

A woman in a purple gown stands on a large Christmas tree in front of the Lakeside Shopping Centre. The building has a sign that says "Lakeside".

Lakeside Shopping Centre

"Lakeside's Living Christmas Fairy"

PR Coverage Achieved 2010

Lakeside
FEEL-GOOD
SHOPPING

Category: Public / Media Relations
Supporting Evidence

What was it?

Lakeside's Living Christmas Fairy



Chantelle Houghton

PR campaign to launch Christmas at Lakeside

Editorial image pitched to local newspapers, national newspapers, consumer magazines, online news sites, Twitter, Facebook, television and radio

Headline achievements:

- ROI of £32:£1
- 48 pieces of press coverage (with 100% including Lakeside branding)
- Total reach of 49,018,525
- Total PR value of £532,446
- Recall of Lakeside in the local media showed a 21% improvement on 2009
- 2.5% increase in footfall compared to 2009
- Average spend up 33% on 2009

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Purple Apple winner

The judges said:

*“A very **bold move** not to host a traditional lighting up events and rely on **the power of a good shot** instead”*

“Lakeside spotted an opportunity to break away from tradition and create **a phenomenal photo** moment that enabled them to **stand out from the crowd**”

“Brave, intelligent and well executed”

“PR at its best”

“Inspired”





Description of entry (100 words)

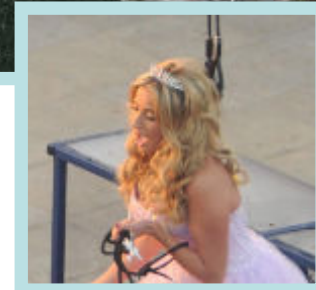
They say a picture's worth a thousand words... "Lakeside's Living Christmas Fairy" generated an abundance of positive PR at a key time of year worth £498,546, from an outlay of less than £15,500.

Instead of a traditional light switch-on event, Lakeside made a tactical decision to produce a headline-grabbing photograph to launch Christmas in order to maximise the return on investment for its retailers. The aim was to significantly raise the centre's profile in the run-up to Christmas and drive sales.

It worked. Wherever you went in the following weeks, someone was talking about – or going shopping at - Lakeside.

Event photography

How to get Big Brother's Chantelle on top of a 50ft Christmas tree



Recipe

- 1x 30 tonne **crane**
- 1x willing **celebrity**
- 10x **staff** with steady hands
- 1x large file of **risk assessments**
- 1x **shopping centre**
- 1x fairy pink **prom dress**
- 1x giant **Christmas tree**
- 1x fast shooting **photographer**

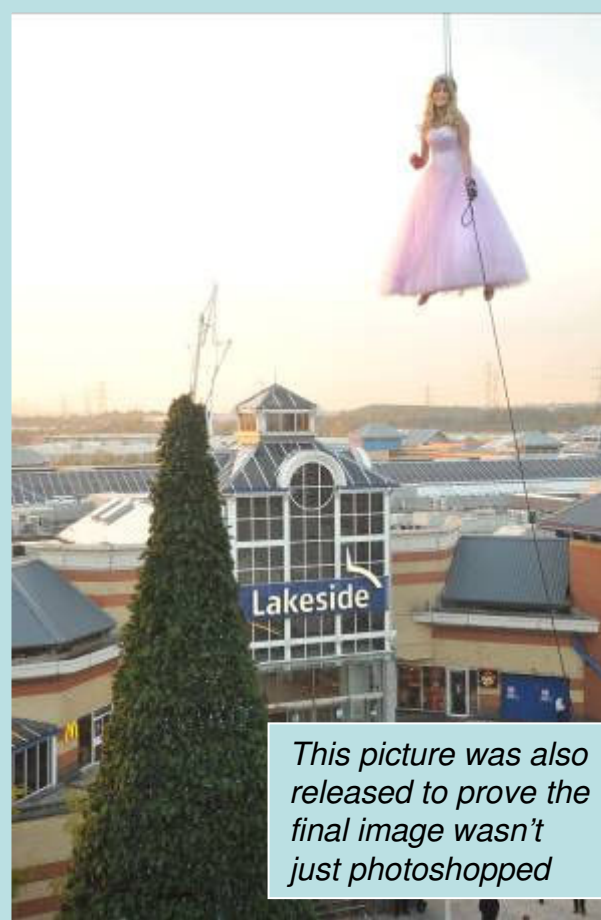
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Event photography

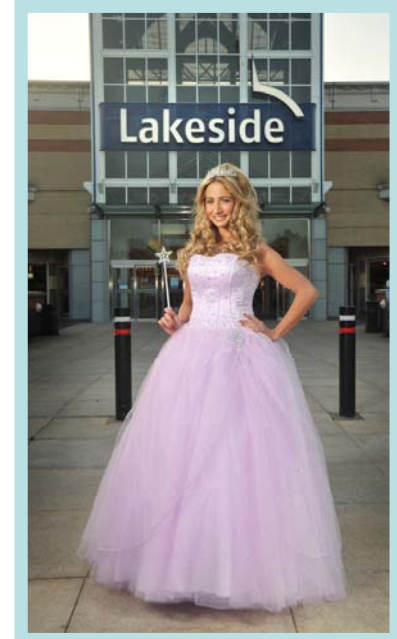
Say “cheese!” for the final shots



The **final photographs** released to the local and national press...



