

CIPR PRIDE AWARDS 2009

Region:	Midlands
Category number:	9
Category name:	Best campaign £10k and under
Name of entrant:	Haslimann Taylor
Client name:	Essential Health Products – Helps Stop Snoring
Campaign name:	Snoring Boot Camp

BACKGROUND

Helps Stop Snoring, manufacturers of a natural snoring remedy wanted to raise awareness of the product and drive traffic to the company website. The business is in a highly competitive market but does not have the budget to spend on expensive above the line campaigns. This means that high impact PR is key to the client in order to secure listings with retailers.

STRATEGY

OBJECTIVES

- To increase awareness of Helps Stop Snoring
- To drive traffic to www.stopsnoring.co.uk
- To drive sales
- To generate an OTS figure of 50 million
- To prove the effectiveness of the product

STRATEGY

The concept of a Snoring Boot Camp with the UK's worst snorers was developed as a fun and engaging way to create noise around the brand. The plan was to recruit the five worst snorers and put them through an army-style 'boot camp' during a weekend of intensive therapy to help cure their condition.

The snorers were recruited through the Helps Stop Snoring e-newsletter, the Innkeeper's Lodge e-newsletter (the hotel chain at which the boot camp was to be held), and national and regional print and broadcast media with a story appealing for snorers to come forward if they felt they deserved to take part.

IMPLEMENTATION

The final five snorers were selected to attend the Boot Camp from around 1000 volunteers based on the answers they had provided in a questionnaire that asked about their snoring and the impact it had on their lives.

In addition to a Snoring Hotline, an email address was set up so that applicants could email their completed questionnaire, allowing us to capture data from snorers across the country.

HT arranged for a personal trainer, a diet expert and ENT surgeon and the country's leading expert on sleep and snoring to put the snorers through their paces during the three day course.

Decibel monitors were hired free of charge from an industrial sound measuring company so that the snorers' noise levels could be monitored during the weekend to see if the Snoring Boot Camp had made a difference.

To maximise initial interest, case studies were compiled and issued to each snorer's local media. The snorers were also made available to all print and broadcast media.

On 26th September, the five snorers arrived at the Innkeeper's Lodge and their noise levels were monitored with industrial equipment that night. On Saturday an advice session on diet and the impact it has on snoring was held by a nutrition expert at MK Personal Training in the morning, while in the afternoon the snorers went to the local gym for a fitness session. That evening, the five Boot Camp cadets had to be monitored closely to make sure they were sticking to the dietary advice they had received that morning, which included no alcohol! Their noise levels were monitored

again on Saturday night before Andrew Pritchard, consultant ENT surgeon, held a session on Sunday morning. A media office was opened and staffed continuously through the weekend to handle over 100 interview requests. Follow up interviews and features were secured for each snorer's local media and their progress was updated monthly on the Innkeeper's Lodge and Helps Stop Snoring websites.

CREATIVITY

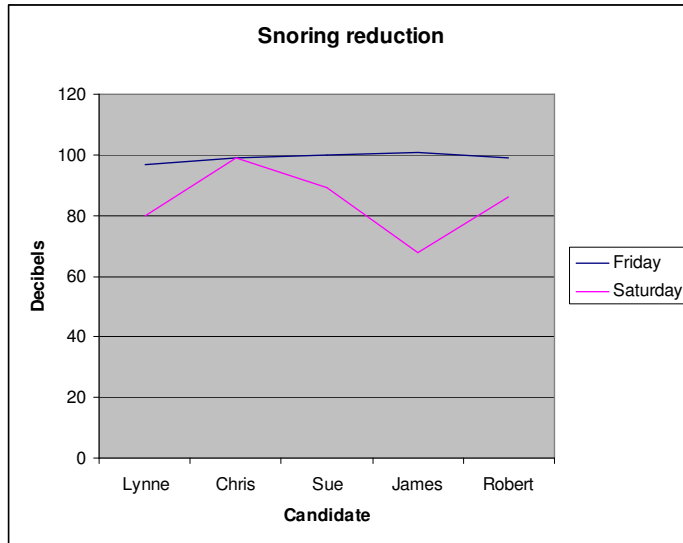
Real life Sergeant Major, Mark Jackson, was drafted in to bring the Boot Camp to life and provide a great photo opportunity. The snorers were even given their very own camouflage jump suits on arrival to add to the theme.

COST EFFECTIVENESS

The Snoring Boot Campaign was extremely cost effective delivering an ROI of 60:1.

RESULTS

- Extensive coverage was achieved across all forms of media with each snorer generating considerable print, broadcast and online material. National exposure was received twice in The Times, Telegraph.co.uk, Times Online, BBC Radio Five Live, Goodtoknow.co.uk, Marieclaire.co.uk, Menshealth.co.uk.
- The total coverage was found to have an AVE of £410,129. The opportunities to see figure significantly beat the target of £50m and reached an overall total of 84,473,862.
- 98% of the coverage mentioned Helps Stop Snoring which achieved the objective of raising awareness of the brand.
- The campaign succeeded in driving sales with the client reporting an uplift of 14% in the weeks following Boot Camp.
- Visits to stopsnoring.co.uk tripled during the week of Boot Camp.
- Of the five snorers, four of them recorded significant reductions in their snoring volume over the course of the weekend, proving the effectiveness of the product.
- Hilton Hotels approached the press office on the back of the coverage asking if the Boot Camp could be held at one of their hotels next time.



Client feedback:

"Thank you for all your hard work in making Boot Camp such a successful campaign. An awful lot of effort went into both the planning and execution of the weekend and I am delighted with the results, well done!"

Graham Carr Smith, Managing Director, Helps Stop Snoring

Consumer feedback:

"Thank you for an excellent weekend. I enjoyed every aspect and wanted to compliment you on every level. Very well organised, the content was spot on, presented in a professional non-patronising way, with lots of information and guidance.

You worked so hard all weekend, I can't begin to think how much preparation went before. Well done!"

Lynne Chadburn, Boot Camp cadet

Journalist feedback:

"I loved the idea of the Snoring Boot Camp. The weekend provided us with several different stories including the initial appeal stage and follow up interviews with the candidate from our area. "

Julia Bradshaw, Exeter Express and Echo

BUDGET

Under £10k (including £4,800 agency time)