



CASE STUDY

CLIENT CAMPAIGNS



Client: The Sleep Council
Campaign: Junk Sleep Campaign, August 2007
Budget: £15,000

Objectives:

- To raise awareness of the problems associated with sleep deprivation amongst 12-16 year olds as a direct result of the range of technological appliances most now have in their bedrooms.
- Highlight the importance of a good bed to a good nights sleep.

Strategy & Plan: To demonstrate the sleep problems among teenagers through:

- A poll of 1,000 12-16 years olds
- A four week viral campaign using web 2.0 technologies such as blogging, instant messenger, YouTube and other social networking sites
- Photography and background facts and figures
- Engaging the support of a top UK sleep expert to comment upon, support and be interviewed about the campaign
- Providing case study examples for radio & TV interviews
- Developing a media-friendly term for the campaign: Junk Sleep
- Ensuring maximum media impact by timing the launch to break over the Bank Holiday weekend just ahead of the start of the new school year



Measurement & Evaluation:

Estimated to have generated around £1 million worth of advertising equivalent space across:

- 6 pieces of national coverage including The Sun, Daily Mail, Daily Express, Daily Mirror, Daily Telegraph and Daily Star.
- 6 pieces of TV coverage included BBC Breakfast, GMTV, ITN, Sky News, Children's BBC Newsround and BBC News 24.
- 85 national, international and regional radio station radio interviews reaching an estimated 29.2 million listeners.

Results: The campaign was strongly linked to the importance of a good bed to a good night's sleep. Sleep Council website figures trebled during the campaign. The term 'Junk Sleep' which up until August 2007 did not exist, is now common parlance with 7,900,000 references on Google.



