

The background of the entire page is a complex, abstract geometric composition. It features overlapping translucent shapes in various shades of blue, yellow, and grey. Some shapes are solid, while others contain patterns like dots or concentric circles. The overall effect is a sense of depth and modernity.

# AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2019**



# Best Communications Campaign by a Charity



Mari O'Leary, FPRII, Chairperson, Public Relations Consultants Association; Clara Holmes, MPRII, Managing Director, Lynfort Communications and Aisling Hurley, CEO, Breast Cancer Ireland.

## Campaign

The Great Pink Run with Avonmore Slimline Milk

## Description of Campaign

The **Great Pink Run with Avonmore Slimline Milk** takes place during October, Breast Cancer Awareness Month in Dublin and Kilkenny. Over 35,000 people have taken part over the past eight years and last year over €535,000 was raised to fund **Breast Cancer Ireland's** pioneering research and awareness efforts.



## Public Relations Consultant

Lynfort Communications Limited



## Client

Breast Cancer Ireland

## Background to the Campaign

- Breast Cancer Ireland was established to raise **significant funding** to support pioneering research programmes nationally as well as to promote education and awareness on the importance of breast health amongst women of all ages.
- Between 30-50% of all cancer cases are preventable according to the World Health Organisation which claims that **regular physical activity** and the maintenance of a healthy body weight, along with a **healthy diet**, can considerably reduce cancer risk and so the association was aligned.
- Breast Cancer Ireland approached **Glanbia** in 2014 and from 2015 the nutritional business became title sponsor through its Avonmore Slimline milk brand.
- Glanbia recognised that this was a fantastic opportunity and fit as it wanted to bring new purpose to the Avonmore Slimline milk brand, **by partnering with a cause** that affects so many people (**3,140 women diagnosed with breast cancer in Ireland annually, 1 in 9 women will develop breast cancer in their lifetime, 30% of women between 20-50 years are being diagnosed with breast cancer**) and Glanbia recognised that the association would resonate with its target audience.

- Not only did the event name and colours perfectly **compliment** Avonmore Slimline milk's brand identity – both being pink, it also provided the opportunity to **engage directly** with its female target audience.
- Additionally, the event itself reflected the **core values** of the Avonmore Slimline milk brand – nutrition, health and fitness.
- In addition to the consumer activation, Glanbia felt that the partnership would afford opportunities to develop a **CSR programme** that would generate goodwill amongst consumers and other stakeholders, engage employees and deliver positive sentiment towards the organisation, whilst raising much-needed funds for breast cancer research in Ireland.
- In addition, Glanbia had recently developed a new company purpose, vision and values, and was looking for an avenue that would help bring these values to life across the organisation.
- 2018 was the first year the Great Pink Run had been moved into October. This new date of GPR in mid-October afforded opportunities through the annual RTÉ Guide Pink Edition, which is a dedicated Breast Cancer Ireland issue.

---

## Statement of Objectives

### 2015 - 2018 Three Year Objectives

- Increase funds raised from €225,000 per year in 2015 prior to the sponsorship to a target of €500,000 per year by 2018.
- Ensure all funds raised through registrations would go into research and awareness and not into increasing GPR production costs which the increased numbers would require.
- Create an event where those thousands impacted by a breast cancer diagnosis; women, men, their families and loved ones could focus their shared experiences, remember those who have passed and support the cause at a specific event and in doing so raise both awareness and funds.
- BCI wished to showcase how a corporate partnership can, not just by ringfencing funds raised from the GPR for the years ahead, demonstrate best practice in identifying, activating and developing other BCI corporate sponsorships into the future, year-on-year.

*"This is how we do things in BCI"*

### Specific 2018 Objectives

- To grow registrations by 20% from just over 5,000 in 2017.
- To increase funding from €400,000 to €500,000 bringing to over 2.5million the funds raised since the run started in 2011.
- Increase numbers of men participating allowing the event to become more inclusive and ultimately increase registrations and ultimately funds raised.
- Strengthen and extend the Glanbia and BCI partnership.
- From Glanbia's perspective => to develop the partnership into a much broader CSR programme with increase in numbers of employees participating.
- From BCI perspective => to demonstrate that the GPR can "travel" to other locations both in Ireland and internationally.

---

## Programme Planning and Strategy

It was agreed that the PR campaign should focus on the following audiences.

- Women, men and their families impacted by breast cancer in Ireland.
- Those who are keen on running or who enjoy an outdoor lifestyle.
- Running groups.
- Employees of Glanbia and other organisations who have links with the charity.
- Families looking for a fun day out.
- Media consumed by this cohort across, broadcast, print and online platforms.
- Influencers within this space.

### Planning

Ciara Holmes, MPRII, MD of Lynfort Communications Limited has been retained by BCI for the past six years to handle all Public Relations and certain aspects of communications for the charity. All GPR Programme Planning and Strategy was devised, developed and activated in collaboration with CEO of BCI Aisling Hurley and Development Manager Samantha McGregor, by Ciara Holmes, through Lynfort.



## Key elements of the plan include

- The development of a suite of assets to support earned and paid placements including:
  - Involvement by high profile faces and BCI ambassadors.
  - Identify engaging survivors / case study stories ensuring all GDPR issues in place.
  - Gather and collate all relevant data on the GPR and BCI from previous years.
  - Research and collate all relevant statistics on breast cancer in Ireland.
  - Nominate spokespeople (including medical) from within the BCI community of researchers, medics, CEO Aisling Hurley to share insights, research findings and other relevant information as required.
  - Quotes from sponsors.

