

# Lifestyle & Entertainment – case study



**Sooty – Richard Cadell buys the rights to Sooty, and Sooty’s 60th Anniversary**

**Objective** – to ensure that the buying of Sooty gains a strong presence across the entertainment / media trade press and to reignite the hearts and minds of the Great British Public who love and adore Sooty.



**Strategy** – to ensure the stories in the trade and news press would not clash with coverage in the consumer press. To devise an EPK and press pack full of archive footage and materials for national and regional broadcast. Syndicated out print interviews and circulated brand new images. Built strong online presence driving traffic to the new site and created fan bases on social networking sites.

**Results** – extensive coverage across trade press including Broadcast, The Stage and Bookseller as well as the nationals such as Media Guardian, The Sun, The Daily Mail, The Times and The Express. The Independent on Sunday ran a double page feature which was splashed on the cover. Broadcast coverage has been achieved across numerous national and regional BBC and key commercial stations. TV appearances include GMTV and the Alan Titchmarsh Show. The campaign is ongoing.

