

AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2020**



Best Use of Digital PR Including Content Creation



Style icon and hurling legend Jackie Tyrrell has collaborated with Littlewoods Ireland to design a bespoke O'Neills jersey ahead of the 2019 All-Ireland Hurling Final. The jersey is to celebrate the launch of a range of official GAA county jerseys available on LittlewoodsIreland.ie in partnership with the GAA and O'Neills. Photo by Ramsey Cardy/Sportsfile.

Campaign

Littlewoods Ireland #StyleOfPlay

Description of Campaign

In 2019 Littlewoods Ireland it developed a successful data-led laser focused digital PR strategy that grew sponsorship attributed revenue via digital by 138% and to the value of €2 million.



Public Relations Consultant

Legacy Communications

LittlewoodsIreland.ie

Client

Littlewoods Ireland

Background to the Campaign

Littlewoods Ireland (LWI) is Ireland's leading online department store. Its products are intrinsic to Irish life, from the clothes we wear, to the beds we sleep in, however, with no bricks and mortar stores, and being closely linked with their UK counterparts (Littlewoods.com, Very.co.uk) the brand faced a challenge connecting with Irish consumers. LWI needed to amplify its credentials as a truly Irish brand if it were to forge a meaningful connection with its target audience and ultimately drive the bottom line. To address this, a purposeful sponsorship strategy was decided upon, and a partnership with the GAA was chosen.

Working with a limited budget in the first two seasons of the sponsorship, LWI's digital execution had been more tactical than strategic. LWI had an online presence for its GAA sponsorship, but it generated little engagement due to the sporadic investment in digital content and PR. Despite Littlewoods being an e-commerce business, there was a lack of awareness and engagement with the sponsorship online. In turn, LWI was missing a huge opportunity to drive further return on investment from its sponsorship.

In 2019, the 3rd year of the sponsorship, we needed a strategic approach to our storytelling, forging meaningful connections with Irish consumers through our #StyleOfPlay campaign. LWI research identified two laser targeted audience profiles to reach through its sponsorship in 2019:

- Females of low/middle income aged between 25 and 45 with an emphasis on mothers.
- GAA fans of both sexes, low/middle income aged between 25 and 45.

Through Legacy's proprietary audience intelligence platform, we were able to identify very specific customer behaviours online and together created a data-led creative digital strategy for 2019. As well as leveraging traditional PR, our 2019 strategy placed an emphasis on bringing the campaign to life through digital PR. Our data informed us when, where, how and through what tone we would connect with our audiences but also how we could continually measure and adapt our processes.

Statement of Objectives

As an e-commerce business, if LWI could develop a successful data-led laser focused digital PR strategy, it would be able to show tangible returns to the business' bottom line. Armed with an understanding of the business' opportunities and a granular understanding of its audiences' personas and media behaviours, two very different sets of targets were established, but very much interlinked.

First, Brand Awareness & Love:

- Deliver PR reach of 10 million through digital/online media.
- Grow our #StyleOfPlay usage by 20%.
- Grow engagements by 500%.
- Increase video views by 50%.

Then, Bottom Line:

- Grow sales attributed to GAA Digital by +100% (an extra 4,000 transactions) during the duration of the campaign (April – September).
- Grow revenue attributed to GAA Digital by +50% (An extra €438,000 revenue) during the duration of the campaign (April – September).

Programme Planning and Strategy

Armed with a thorough understanding of our audiences and clear objectives, LWI defined a three-pronged strategy Inform, Engage and Action. Leveraging key milestones in the GAA calendar, our digital campaign would amplify LWI, winning hearts and minds, and continuing to engage right through to conversion.

INFORM

O'Neills' Launch

In the summer of 2019, LWI was poised to make its first careful step in commercialising its sponsorship; announcing a partnership with O'Neills to become an official online retailer for GAA county jerseys. This was a huge opportunity to combine brand love and the bottom line, giving LWI a unique selling point and point of differentiation to other GAA sponsors but also presented a challenge – how could we engage GAA fans to convert traffic from other retailers to littlewoodsireland.ie?

To launch the partnership, we worked with LWI's long-term ambassador and style icon, Kilkenny hurling legend Jackie Tyrell to create a bespoke jersey commemorating his decorated career. We documented the entire process from creative inception through to production in O'Neills Strabane HQ with a hero piece of content. If we were to create hype, timing would be crucial. We revealed the video the week of the All-Ireland Hurling Final leveraging Jackie for a host of online PR interviews ahead of the clash between Kilkenny and Tipperary. Our supporting photo-call imagery displayed the range of county jerseys and, learning on our vast media relationships, the video and sales messaging were embedded alongside the interviews in numerous digital articles.

