



EE: 4GEE



To mark the release of EE's 4GEE Action Cam, in June 2015, British freerunner and urban adventurer James Kingston became the first person in history to walk across the iconic Wembley stadium arch. 4mediarelations were challenged EE and M&C Saatchi to maximise the national coverage of the stunt, across both TV and radio, which would be filmed and streamed live via the world's first 4G-enabled camera. The resulting broadcast campaign was one of the most successful in our history, featuring on the UK's biggest broadcast outlets and achieving an estimated PR reach of over 160 million people.

The Campaign

After six months of trying, EE finally got the all-clear from Wembley's Health and safety department to stage the spectacular stunt with 'Don't Look Down' star James.

To build buzz around this incredible feat, 4mediarelations flexed its broadcasting muscle in the lead-up to secure the maximum coverage.

The media sell-in team also secured TV interviews with the urban adventurer on BBCs One and Two, along with ITV, Sky News and Sky Sports News.

Our production team also conducted a full programme of live outside broadcast interviews from Wembley, connecting James via ISDN line with some of the biggest radio stations in the UK, including BBC Radio 2 and BBC Radio 5 Live.

Additionally, video footage of the walk (including James's own 'selfie-stick' shots from atop the arch) was seeded to The Mirror online.

Coverage

4mediarelations's in-house media sell-in team, News Data Network, made full use of their valuable national media relationships, ensuring EE were front-and-centre of an event which dominated the news agenda for an entire week.

Alongside the aforementioned TV and radio coverage, on the 13th June, three days after the walk, our media team secured a 20-minute interview on Nick Bright's hugely-popular BBC Radio 1Xtra show, topping-off an exceptional programme of national press coverage for EE.

Summary of Success

- Audience Reach: 164,420,836
- Total Items of Coverage: 23
- Total AVE: £3,424,683.06
- PR Value: £8,561,707.65

