

Lifestyle & Entertainment – case study



Lead Balloon, series 3 BBC Two

Objective – The PR Office was appointed to create a PR campaign around the third series. We built and maintained the buzz throughout the series and we introduced the media to the whole cast.

Strategy – The PR Office ensured that all materials, including images, preview DVDs and press copy were available well before deadlines. We researched fans of series one and two and focused on the “serial” hook as a new angle for the third series. The PR Office focused on building strong relationships with the relevant media, since the series did not rely on a PR agency previously. We launched the series with a screening at the Charlotte Street Hotel, followed by a Q&A and round-table discussions with the whole cast and the writer.

Results – The screening was hugely successful across print, online and broadcast media. TV and Satellite Week ran a cover feature on the series. Interviews with Jack Dee were vast and across the board. Other cast members had interviews across Radio One and key regional print. The series was ‘Pick Of The Day’ every week in at least two national newspapers.