



FOCUS PR

GOLD DUST

Chocolate Elton is highlight of Cadbury Dairy Milk Centenary Year

As part of Cadbury Dairy Milk's 2005 centenary celebrations, Focus PR's challenge was to create a campaign to support one of the brand's key customers – the Tussauds Group. We devised the idea of running a poll to find the personality the British public would most like to see immortalised in Cadbury Dairy Milk chocolate.

Focus PR launched the Search for the Nation's Favourite Personality in January 2005. A photocall was held at Madame Tussauds to launch the poll and unveil the world's largest Cadbury Dairy Milk bar. Celebrities secured by Focus PR for the poll included: David Beckham, Sir Elton John, Jonathan Ross, Paula Radcliffe, Ricky Gervais, Sharon Osbourne and Will Young. Voting was open for a month and took place online at www.cadburydairymilk.co.uk. We received over 200,000



votes and the winner was Sir Elton John. David Furnish unveiled the chocolate figure of Sir Elton, made jointly by Madame Tussauds and the chocolatiers at Cadbury, at a photocall at Madame Tussauds on Tuesday 14 June. The figure was on display until the autumn and then transferred to Cadbury World in Birmingham.

The project was a resounding success generating over 500 million opportunities to see/hear in the UK and international media from 220 pieces of coverage. Coverage highlights include GMTV, The Sun, The Daily Mail, The Mirror, Metro, Hello, OK!, Richard & Judy and numerous local and national radio stations. (By feeding the international 'machine', coverage appeared in the US, Canada, Australia, South Africa and India.)

Welcome to the first issue of Gold Dust

As Focus PR continues to grow and we work across an increasing range of client briefs, we have created this newsletter to keep you up-to-date with developments. In case you're wondering, the name was inspired by one of our clients who said that we create 'recyclable gold dust'.

2005 was a busy year for us. Every week we achieved outstanding coverage on behalf of our clients in the national, regional and specialist press. It's impossible to show you all our work, so we're concentrating on some of the highlights.

Wishing you a very happy and successful 2006.

Hilary Meacham
Managing director



Affordable Art Fair Autumn Collection attracts record media coverage

The Affordable Art Fair, which returned to Battersea Park, London, with its Autumn Collection – from 19-23 October 2005 – was a huge success attracting over 20,000 visitors and generating sales in excess of £3.5 million.

Focus PR's campaign resulted in over 140 articles for the fair representing 43 million opportunities to see/hear. This included six broadcast features: ITV's London Tonight (filmed live from the show including an interview with fair director Will Ramsay) and London Today, Nick Ferrari and Sandi Toksvig on LBC, BBC2's The Culture Show and British Satellite News.

TOP EDITORIAL COVERAGE 2005

- 3 MARCH**
KangaROOS
Daily Mail, Femal Style Sneakers
Liz Hemmings
- MARCH**
Pernod Ricard Travel Retail
Drinks International
'An exclusive duo from Pernod Ricard'
Simon Warburton
- 23 MAY**
Olympia Fine Art & Antiques Fair
The Daily Telegraph
'Antiques Get Ready for the Future'
Will Bennett
- MAY**
Clarion Retail
Fashion Extras
'Pulse: Your A to Z Guide to This Year's Show'
Kathryn Atkinson
- 11 JUNE**
Piaggio
The Daily Telegraph
'Reborn to be wild: midlife crisis on a Vespa'
Sarah Standing
- 15 JUNE**
Cadbury Dairy Milk
The Sun
Unveiling of chocolate Elton John at Madame Tussauds
Bizarre column
- 27 AUGUST**
Mercedes
The Independent
'Chilled Class'
Insider Page – A weekly guide to spending
Sean O'Grady
- 24 SEPT**
The Affordable Art Fair
The Times
'Future masters earn their stripes'
Virginia Blackburn
- 16 OCTOBER**
Conseil Interprofessionnel des Vins du Roussillon
The Observer Magazine
'Homage to Catalonia'
Tim Atkin MW
- 21 OCTOBER**
Wines of Argentina
Harpers
'The new Dynamic Duo' – interview with Fernando Farré, MD, Wines of Argentina
Margaret Rand
- 20 NOVEMBER**
Campo Viejo
Sunday Times Style
Recommends Gran Campo Viejo Cava
Joanna Simon
- NOVEMBER**
A. Lange & Söhne
FT How to Spend it
'Crikey, is that the Times?'
The Eclectics page
Simon de Burton
Philippa Clark
- 3 DECEMBER**
Montana
The Times Magazine
Top 100 Festive Wines – Montana Pinot Noir
Jane MacQuitty

CASE STUDY

1 Montana

Montana is the leading New Zealand wine brand and accounts for approximately 30% of the category's wine sales in the UK, making it the UK's No. 1 New Zealand wine brand. As market leader, Allied Domecq Wine UK's vision was to increase the value share of the New Zealand category as a whole, and to build on Montana's number one position.



3 Campaign

Extensive research into the 'typical' New Zealand wine drinker revealed that as a group they tend to be well-educated, well-travelled and willing to pay more for good quality wine. Findings also showed that they are consumers of broadsheet newspapers and more likely to read the travel, arts and culture supplements. Focus PR developed the brand platform of 'Premium Travel & Discovery', linking the worlds of wine and travel, encouraging consumers to explore the Montana range and to discover more about New Zealand wine.

