



Scottish Friendly



Financial services provider Scottish Friendly and PR agency MRM approached 4mediarelations with the aim of publicising the financial advice and services they offer younger customers, armed with fascinating research figures revealing the entrepreneurial nature of British kids. The research revealed that UK children were collectively earning over £1.8 billion every year, with over 80,000 kids earning over £100 a month through jobs such as car washing, babysitting and gardening. These insights gave 4mediarelations the perfect springboard to craft a newsworthy broadcast campaign that would achieve excellent media coverage.

The Campaign

4mediarelations organised a radio day in May 2015, conducted out of our in-house studio, with Scottish Friendly Communications Manager Calum Bennie as the spokesperson.

The account managers and creative team crafted a news story centring on the emerging entrepreneurial spirit of Britain's younger generation, and whether this enterprise meant there was a need for greater financial education in UK schools.

This hook allowed Calum to outline the financial advice and services that Scottish Friendly offer to younger savers, allowing them to spend their growing income wisely.

The result of the campaign was excellent coverage for the company across major media outlets up-and-down the UK, shining a spotlight on what services are available and bringing them to the forefront of the daily news agenda.

Coverage

4mediarelations handed to campaign over to News Data Network, for the media sell-in, with our exceptional team utilising their extensive contacts base to secure the broadcast media coverage that the campaign deserved.

Their connections in regional radio proved invaluable, as some of the biggest stations in the UK interviewed Calum, including BBC Scotland, Heart North East and Capital FM. All of these interviews also referenced the regional statistics we provided.

The estimated reach of the campaign topped 4 million listeners, making the broadcast campaign a strong success.

Summary of Success

Audience Reach: 4,396,185

Total Items of Coverage: 26

Total AVE: £52,678.80

PR Value: £131,697.00

