



ANTLER LUGGAGE

OBJECTIVE

Storm was appointed by Antler to handle its consumer press office for a 12 month-long campaign. The brief was to generate awareness of all of the new product launches throughout the year and to build relationships with key travel writers on the nationals and women's lifestyle press, making sure that Antler was top of mind for any suitable luggage features or tests.

SOLUTION

A solid, comprehensive and hard working product placement campaign was put into action, which targeted the national and regional travel and shopping editors, as well as the consumer women's and men's lifestyle press, consumer travel titles and business media.

At the start of the year, Storm held two key media briefing sessions at the main consumer publishing houses, IPC and National Magazines. Showing the full range, including a raft of new products, these days enable Antler to talk to a wide number of journalists, from travel through to shopping, fashion and home editors, as well as identify editorial opportunities in these key titles throughout the year.

A calendar of topical news releases was also developed to keep Antler in the media throughout the year, including advice on the changes in carry-on baggage allowances, gifts for Valentine's Day, Christmas, Father's Day and Mother's Day, as well as ideal luggage choices for spring weekend breaks, skiing and summer holidays.



- ▶ In addition, stylists were targeted to feature Antler in their summer fashion shoots, while luggage was also sent for props on sets of key fictional TV programming.

RESULTS

The 12-month campaign delivered coverage in over 80 consumer publications, including The Sunday Times, The Independent, The Express, The Times and The Guardian, as well as key women's and travel titles, such as Woman and Home, Prima, Ideal Home, Wedding and Home, Wanderlust and Sunday Times Travel magazine. It also saw Antler Luggage being used by central characters on TV soaps, Emmerdale, Eastenders and Hollyoaks.

The campaign generated over 25 million opportunities to see and achieved a total EAV of £97,800, delivering a return on investment of nearly five times the total PR spend for the 12 month period.