This picture was also released to prove the final image wasn't just photoshopped



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Objectives and results

1. **Increase awareness** of Lakeside Shopping Centre in the run-up to the Christmas trading period
 - Research findings regarding recall of Lakeside in the media
 - Supporting quotes from retailers
 - Social network results

2. **Obtain coverage** in local newspapers with a total PR value exceeding that of 2009's switch-on
 - No of clippings and reach
 - AVE and ROI

3. **Drive customers** into the centre and **drive retail sales**
 - Footfall figures (% up on last year)
 - Supporting quotes from retailers

Press coverage

A selection of coverage in the local press and online



Who's who?

Thurrock Gazette (circulation 13,549), **Brentwood Weekly News** (circulation 21,092), **Chelmsford Weekly News** (circulation 47,382), **This is Total Essex** (circulation 2,454), **Basildon Echo** (circulation 11,284), **Your Thurrock** (circulation 2,016) and more...

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Press coverage

A selection of coverage in the national press and online



Who's who?
The Sun (circulation 2,974,405),
Telegraph.co.uk (circulation 1,033,892), **Dailymail.co.uk** (circulation 11,727,688), **The Times** (circulation 486,868), **The Metro** (circulation 744,386) and more...



Social media

Tweets from the Twitter cloud



chantelle houghton
@chantellehought Essex

About @chantellehought

417	26	21,476	92
Tweets	Following	Followers	Listed

<http://twitpic.com/3361fv> - Most craziest day yesterday being put on the top of lakeside's christmas tree! I was petrified! X
8:57 AM Nov 2nd, 2010 via Twitter for BlackBerry®

<http://twitpic.com/331mn7>
9:10 PM Nov 1st, 2010 via Twitter for BlackBerry®

Not long until I'm lifted on top of lakeside by a crane in a fairytale dress! I don't do things by halves! Soooo scared! X
2:13 PM Nov 1st, 2010 via Twitter for BlackBerry®

Who's at lakeside? Come see me at 3.30 I'll be wearing an amazzzing dress! Its christmas!! ☺ xx
1:55 PM Nov 1st, 2010 via Twitter for BlackBerry®

Chantelle Houghton tweeted to her 21,476 followers about the stunt pre-, during and post-event

Mark Borkowski
@MarkBorkowski 51.516295, -0.149517
Publicist stuntster blogger www.markborkowski.com and media commentator Please @ me with an intro when you follow, thanks
<http://www.markborkowski.com>

MarkBorkowski Mark Borkowski
My fave #PR #stunt of the week(so far) - <http://bit.ly/dqUD9q> such a

deanpiper
@deanpiper
Currently the celebrity and entertainment columnist for the Sunday Mirror. Ask if you want to know more.
<http://www.deanpiper.com>

TVinsider Sara Lee **ta** by deanpiper
Possibly my favourite picture of the whole week - <http://tiny.cc/h4a98>
29 minutes ago

Timeline Favorites Following Followers Lists

deanpiper deanpiper
@TVinsider Holy sht.
28 minutes ago

Influential "tweeters" Dean Piper and Mark Borkowski declared the picture to be their favourite of the week

OK! Magazine joined in and shares the story with 96,567 followers

OK! Magazine
@OK_Magazine London
First for celebrity news.
<http://www.OK.co.uk>

OK! Magazine OK! Magazine
Can you guess which celebrity became Christmas Fairy for the day? <http://twitpic.com/33888>
11 minutes ago

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Retailer quotes

Here's what Lakeside's retailers said about the campaign

"Lots of my customers were talking about Lakeside's Christmas fairy and marvelling at the originality of the idea. I'm sure **we'll see plenty of other shopping centres trying to copy this one** in years to come."

- David Shea, Lakeside Store Manager, **Next**

NEXT

"This photo launched Christmas at Lakeside with a bang. It sent more customers into our store and consequently **pushed up our sales.**"

- Richard Fisher, Lakeside Store Manager, **Boots**



HOUSE OF FRASER

"Not only did the photograph appear in practically every newspaper and gossip magazine – **it actually drove customers into the store** as well.

Who wouldn't want to shop in a centre that can pull off something as innovative as that?"

- Trevor Croxon, Lakeside Store Manager, **House of Fraser**

"A great way to launch Christmas at Lakeside. Rather than rolling out another light switch-on, this **gained the centre high-profile attention** at an important time of the year."

