

CASE STUDY: HAWKIN'S BAZAAR

Background

JPR was appointed to implement an intensive PR campaign from July 2008 to December 2008, with the wide brief of gaining 'as much media exposure as possible' in the consumer press and online media for UK shop and internet retailer, Hawkin's Bazaar, in the build up to Christmas.

Hawkin's Bazaar trades through over 90 shops across the UK, offering a unique and extensive range of unusual toys, gifts, gadgets and curiosities and online.

Although the company has traded over thirty years, Hawkin's Bazaar had not invested in PR before. JPR was tasked with introducing the media and the consumer to a highly complex brand and generating a level of understanding that would see them recognise Hawkin's Bazaar as being one of the nation's leading toy retailers.

Campaign Objectives

- Increase awareness of the Hawkin's Bazaar brand amongst the company's broad target market and attain as much press coverage as possible
- Secure maximum exposure of the Hawkin's Bazaar brand in regional and national media, be that traditional or new media
- Introduce the press to Hawkin's Bazaar and educate them about the brand's unique and vast offering
- Position Hawkin's Bazaar as being the one stop shop for Christmas gifts
- Promote Hawkin's Bazaar's USP of low cost gifts during the credit crunch climate

Strategy

Educating the media about Hawkin's Bazaar's offering was at the heart of the campaign's strategy. It was fundamental that any preconceptions of Hawkin's Bazaar being "just" a children's toy shop are changed so that it was seen as a supplier of gifts and curiosities on a national level. With the vast and diverse array of products available from Hawkin's Bazaar it was fundamental that the media be made aware that when it comes to Christmas Hawkin's Bazaar really does have it covered.

- JPR dedicated two days per week to get the account up and running, with one of those days spent in-house at Hawkin's Bazaar's head office in order to provide an approachable face to the marketing team and staff and to help Jungle PR become rapidly accustomed to the Hawkin's Bazaar brand.
- JPR developed a press information pack which contained an overview of Hawkin's Bazaar and themed press releases e.g. Top 10 Christmas Stocking Fillers, Top Gifts for Dads and Retro Toys set to Make a Comeback.

Implementation

- **Media Lobbying**

From the outset JPR made lobbying key personnel in the media and developing relations a priority. The aim of this was to educate and familiarise journalists with the brand and products and encourage them to consider Hawkin's Bazaar for future use in Christmas gift guides and gift related articles.

JPR developed a number of unique retro toy hampers that were sent to features writers and editors from titles such as The Sun, The Daily Mail and The People. Radio presenters were also targeted with the aim that they would discuss Hawkin's Bazaar on air. Presenters who received a hamper included Radio One's Chris Moyles and Scott Mills and Radio Two's Chris Evans and Steve Wright. By undertaking this tactic JPR moved Hawkin's Bazaar from a position of relative obscurity amongst the media to a position where key media figures see the brand as a recognised and established supplier of toys.

- **Product Reviews**

JPR lobbied for Hawkin's Bazaar's inclusion in Christmas gift guides and sent products to over 60 media titles in order to be reviewed. Reviews features in publications such as Country Living (circulation 195,159) that reviewed chocolate mushrooms and Yours (circulation 327,072) who reviewed a monkey nail dryer, rubber ducks and a wooden domino race.

- **Regional Media Relations**

JPR launched a strategic regional campaign that targeted those areas where a Hawkin's Bazaar shop is located. By contacting and lobbying key regional titles and distributing press releases tailored to the individual regions, JPR secured some fantastic coverage in titles such as Cambridge News (circulation: 26,242), The Reading Evening Post

(circulation:13,664) and The Plymouth Herald (circulation: 37,160). In total Hawkin's Bazaar was exposed to a regional audience of over 727,000.

- **Online PR Activity**

JPR values the power of online and social media, particularly in the case of Hawkin's Bazaar when it is possible for the public to follow a link directly to the website and convert from being a product review reader into a customer in no time at all. JPR targeted online media in order to gain exposure and third party endorsements for Hawkin's Bazaar from respected websites and bloggers. Competitions and product reviews were successfully organised through blogs and websites including ToyTalk.co.uk (unique users: 23,839), MumsNet (unique users: 350,000) and ChildOfThe1980s.co.uk (unique users: 6,000).

Online news sites were also targeted and coverage secured on the likes of Telegraph.co.uk (unique users: 18,497,944) and Business Weekly (unique users: 28,500).

- **Competitions**

Competitions proved a great success in gaining exposure in publications where there was no scope for product reviews and secured column inches for Hawkin's Bazaar at a fraction of the cost of advertising.

Competitions featured in a variety of publications including The Beano (circulation: 74,419) and Let's Talk (circulation: 22,436) and on radio stations that included Broadland (audience: 181,000) and Essex FM (audience: 36,000).

- **Creativity**

JPR organised a 'Speed Wrapping' contest and invited key personalities from the East Anglian media to take part and compete against their rival media organisations in order to find the region's fastest Christmas present wrapper.

The event took place in the Norwich Castle Mall and was held in support of the children's cancer charity CLIC Sargent. The following media organisations and their representatives attended to take part on the day in front of an excited crowd:

- Anglia TV News : Clare Weller & Jonathan Wills

- BBC Look East: Louise Priest & Jackie Leggett
- BBC Radio Norfolk: Stephen Bumfrey & Nicky Price
- Eastern Daily Press: Steve Downes & Ben Kendall
- Eastern Daily Press Norfolk Magazine: Nancy Wedge & Sally Withey
- Future FM: Tim Macwilliam & Julie Dee
- Norwich Evening News: Sam Emanuel & Kim Briscoe
- Radio Norwich: Helen McDermott

Blanket press coverage of Norfolk's media was secured during the event with live radio broadcasts plus post event, achieving a circulation of a total circulation of 462,223.

Evaluation & Measurement

- In total the campaign reached a combined audience of 27,875,850.
- Total radio broadcast audience reached 289,000.
- Total online unique users reached 19,064,175.
- Total advertising value equivalent (AVE) £116,813.

JPR fulfilled the client brief which was to 'gain as much press coverage as possible' from July to December 2008 and achieved all of the campaign objectives.