



Weighing the Benefits of PR

Background

When asked to promote Rosemary Conley Nutri-Scales we were ready to weigh-in with a heavyweight PR campaign.

Nutri-Scales are an essential tool for healthy eating and medical diets. They are easy to use and work by not only weighing food but also giving nutritional and calorie content.

Programme

We decided to maximise the PR value of famous fitness guru and face of the brand Rosemary Conley, with a series of radio interviews and competitions.

Interviews with Rosemary were organised in the run-up to Christmas and the scales were promoted as an ideal Christmas present. The radio format allowed Rosemary to legitimately plug the scales.

The competition element of the campaign was conducted in January and Nutri-Scales were promoted as the ideal aid to losing weight.

Results

The campaign delivered 67 live and pre-recorded interviews with Rosemary reaching a total audience of almost 5 million people. The advertising value equivalent of all this coverage was £66,000. A total of 75 radio competitions were also secured reaching another 13 million listeners and securing coverage worth £82,000.