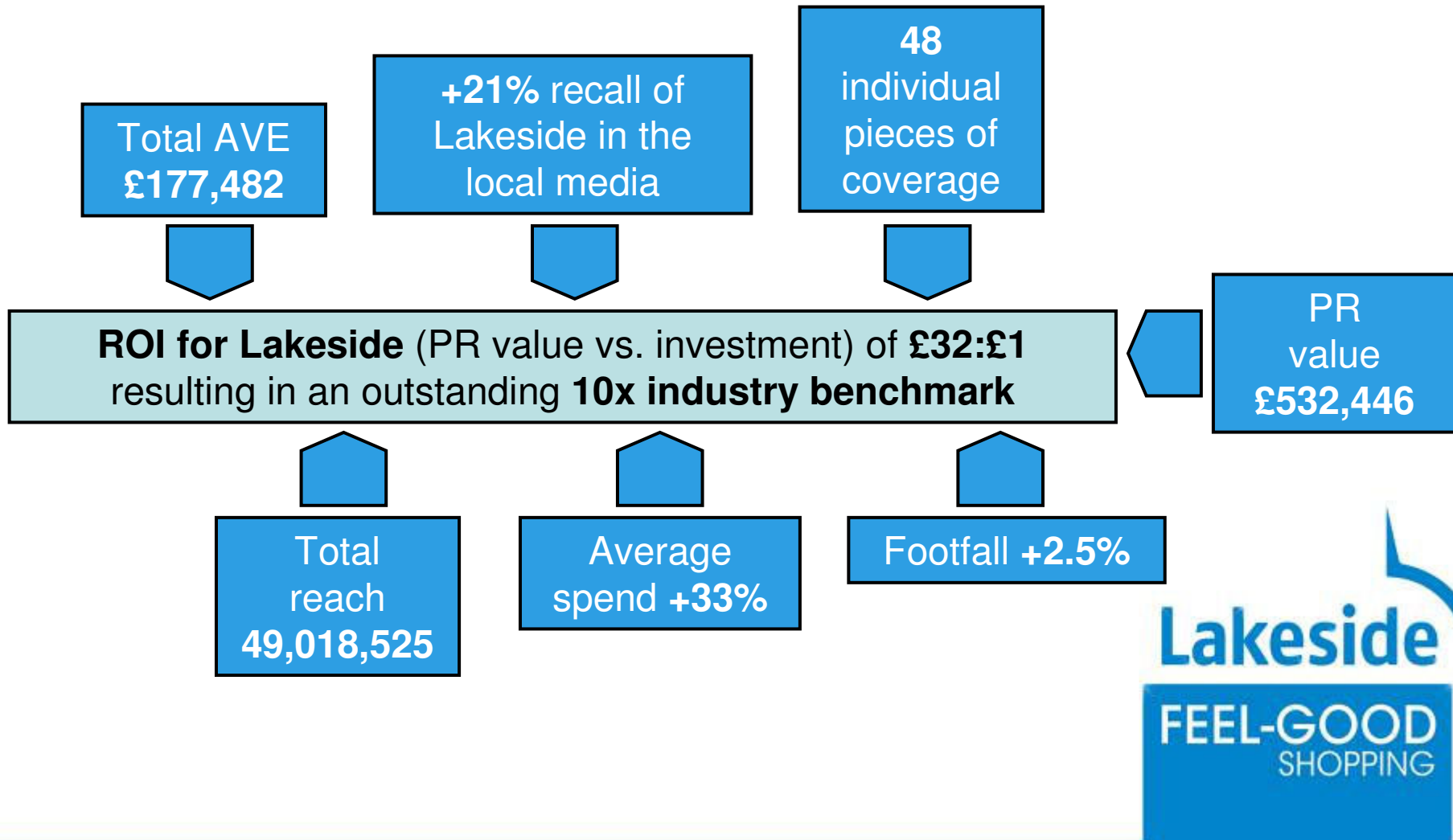
- Stephen Russell, Lakeside Store Manager, **Marks & Spencer**

MARKS & SPENCER

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Objectives and results

Exceeding all expectations and targets



Objectives and results

All objectives were comprehensively achieved

The objectives were:

1. Increase awareness of Lakeside Shopping Centre in the run-up to the Christmas trading period
2. Obtain coverage in local newspapers with a total PR value exceeding that of 2009's switch-on (3 cuttings with a PR value of £8,568)
3. Drive customers into the centre and drive retail sales

“Lakeside’s Living Christmas Fairy was the most successful festive PR campaign Lakeside has seen in its 21 years”
– *Paul Lancaster*
General Manager
Lakeside



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Advice for Purple Apple entries

- **Be confident in your idea and submission** – it'll really show through in your writing
- **Make sure your results are strong enough before you start writing** – these submissions take weeks to pull together so make sure it's going to be worth it
- **Use the creative file to really sell your story** - use photography, make your press coverage as visually appealing as possible, take screen grabs from social media and display quotes in a fun and clear way
- **Does it pass the “granny test”?** - make your objectives and results as clear as possible. Don't leave the judges in any doubt that you didn't meet your aims or surpass expectations