Everyday Social

For our campaigns to penetrate, it was vital they were supported by an always on communications strategy providing exclusive digital content so fans would feel rewarded for engaging with the brand. LWI supplied behind the scenes content informing fans of our digital PR activities from Go Games to the Ultimate Croke Park Sleepover. We also leveraged LWI's blog to tell more in-depth stories of our ambassadors.

ENGAGE

Go Games

Over 6,000 children attend the Littlewoods Ireland Go Games in Croke Park. Unable to massively influence the strict operating procedures of the GAA, we identified digital content as the tool LWI could leverage to make an impact on the event and bring it to a wider audience, targeting mothers specifically.

We began by adding a sprinkle of magic to each day, surprising the children with a series of appearances from GAA heroes and performances from entertainment stars The 2 Johnnies. Then through a series of short films, we showcased the extra layer of magic LWI brought to the thrill of playing in Croke Park to mums around the county. We engaged regional media with the assets, highlighting local clubs and children and executed earned and paid digital strategies to amplify the content.

Littlewoods Ireland's Ultimate Croke Park Sleepover

LWI wanted to create something unique for its customers, an experience money couldn't buy and that would also showcase its breadth of products. On the eve of the All-Ireland Hurling Final, we hosted the Littlewoods Ireland Ultimate Croke Park Sleepover giving one GAA obsessed family unprecedented access into the heart of the GAA. The family woke up in Croke Park in a corporate suite transformed into a luxury penthouse furnished with top of the range LWI products – every product in their suite from couches and beds to the latest fashion looks were then theirs to take home at a value of over €10,000.

The competition was launched online via a tease video shot in Croke Park and the winning family from had every step of their emotional experience documented. The story and final video were picked up by targeted regional through a digital PR campaign.

ACTION

Influencers

As an online department store it was also important to drive a connection back to retail in a natural way. This was two-pronged; through our fashion forward RTÉ Pundit and GAA ambassador Jackie Tyrrell and through targeted influencer drops. Utilising Instagram's brand partnership platform, LWI was able to extend the reach of Jackie's product posts to a wider and relevant audience. And our two incredibly successful influencer jersey drops drove awareness of our commercial offering.

Performance

Finally, working with LWI, all our content was underpinned by a supercharged digital strategy to ensure we brought consumers and fans on a journey right through the online funnel. Using broad interest-based sports and GAA targeting, overlaid with CRM and retargeting lists, we reached as broad a GAA and LWI customer audience as possible. By then creating lookalike audiences of the GAA engagers and previous LWI converters and purchasers, we were able to target people who were like our high value customers with our GAA content.

Measurement

To remedy the low levels of awareness and engagement, we created a data-led laser targeted digital PR campaign that informed and engaged. We then converted those audiences to show tangible returns to the business' bottom line.

First, Brand Awareness & Love:

- 37 earned digital articles with a reach of 39 million (Target 10 million).
- Usage of #StyleOfPlay grew by +48% (Target +20%).
- Social Engagements grew by +3,000% (Target +500%).
- Video views by +98% (Target +50%).

Female (25 - 45)*

- 36% – positive/very positive impact on trust for LWI.
- 31% – positive/very positive impact on likelihood to shop with LWI.
- 33% – positive/very positive impact on likelihood to recommend LWI.

GAA Fans (25 - 45)*

- 41% – positive/very positive impact on trust for LWI.
- 35% – positive/very positive impact on likelihood to shop with LWI.
- 31% – positive/very positive impact on likelihood to recommend LWI .

*Research from Kantar on impact of #StyleOfPlay campaign.

Then, Bottom Line:

- Sponsorship attributed sales via digital grew by 200%, which equates to a total of 18,000 sales and an increase of 8,000 sales YoY (Target +100% and an additional 4,000 transactions).
- Sponsorship attributed revenue grew via digital by 138%, which equates to €2,059,000 in revenue and an increase of €1,197,219 YoY (Target +50%, an additional €438,000 revenue).
- 340 O'Neills jerseys were sold between in the three days following the launch generating revenue of €19,000.

That equates to 7% of Littlewoods Ireland total revenue during that period (April – September). Based on these results, we overwhelmingly succeeded in our ambition to Build Brand Love to Build the Bottom Line.

KANTAR

PARAGON



RUEPOINT MEDIA