We identified and negotiated a series of strategic partnerships to support this platform, including sponsorship of The Daily Telegraph Travel Awards, held in the Floral Hall at the Royal Opera House. The sponsorship presented opportunities for consumers to taste different varietals as well as generating extensive coverage in the travel section of The Daily Telegraph, Ultratravel and The Saturday Telegraph magazine. Other partnerships included the small group adventure travel company, Explore Worldwide, Condé Nast Traveller and Wanderlust, creating opportunities for tactical activities ranging from customer and reader sampling events to competitions and sponsorships.

2 Objectives

The overall brand objectives for Montana were to extend its position as the No. 1 premium New Zealand wine brand in the UK and to help deliver 35% value share of the New Zealand category by September 2005.

The short-term communications objectives were to engage the target consumer (the New Zealand wine drinker), providing sampling opportunities as well as media coverage, and increasing the visibility of Montana in order to raise brand awareness. The campaign also needed to demonstrate that Montana means more than great Sauvignon Blanc (for which New Zealand is renowned); that a brand needn't mean boring wine but it does mean consistency and quality; and that Montana is worth its premium pricing, representing excellent value for money.



4 Results

Over the campaign period (January to December 2005), Montana retained its position as the UK's New Zealand category market leader and became the fastest growing of the top five New Zealand brands. It grew its value share of the New Zealand category from 26.2% to 35.7%*.

*(Source: AC Nielsen GB off-trade figures to WE 31.12.05)

KangaROOS signs up Nikki Sanderson

Actress **Nikki Sanderson**, who played Candice in Coronation Street, has been signed up by Focus PR to front the advertising campaign for the new Spring/Summer collection of bright fashion trainers. Passionate about fashion, Nikki was carefully selected by Focus PR as she closely reflects KangaROOS' personality – fun and lively with a flirty sense of fun.

Nikki isn't the first celebrity to don a pair of KangaROOS. The ever-growing celebrity fan base now includes music icon **Madonna**, pop divas **Beyoncé** and **Charlotte Church**, the funky TV presenter **Miquita Oliver**, Dr Who babe **Billie Piper** and glamorous TV presenter **Fearne Cotton**.



Nikki with 'Kiku' for the new Spring/Summer KangaROOS campaign

Focus PR recent account wins

- A. Lange & Söhne: brief to raise the brand profile and increase awareness of the exclusive watch brand among target consumers in the UK.
- The Summer Fair, Olympia 2006: appointed to run the PR campaign for The Summer Fair for the third year running.
- Clarion Retail: appointed (for a second year) to run the trade and consumer PR for the division's six UK retail shows in 2006 including Top Drawer, Pulse and Home & Gift, Harrogate.
- harman/kardon: brief to promote the Logic 7 system – the pinnacle of in-car sound systems.

Focus PR strengthens multi-lingual capabilities

With clients such as the Conseil Interprofessionnel des Vins du Roussillon and Wines of Argentina, Focus PR is increasingly managing accounts in French and Spanish. We now have two account directors, two account managers and one account executive who speak French and Spanish. Members of our team also speak Italian, German and Portuguese.



Piaggio is hot favourite with Hollywood stars in London

We are keeping Piaggio in the media spotlight by securing bike loans for target celebrities. Recent converts to the joys of Piaggio scootering include London-based Hollywood stars **Gwyneth Paltrow** and **Jane Krakowski** who have just become the proud owners of Vespa LXs. Corrie star **Danny Young** has opted for a Gilera Runner!

Jane Krakowski



Client events 2006

16-19 March, The Affordable Art Fair, Spring Collection, Battersea Park, London
www.affordableartfair.co.uk

3 April, Wines of Roussillon, Summer Wines Tasting, Focus PR

16 May, Wines of Roussillon, On-trade Seminar, London International Wine & Spirits Fair, ExCeL

19-21 May, The Affordable Art Fair, Bristol
www.affordableartfair.co.uk

19-21 May, Country Life Fair, Olympia
www.countrylifefair.co.uk

21-24 May, Pulse, Earl's Court
www.pulse-london.com

9-18 June, The Summer Fair, Olympia
www.olympia-antiques.com

16-19 July, Home & Gift, Harrogate
www.homeandgift.co.uk

10-12 September, Top Drawer Autumn, Olympia
www.topdrawerautumn.com

17-19 September, SAGF (Scotland's Autumn Gift Fair), SECC, Glasgow
www.sagf.co.uk

19 September, Wines of Argentina, Annual Tasting

Vespa's 60th anniversary

TEAM NEWS



Susannah Grant

Welcome

We are delighted to welcome Susannah Grant, Heloise Askew and Lottie Parsons to our team.

Susannah, a well-known name in the world of wine and spirits, joins us as account director and is heading up our Pernod Ricard Travel Retail and Wines of Argentina accounts. She is also working on Cadbury Trebor Bassett.

Heloise joins Focus PR as account manager from Kelly Hoppen where she was responsible for PR. She is working on A. Lange & Söhne, The Summer Fair, Olympia 2006, Cadbury Dairy Milk and KangaROOS accounts.

Lottie joins us from QBO Bell Pottinger. As a Focus PR junior account manager, she will be working primarily on the Piaggio business.

FEED BACK

If you have any comments or thoughts about Gold Dust or Focus PR, please contact carolyn@focuspr.co.uk

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