## Strategy

- Identify and reach out to the relevant media across print, broadcast to reach the target group and to meet the fundraising and registration targets above offering engaging and newsworthy content.
- Map out a Pitch Plan Calendar targeting key decision makers in the various media outlets using all assets in a timely fashion.
- Engage in ongoing liaison with logistics and digital resources within the charity, through (Eventmaster) and through Lynfort's independent digital partners (Content Plan) who the agency brought to the table in early 2018 to ensure all channels were dovetailing each other.
- Ongoing liaison with agreed media and development of the agreed features and target placements.
- Pre-event day media liaison (including issuing and follow up of GPR Photocall/Diary Notices).
- Management of Press Centre on event day including Event Day Photocall and photo exclusives for key national and regional media.
- News syndication.

## Techniques and Approaches

### Photocall – Phoenix Park

- A launch Photocall was organised in the Phoenix Park which covered both locations.
- Key was the involvement of high-profile international rugby player **Robbie Henshaw** who it was felt would engage our male audience. In addition, **Sonia O'Sullivan, Anna Geary, Elaine Crowley, Georgie Crawford** and **James Patrice** were all invited and attended along with other high profile faces and patient supporters. Imagery was then rolled out over the months ahead apart of bespoke pitches to key media. *Of note is that while some fees were negotiated with their agents, each of the participants decided to return the fee following the Photocall.*
- News Release and captioned shots were syndicated and picked up by News, Health, Sports, Entertainment Desks with links to registration and ref to all sponsors were featured.
- Members of Glanbia Senior Management team and other sponsors attended the event and imagery was used in regional media and through their internal comms channels.

## Case Studies

- A groups of survivors “#BCI Heroes” were identified and sensitively engaged with ahead of carefully constructed pitches to the media and timed to air across all BCI social media platforms.
- A group of high-profile personalities were identified to lead out both the Dublin and Kilkenny runs, and agreements drafted for them.

## Broadcast Media

- Daytime television and its audience of women has been and continues to be very important to the success of the GPR. **IRELAND AM, Elaine show, Six O'Clock Show** and **Xposé** were all offered unique angles of interest, which they accepted.
- For the third year in a row, TV3/ Virgin Media were offered programme content as part of a LIVE OB from the event in the Phoenix Park. (In 2017 the programme covered the event LIVE from the inaugural Kilkenny Great Pink Run)
- Current affairs and lifestyle radio talk shows were offered bespoke interviews with survivors.
- In Dublin Spin 103 were identified as a key media and a level of advertising was negotiated by the charity and interviews were included as part of the agreement.
- KCLR in Kilkenny were also engaged with from the outset.

Post Photocall, rugby international Josh Van Der Flier also agreed to be part of the ambassador line up).

## Coverage

### 10 Key Coverage Highlights

1. Extensive print media **news coverage** from the Photocall on key target media.
2. **LIVE Virgin Media Broadcast** on Saturday AM 4 /5 x Live and pre-recorded feeds from the Phoenix Park.
3. Series of articles in **The Irish Times Health + Family** entitled *Women Minding Women*  
<https://www.irishtimes.com/life-and-style/health-family/fitness/don-t-be-complacent-when-it-comes-to-breast-awareness-1.3634373>
4. **Virgin Media Xposé** Package from Great Pink Run.
5. Virgin Media Interview with Run Patron on **Ireland AM** Sonia O'Sullivan + past footage.
6. Virgin Media **Elaine Show** with patient ambassador Orla Byrne & rugby pundit Shane Byrne and a second package with CEO Aisling Hurley & breast cancer survivor Teresa Costello.
7. **Daily Mail YOU** Magazine Feature with James Patrice and his mother.
8. **Daily Mail YOU** Magazine Feature with Georgie Crawford and her husband Jamie.
9. Multiple articles in the **RTÉ Guide PINK** ISSUE.
10. Front Cover and feature in of the **Sunday Business Post** with Josh Van Der Flier.

---

## Measurement

Registrations were up 114% (from 3,780 in 2015 to 8,081 in 2018).

The number of males participating went from 648 in 2015 to 1,713 in 2018. An increase of 164%.

Monies raised from the Great Pink Run went from €225k in 2015 to €535k in 2018. An increase over 138%.

The 2018 figures bringing to over 2.5million, the funds raised since the Great Pink Run began in 2011.

The Glanbia and BCI partnership has strengthened and plans are now afoot to bring the Great Pink Run to Chicago with the support and importantly the sponsorship of Glanbia who have a nutritional base in the city with over 2,000 employees.

Glanbia's decision to increase sponsorship in order to bring the event to the second location (Kilkenny) helped extend the reach of the event and drove additional fund-raising revenue, but also enabled Glanbia to engage with its large employee base located there.

The requirement to target more men and the involvement of Robbie Henshaw (and then his team mate Josh Van Der Flier (and their presence at the event itself) helped in securing some of the national lands.

Glanbia claim that the sponsorship generated goodwill towards the organisation and the Avonmore Slimline milk brand. They state that "the partnership between Glanbia and BCI is one of the most successful CSR programmes that Glanbia has ever rolled out. It has become engrained within the organisation and enabled employees to truly live two of our most important values; Winning Together and Showing Respect" **Martha Kavanagh, MPRII, Head of Corporate Communications, Glanbia plc.**

Other initiatives which came about as a direct result of the successful Great Pink Run sponsorship and generated significant funds include, **Pink Bales** (now in its 5th year), the **Two Peaks Challenge** which saw over 100 Glanbia employees take on two of Ireland's highest mountains over 2 days, the **Glanbia 300 Cycle** and **Plant Pink** with Glanbia CountryLife.





**KANTAR**

**rrd**

**RUEPOINT MEDIA**

