

31 PR Tactics That Make For Memorable Campaigns



By Heather Baker



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Introduction

So you've pitched the media release to death. Your CEO's lunched with every journalist on the list. You've blogged for every online publication that matters. And your corporate presentation has been worn thin by over use.

Don't worry, help is at hand. We've compiled a list of 31 creative PR tactics that will re-energise your campaign (if you execute them properly, that is!).



1

Create a microsite. Great for highly measurable campaigns. Focus all campaign activity on driving people to your microsite where you can promote your messages more aggressively than in traditional media relations. And you can capture visitor information pretty easily too!

2

Offer non-competing exclusives. If you've already secured an exclusive with a national, why not offer an industry exclusive to one of your trade mags as well? That means more coverage in your top target publications.

3

Give away a once in a lifetime opportunity. Like the [science lesson by Brian Cox](#) for one school as part of a campaign to drive visitors to The Big Bang UK. The competition attracted 8,000 entrants.

4

Create a photo story. No national newspaper can resist a good photo opp. Like the [temporary maze set up in Trafalgar Square](#) to promote the West End.

5

Send something round the world. Follow in the footsteps of [Kern's garden gnome](#) that was sent around the world to measure variations in gravity.

6

Send journalists gifts. Mexican restaurant Benito's Hat did just that as part of their Tweets for Eats campaign in which they sent breakfast burritos to the breakfast teams at London's major radio stations – netting a host of great mentions in the process.

7

Steal the competition's thunder. Find out when a competitor plans to release a piece of research or a report (use Media Planner) and release yours a few days before. It stands a good chance of getting covered in a wider story on the subject.

8

Kick the competition while they're down. Like Ryanair, which [sent roses to BA's union UNITE](#) to thank them for organising a strike over a key holiday period and sending heaps of frustrated passengers to the budget airline.

9

Create a special day, week or month. There can't be a better example of this than [Movember](#), a month of global tash-growing to raise funds for combating prostate and testicular cancer.



10

Start a petition. What better way to get the anti-badger cull movement back on the front pages than by getting 250,000 signatures for your petition?

11

Write an advice booklet. That's what Fujitsu UK & Ireland did to position itself as a thought leader on enterprise computing. Its practical guide to cloud computing (read the [case study](#)) turned into a real lead generator.

12

Auction something you wouldn't normally. When British Olympic sprinter James Ellington needed sponsorship so he could quit his job and train for the 2012 Games, he [put himself on eBay](#). Within six hours he'd hit his £30,000 target and secured a lot of media coverage in the process.

13

Commission some research. The Chartered Management Institute's research into the gender pay gap hit the [BBC](#), [Telegraph](#) and a host of other outlets, making it well worth the effort.

14

Build a league table. TomTom's league table of the [25 most congested roads in Britain](#) was an instant media hit.

15

Conduct a behavioural study. Why not look at behaviour rather than opinion? That's what Rackspace did with its [Generation Cloud report](#) that found Brits stash billions of pounds worth of digital goods in the cloud. This little campaign netted Rackspace over 300 pieces of coverage.

16 Drive a branded car around town. Mexican restaurant Benito's Hat did just that for its [Tweets for Eats campaign](#). Anyone who tweeted a photo of the car got themselves a discount on lunch.

17

Run a competition. [Control Shift: The Rise of Young Entrepreneurs](#) was a great campaign by Virgin Media Pioneers in which young entrepreneurs competed to win a high profile mentor.

18

Create a public installation. It was a while ago, but I still love [Microsoft's Tree Office in Pimlico](#) in London. And the world's first tree house office (to raise awareness of flexible working technology) was a bit of a hit with the media too.



19

Use an ambassador. markettiers4dc used TV star and travel writer Dom Joly to lead a [campaign](#) for The Conseil Interprofessionnel du Vin de Bordeaux (CIVB).

20

Create a social media game. Endsleigh Insurance invited students to compete on Facebook to [win the ultimate house party](#). The campaign was set up to promote the brand's insurance for sharers and drove a 30% increase in quote enquiries.

21

Create a useful tool. Like the Pet Food Manufacturers' Association's interactive [pet size-o-meter](#) to help owners check whether their pet is overweight.

22

Create an award or ranking. Like the B2B PR Blog's [Top 50 UK PR Blogs](#) – which attracted over 5,000 visits from the PR community in six months.

23

Make a request under the Freedom of Information Act. This worked rather well for graduate recruitment specialists Give A Grad A Go, landing them an [article on the BBC](#) – and a massive client as a result!



24

Hire an expert. Like Rackspace, which supported the [launch of its Generation Cloud report](#) by providing the media with a solicitor and a psychologist to comment on the findings.

25

Make something huge. Like [Nikon's giant hands](#) in major cities across the world for the launch of its new camera system.

Coin a new term. Like Microsoft's [MOOF](#) (mobile out of office) as part of its flexible working technology launch.

26

27

Launch an index. African investment specialist ARC created an index ranking African countries according to investment potential. The campaign achieved 50+ pieces of media coverage in two weeks including the FT, BBC World News and CNBC Breakfast.

28

Hold a press trip. If you've got something interesting for the media to see, then why not invite them along to see it? That's what Jubilee Strawberries did with their Strawberry Fields Forever press tour.



29

Host a roundtable. Like energy recruiter Spencer Ogden's panel discussion on the future of shale gas. The event was attended by 19 journalists – 12 from nationals.

30

Grab space at an event attended by your target audience. Follow in the footsteps of Ericsson Money, which set up a stand at a Filipino music festival in London to launch its remittance service to this demographic.

31

Make people dress up. That's what Mexican eatery Benito's Hat did to get more people into its outlets. Turn up in fancy dress and get 50% off your meal. Great for social campaigns!

The End

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