the objectives of

- 1) Publicising that the shopping centre was now fully reopen to the public
- 2) Driving footfall into the shopping centre

Costs:

- Production and fitting of Marcelo Bielsa Way' street sign, pls 2 others: £1,015.63
- 50 x replica Marcelo Bielsa Way' street signs: £460
- Photography: £175
- Umpf fees, including 'Marcelo Bielsa Way' street sign design, Trinity Leeds United logo

design and fees to manage the project: £2,500
Total: £4,150.63

The idea, research and planning:

Having followed the season closely we knew that Leeds were likely to be promoted, we just didn't know the exact date. We pitched the idea to the client a month before promotion was secured, advising that in order to piggyback the media and public attention, we needed to launch in the hour after promotion was clinched.

We used a clever newsjacking idea, capitalising on the promotion of Leeds United to the Premier League, by permanently renaming a street in the city – a pedestrian boulevard inside the shopping centre – after the Leeds manager, Marcelo Bielsa.

Strategy, creativity and innovation:

We knew that by creating two PR moments, we could capitalise on the stunt twice.

For part 1, using Photoshop, we mocked-up how the new Marcelo Bielsa Way street sign would look.

Part 2, a few days later, was the media unveiling of the physical sign.

How Umpf strategically maximised media and branding opportunities:

1. 30 seconds after promotion was sealed we changed the centre's name from 'Trinity Leeds' to 'Trinity Leeds United' across their social channels
 2. An hour after promotion (the evening of Friday 17 July) we issued our press release with the Photoshopped mock-up of how the sign would look including the line that shopping centre had recently reopened
 3. Late on Friday evening we contacted Telam – the national news agency of Argentina (Bielsa's home country) – to give them the story. This ensured the stunt was reported across South America.
 4. Design: We ensured the street sign included the Trinity Leeds logo, so all subsequent media coverage included a branded visual
 5. As well as rebranding social channels, in the press release we said that to celebrate the promotion, the shopping centre was changing its name from Trinity Leeds to Trinity Leeds United
 6. We created a second media moment with the unveiling of the street sign. Associated Press, Getty, PA and Sky Sports attended.
 7. We produced 50 replica Marcelo Bielsa Way street signs – 20 were given away as a reader competition with the Yorkshire Evening Post, receiving thousands of entries and a reach of 161,000 on their Facebook page, and 30 were given away via Trinity's social channels.
 8. As well as driving footfall in the aftermath of Leeds United's promotion, Trinity Leeds now has an ongoing footfall-driving, branded photo opp location for fans to snap and use on social media. We also created additional street signs around the centre for eagle-eyed fans, including 'Hernandez Highway' and 'Bremner Boulevard'.
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Delivery/implementation of tactics:

The entire campaign was conceived and implemented by Umpf. Umpf's in-house design team, Studio, created the artwork for the mock-ups, street signs, and social media.

Umpf commissioned:

- a local signmaker to produce the physical street signs
 - a photographer to capture images of the sign unveiling
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Measurement, evaluation and impact:

Objective 1: Publicise the shopping centre as now reopen

Across two waves of publicity, five days apart, the stunt gained blanket regional coverage across Yorkshire, ensuring that the shopping public was in no doubt that Trinity Leeds had reopened.

Broadcast coverage included Sky Sports news, 5Live and local radio, and many UK nationals carried the picture story including the BBC, Daily Mail and The Sun.

French sports paper L'Equipe visited Trinity to interview the centre director, and La Tercera – a national newspaper in Chile – also did an interview. The photo story was covered in Brazil, Egypt, Indonesia, Iraq, Lebanon, the US, Netherlands, Norway, Russia, South Africa, Spain and UAE.

The stunt caught fire on social with tens of millions of views.

Summary:

- 821 pieces of media coverage:
 - All coverage included at least one mention of Trinity Leeds; most included multiple mentions including the quote from the Trinity Leeds' centre director; many of the initial pieces referenced the re-brand to 'Trinity Leeds United'
 - More than 95% of coverage included an image/video of the sign, which included the Trinity Leeds' logo
- Phase I, the launch, achieved 344 pieces of coverage
- Phase II, the unveiling of the street sign, achieved 477 pieces of media coverage
- UK broadcast coverage included:
 - Sky Sports – two days of coverage (the launch story was the seventh-top trending story on Sky Sports News, and the sign unveiling generated multiple video bulletins throughout the day)
 - BBC 5Live – featured on news bulletins throughout the day, mentioning both the sign and the rebrand to 'Trinity Leeds United'
 - Radio Aire
 - Capital Radio
 - Times Radio
- National UK news included:
 - BBC
 - Daily Mail
 - The Sun
 - Independent
- Local media coverage included:
 - The Yorkshire Evening Post (five print pieces and four online)
 - Leeds Live (three pieces)
 - Local radio
 - Leeds TV
- The story, images and video were used in almost 250 media reports outside the UK (108 broadcast pieces from AP) including Croatia, France, Norway and Spain, plus further

afield, America, Argentina, Australia, Chile, and New Zealand.

Objective 2: Drive footfall into the shopping centre

The stunt helped drive an increase in footfall of +25.49% compared to the previous week, the highest week-on-week increase of the entire summer.

It has also created an everlasting, footfall-driving, branded photo opportunity for Leeds fans inside Trinity Leeds.

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

Provided

Campaign image (if entering individual/team awards, upload headshot/team photo here):

DavidMaddisoncentredirectoratTrinityLeedsUnitedinfrontofthenewMarceloBielsa WaystreetsigninLeeds.jpg

Company logo:

Provided

Please write a 30 word entry summary in the third person:

This sub-£5,000, low-cost PR campaign generated 800+ pieces of logo-branded coverage, helping drive a significant increase in shopping centre footfall and a lasting, selfie spot legacy for the client.
