

CIPR PRide Awards - 2021 Entry
85 Tottenham Court Road
London. W1T 4TQ
020 7631 6900

To be considered, entries must be submitted online.
This document is for reference only.

PRide Awards

Contact Information

<i>First name:</i>	Kelly
<i>Last name:</i>	Greenaway
<i>Job title:</i>	Senior Brand and Marketing Communications Manager
<i>Company:</i>	PHS Group plc
<i>Company Twitter handle (username):</i>	@phsGroup
<i>Are you entering on behalf of, or in association with, any third party?:</i>	Yes
<i>If yes, please tick here to confirm you have the third party's permission to submit this entry.:</i>	Checked
<i>Phone number:</i>	020 8573 6084
<i>Email address:</i>	kellygreenaway@phs.co.uk
<i>First line of address:</i>	Western Industrial Estate
<i>Second line of address:</i>	Lon-y-Llyn
<i>Town / city:</i>	CAERPHILLY
<i>County:</i>	Mid Glamorgan
<i>Postcode:</i>	CF83 1XH

CIPR member?: No

Basic Information

Region (Check Region): Cymru Wales

Category: 22. Best COVID response

Fee (based on Category selected)

Standard fee deadline: 06/22/2021 11:59 PM

Standard fee (£ - ex VAT): 0

Final fee deadline: 06/29/2021 11:59 PM

Final fee (£ - ex VAT): 0

Entrant company name: PHS Group plc - CAERPHILLY, Mid Glamorgan

Client name (for joint entries only): Magic Wand PR

Entry title:

We Are By Your Side Campaign

Brief, objectives and budget:

Summary of campaign:

Providing hand sanitiser, soap, bins, air purifiers and waste management solutions, phs Group faced a huge potential to support businesses become Covid-safe during the pandemic.

phs collaborated with independent practitioner MagicWandPR to devise a campaign to stand out as an expert to win customers.

Objectives:

- Become a trusted voice, offering genuine insights/advice
- Raise profile to mass audiences, generating widespread coverage:
- CEO on national TV
- 50+ radio broadcasts
- 10 quality trade press
- Land messaging across platforms and maintain over time; reinforcing phs' expertise
- Build credibility and equip Sales organisation
- Drive web traffic (TARGET >15% uplift in traffic)
- Increase engagement with customers/prospects

- Win new business; (TARGET >£1.2m)
- Support key essential workers/customers/prospects with 'getting back to business safely'
- Provide products/services to customers/prospects to help keep their staff, patients/customers safe; (TARGET for product uplift >£2m)

Budget:

Overall budget spent - £25,000 – including research, PR and Media, whitepaper; and partnership associations/events.

The idea, research and planning:

As the pandemic hit, hygiene firms were capitalising on demand. phs genuinely wanted to support business, becoming an industry expert and source of advice.

Businesses were hungry for information; digesting more news than ever. But the news agenda was packed. We needed to stand out and demonstrate our expertise. From constant news monitoring and journalist engagement, we knew a survey wasn't enough; we needed real insight and solid messaging.

Servicing 260,000 customer premises weekly, phs was itself hit by customer closures. We identified phs could uniquely track Covid business closures. We collated visit and waste collection data to reveal:

- Proportion of closures; tracked over time
- Building occupancy/usage based on waste

We called it the phsIndex.

The research task was colossal; analysing millions of visits to identify trends. New algorithms were created, revealing regional and sector breakdowns with closures/openings cross-referenced against key restriction dates.

After the initial launch (Phase1), we monitored industry news for hot topics. Scientists started talking about the overlooked airborne risk of Covid, questioning indoor air quality. As air purification experts, phs needed to own this conversation; raising awareness of the risk and demonstrate demand for air cleaning. Interviewing the experts and speaking to academics, Phase2 combined our data with scientific evidence and consumer research to cement phs' expertise.

Strategy, creativity and innovation:

- Lead the news agenda; achieving cut-through by creating owned data
- Bolster phsIndex with new consumer research for Phase2 ; creating additional hooks, insights and demonstrating consumer demand
- Collate emerging research on airborne risk demonstrating evidence for improving indoor air quality; prompting businesses to take action
- Partner with academic to explain and independently verify risks; adding weight and building trust
- Present data authoritatively white papers supported by Covid-safe advice
- High-profile broadcast launch

- Endorsement case studies
- Achieve campaign longevity with trade press thought-leadership features
- Use campaign as a foothold to engage industry bodies; positioning expertise to engaged audiences
- Execute multi-channel campaign (PR to direct sales); reinforcing at every opportunity.

