
Lifestyle & Entertainment – case study



Universal Pictures (UK) Ltd – Q4 comedy titles for 2008

Objective – In the face of fierce competition over the Christmas period, The PR Office worked to build separate campaigns around eleven different comedy titles and to target the right audience for each title.

Strategy – The nuts and bolts of the campaign involved placing, reviews, previews and competitions across national and regional press. When talent was available, it required extremely strategic interview scheduling across print, broadcast and online press. When talent was not available, The PR Office used feature ideas to promote the product, such as photocall opportunities, launch screenings, and press drop-offs with promotional tie-ins.

On a number of occasions The PR Office were able to put talent forward to react to stories in the news, in particular on the Sachsgate scandal.

Results – Christmas 2008 was an exceptional period for these comedy DVDs with the heavy hitters consistently appearing in the Comedy Top 20 Charts. A vast amount of coverage was gained across print, radio and TV. The PR Office continue to work with Universal.