



RILEYS 'GIVE YOUR BALLS A SQUEEZE' CAMPAIGN



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OBJECTIVE

Rileys is the leading American pool and snooker venue in the UK, with over 160 clubs across the country. Despite being a household name, Rileys was struggling to recruit new, younger members. It was felt that the clubs needed an image boost. Storm was tasked with developing a communications plan that would attract and interact with a key audience of 18–35 year old men through national and local media channels.

SOLUTION

Storm created the 'Give Your Balls A Squeeze' project by joining forces with the ICR's Everyman Male Cancers Campaign. Storm worked with Everyman to devise a 12-month programme with the aim to raise £150,000 for the charity through national reader offers, branded merchandise (squeezy ball keyrings) sales and local fundraising activity through the clubs. The programme was launched with a four-month PR campaign, using actress and glamour model, Gemma Atkinson as the face of 'Give Your Balls A Squeeze'. Both the charity and the celebrity angles were utilised to draw attention to the campaign. To kick-start the PR activity, a photocall was organised with Gemma Atkinson, which resulted in national coverage as well as being used for internal POS.



RESULTS

Storm negotiated a quarter page promotion in The Sun and a half page in the Daily Star, including a branded front page flash, offering a free game of pool and discount membership. Both are absolutely key titles for Rileys and just over 1,000 readers made use of the offer. In addition, the first order of 25,000 branded merchandise sold out within three months of the launch of the campaign.

Overall, the launch PR campaign achieved 97 pieces of coverage with over 30 million opportunities to see, delivering an impressive 3.5 times return on investment. Highlights included editorial coverage in key media such as The Sun, The Daily Star, The Daily Sport, New, MTV online, Zoo, Metro and Youtube.



Picture: TIM HECHTORY

YOURS ARE BETTER, GEMMA

IT'S progress Gemma Atkinson can't get you cheering your outfit regime with us here but we can!

The 'I'm a Celebrity Get It Out of Me...' star, 28, launched the festive Give Your Balls a Squeeze campaign for Riley's Pool and Snooker Clubs in London yesterday.

Riley aims to raise £30,000 to help fund UK research into male cancer and called on Gemma's closest chums to get into it as well as take one.

With her booby-balls she said we reason it did the trick!

DAILY STAR

Gem belle of the ball

JUNGLE babe Gemma Atkinson, 28, is urging men to give themselves a festive squeeze to help detect testicular cancer. She is fronting the "Give your balls a squeeze" campaign.

Sarah Hesley, accounts manager with cancer campaigners Everyman, said: "This is a tongue-in-cheek way of highlighting a deadly serious issue."

DAILY Sport

CHALK YOUR CUE AND GET PLAYING

Free game of pool

FOR EVERY READER

COME on boys, get those balls for a good time!

The Sun has teamed up with Riley's Clubs to offer every reader a free hour of pool or snooker worth £10 - and help raise cash for the Everyman Male Cancer Campaign.

The great giveaway is part of the Give Your Balls A Squeeze campaign, headed by 'I'm a Celebrity' babe Gemma Atkinson, left. Before heading into the jungle she urged blokes to check their testicles regularly.

Gemma warned: "More than 10,000 men die from prostate cancer every year, and half of us never see a doctor as young as 15."

So help get the ball rolling and head to any of the 170 Riley's Clubs to pick up your free hour.

If you don't have time to join the club, Riley's will donate the £5 annual fee to Everyman in full to raise £150,000.

PLUS, they'll give you a VIP discount card worth up to £50!

Just take the voucher below to your nearest Riley's and exchange it for your free hour of pool.

To find out more about Everyman, see our advertisement. For your nearest Riley's, see riley.com

Sun FREE POOL GAME Sun

Please tick to join for just £5 and to receive your VIP discount card!

Please tick for your Free Hour of Pool Snooker!

Please tick to join for just £5 and to receive your VIP discount card!

Please tick for your £5 bill to be donated to charity!

eagleeye4

THE Sun

IF IT'S HOT, IT'S HERE

new!

celebs

HOT LIST



ZOO

GEMMA ATKINSON

Jungle babe Gemma's fronting Riley's pool and snooker clubs' "Give Your Balls A Squeeze" testicular cancer campaign. We'd prefer seeing her boob-tips while she's showering in Oz, but we'll settle for her chalking cues with her cushions showing for now.

24 DAILY STAR SUNDAY, January 13, 2008

FREE ONE HOUR OF SNOOKER OR POOL AT

Riley's everyman

DAILY STAR

How to claim

A FREE HOUR OF POOL OR SNOOKER AT Riley's

ROULETTE LOOPY NUTS ARE WE - Reading players Kevin Drake, left, and Glenn Little, right, at a charity auction of Riley's Snooker Club will break out, under license and Everyman's charity. (Photo: Tim Hechtory)

ROULETTE LOOPY NUTS ARE WE - Reading players Kevin Drake, left, and Glenn Little, right, at a charity auction of Riley's Snooker Club will break out, under license and Everyman's charity. (Photo: Tim Hechtory)

WHAT HAPPENED

Goodie though have so before you're to snap

Royals stars help Everyman cancer charity rack up £300

Reading players Kevin Drake, left, and Glenn Little, right, at a charity auction of Riley's Snooker Club will break out, under license and Everyman's charity. (Photo: Tim Hechtory)

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POOL

Give your balls a squeeze

Everyman's cancer campaign is looking for a new cancer awareness message. Give Your Balls a Squeeze!

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CueSport

the global snooker pool magazine

Evening Post