Delivery/implementation of tactics:

Phase1 Launch

With the white paper, we planned a broadcast day with Markettiers when Government announced a new curfew on hospitality. We responded by pulling out hospitality closure/reopening trends and hammered the phones to find sector case studies. Our hard work resulted in a stellar TV feature with our CEO on SkyNews' Ian King Live. Comprehensive sell-ins and case studies made the phsIndex the talking point of the day.

Phase2

Phase1 made a huge splash but maintaining momentum was critical, with a second-wave approaching. We digested hundreds of research papers to understand emerging concerns about the airborne risk of Covid. While we're experts on aircare, we're not scientists so we partnered with Cambridge academic Professor Paul Linden to position the latest research, bylining an 'expert view'. Once we'd positioned the risk of airborne transmission in indoor environments, we wanted to present the consumer view. New research revealed startling headlines about consumer concerns about spending time indoors and their calls for businesses to take action. With updated phsIndex data, Phase2 launched with another broadcast day with our academic and CEO booked out with interviews.

The campaign was supported with:

- Trade press release with data and hygiene advice
- Series of thought-leadership features in trade media, over six months
- Business case studies impacted by Covid and air purifier users
- Engagement with industry bodies to present findings, securing webinars/podcasts/events/briefings/online/newsletter opportunities
- Salesforce briefings prep teams to engage customers
- Digital campaign with new landing page, web stories and programme of social media content including teasers visuals, infographics, air purifier timelapse video demo
- New Covid product bundle launched
- New indoor and outdoor hand sanitisers launched to meet demand
- Upscaled waste management services to meet demand of the NHS and Department of Health at the testing stations and vaccination centres

Our expert leadership really paid off – phs received an urgent call from the Department of Health to support the collection of high-volume PPE, Covid testing kits and vaccination waste within 24 hours across the UK. Urgently that weekend we delivered Eurobins, and orange bags to a retailer's car parks and vaccination centres. We didn't stop there. Today, we are completing over 470 installs/services every day. All-in-all, this has brought in an additional £18m revenue for phs and has helped us do our bit to help the country get the virus under control.

Measurement, evaluation and impact:

Media coverage:

Phase 1:

- 10minute SkyNews TV feature
- 18 interviews
- 633+ broadcasts including Times Business Briefing, That'sTVScotland, ITV Central, BBC, ClassicFM, KISS, Magic
- Reaching 56m

Phase 2:

- 21 interviews
- 352+ broadcasts including ITVNews, That'sTVWestAnglia, That'sEastTV, BirminghamTV, Heart FM, BBC Radio Scotland
- Reaching 9m

Trade:

- 31 including bylined opinion features, Q&As and advice pieces: 210%>Target
- Reaching: 2.97m
- Broadcasts: 1005%>target
- Total Reach: 68m

Online:

- 18,500 visits (Between March 2020 and June 2021) – overall uplift on website 28% (between September 2020-March 2021)
- 3,563 whitepaper downloads
- 1,600 podcast plays

Industry body engagement:

Live webinars/podcasts/speaker events held with Institute of Hospitality, Beer British Pub Association, NHS Sustainability, Retail Leisure International, Community Leisure, BSA, Schools Academies Show. Reaching almost 783,000.

YOY sales impact:

- Sanitiser/soap dispenser: 95% up
 - Air purifiers: 167% up
 - £1.1m additional sales
 - £2.2m new Covid products sold
 - £18m Covid and Vaccination waste collection
- Overall revenue >£21.3m - Nearly seven times over target!

Supporting Information

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

Provided

Campaign image (If entering individual/team awards, upload

Provided

headshot/team photo here):

Company logo:	Provided
Including this entry, how many entries has your organisation made into this year's CIPR PRide Awards? (including multiple entries in the same category):	Four
How far in advance did you start preparing your entry?:	1 month
I am aware that if I include AVEs as a metric in my entry, zero will be awarded for the measurement, evaluation and impact section of criteria.:	Checked
How did you hear about the Awards	
How did you hear about the awards?:	Previous entrant
Privacy	
We'll take care of your data and will never share it. View our Privacy Policy . I accept your privacy terms.:	Checked
Marketing Mailings	
I am happy to receive information and updates on CIPR Awards in future by::	Email, Post
I am happy to receive information and updates on other CIPR products and services by::	Email
Entry Terms	
Please review the rules of entry and tick here to accept:	Checked
Please review the terms and conditions and tick here to accept the terms:	Checked