



AWARDS FOR  
EXCELLENCE IN  
**PUBLIC  
RELATIONS  
2019**



# Best Consumer Public Relations Campaign

€20K or Under



*Mari O'Leary, FPRII, Chairperson, Public Relations Consultants Association; Kerryann Conway, MPRII, MD, Conway Communications and Viv Kavanagh, Employment Development and Equality Executive, Dublin Bus.*

## Campaign

Dublin Bus Show Your True Colours Campaign 2018

## Description of Campaign

Dublin Bus is the largest public transport provider in Ireland. Dublin Bus employs 3,500 people and is considered to be one of the most progressive for inclusivity and supporting diversity among its workforce. We developed an extensive consumer PR campaign to support our involvement with Dublin LGBTQ+ Pride 2018.



Conway Communications

## Public Relations Consultant

Conway Communications



Dublin Bus

## Client

Dublin Bus

## Background to the Campaign

Dublin Bus is considered to be one of the most progressive for inclusivity and supporting diversity among its workforce. Our commitment to diversity and inclusion stems from our Equality and Diversity strategy that was first introduced in 2003. We are a diverse workforce serving a diverse community.

We are one of the first organisations in Ireland to introduce a Workplace Gender Transition Policy. We received an award for the policy at the CIPD Ireland Awards 2018, under the Diversity and Inclusion category.

In 2014, we extended our paternity leave to all of our employees, whether in a heterosexual or same sex relationship, whose partner gives birth to or adopts a child.

Since 2008 Dublin Bus has celebrated diversity and inclusion by supporting Dublin LGBTQ+ Pride. To build on the success of previous years and mark the tenth year of our support to Dublin Pride we developed a strikingly visual campaign.

We wrapped two double-decker buses in Pride colours which took to the streets of Dublin in June last year. The buses took pride of place at the top of the parade on Saturday 30 June. One bus was used by the Pride organisers as an accessibility bus and the second was for the use of Dublin Bus employees and guests.

As part of our commitment to support our LGBTQ+ employees and the wider LGBTQ+ community our Marketing Department worked with Rothco Accenture Interactive to produce a video, which featured a bus filled with 'Proud Dads' enjoying the parade.

The marketing campaign included 50 bus t-sides and 500 on-bus advertising spaces donated to Dublin LGBTQ+Pride to show our support and raise awareness of the festival. We also commissioned 5,000 bespoke badges which carried messages of pride including Proud Employee, Proud Customer, Proud Friend and Proud Dad. The badges were distributed during the parade and across our social media channels following the parade to meet requests from members of the public.

To support these elements we developed an extensive consumer PR campaign with Conway Communications which included publicity in the lead up to, during and post Pride 2018.

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## Statement of Objectives

Our vision is to provide a transport service where people feel safe, connected and part of sustainable community life in Dublin.

Our values include embracing and respecting diversity among our employees and we are committed to providing a fulfilling employment experience. We cherish our ability to connect communities and help people to fully participate in society. Our employees and customers are embedded in the community and our values reflect this.

Our Equality and Diversity strategy reflects our continuing commitment to equality, diversity and non-discrimination for our employees, our customers and the community we serve. We are one of the founding Irish signatories of the Irish Diversity Charter and our achievements have been recognised internationally as best practice by the European Commission.

### Campaign Objectives

1. Support the Marketing Department's campaign and ensure that our Consumer PR campaign is aligned to the Marketing campaign to deliver maximum impact.
2. Reinforce our company vision, values and commitment to diversity and inclusion, create awareness of our commitment and encourage Dublin city to get on board with Pride.
3. Celebrate the tenth year of our support of Dublin LGBTQ+ Pride and use the theme of 2018 Dublin Pride 'We are Family' to create awareness of our support for our employees, the LGBTQ+ community and their families.
4. Put Dublin Bus at the heart of Dublin Pride and authentically connect with the LGBTQ+ community and use the opportunity for Dublin Bus to gain a large share of voice across lifestyle media, LGBTQ+ publications, national, business, news and local Dublin media.
5. Create awareness of our commitment to diversity and inclusion among key stakeholders, opinion leaders and influencers to create positive sentiment towards the brand and brand advocates.

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## Overall Results

### Pre Pride Media

Coverage appeared in lifestyle media across all platforms, with features in two print articles, nine online articles, one broadcast piece and 11 social media posts.

A corporate story featured in the Irish Independent on the morning of the Pride Parade detailing our progressive policies and highlighting our diversity and inclusion work. The Herald featured an article with details about our consumer competition.

The audience reach of the media coverage was 4,431,091 and social media was 2,442,575.

### **Pre-Pride Social Media**

Social media posts announcing details of the public competition gained the following activity:

Twitter – Impressions 30,129, engagement 664.

Facebook – Impressions 28,950, engagement 158.

### **Pride Parade**

We received coverage with an audience reach of 45,346,008 and a social reach of 31,812 across 13 online articles and 1 broadcast piece. Social media coverage included posts from LGBTQ+ influencers who were on board our bus during Dublin Pride Parade.

### **Post-Pride**

We received international coverage for our 'Proud Dads' video. Coverage featured in 59 online articles, 5 print articles and 5 broadcast pieces.

The video gained 7.5 million views, over 108 million impressions, 285,937 engagements. It was shared by numerous celebrities and public figures. Publishers sought out our employee who featured in the video and we facilitated interview requests.

### **Overall Results**

The campaign's overall Audience Reach was 1,612,871,856 and Social Reach was 2,474,397. The total coverage received was across 81 online articles, 7 print articles and 7 broadcast pieces.





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