



# PROJECTS

**EXAMPLES OF PAST BRIEFS & PROJECTS**

**BRIEF 1:**

**TELLING A  
BRAND'S STORY**

**Identifying an effective, recent or current media relations campaign, promoting a lifestyle product here in the UK. Research where elements of the campaign are featured, in print media, broadcast, and electronic media at national, consumer and trade levels.**

**Imagine you are the PR for this chosen brand. Begin by researching and critically analysing the brand, looking at its history, current situation and reputation. You will produce three new creative PR concepts for your client and tell us where you would aim to place your stories.**

# BRIEF 2:

ON AIR & ON LINE:  
COLLABORATIVE  
PROJECT

**You will work in groups to produce a PR pitch to actively promote an area of London and present your pitch to the Mayor of London.**

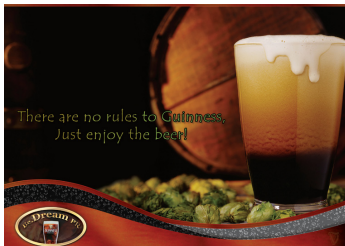
**The campaign will last for one year and feature four key projects, which will generate positive print, broadcast and electronic media that will appeal to your chosen target audiences.**

# BRIEF 3:

**NOT-FOR-PROFIT**

**Identify and then research in detail a not-for-profit organisation and explore how an integrated PR programme can help them to meet their objectives. By exploring a number of case studies in class and individually, you will identify how not-for-profit organisations seek to control their image, to raise funds, and to increase awareness of their organisational needs. How do they obtain a share of voice? Researching social media and online journalism, you will explore how these organisations rely on word of mouth, celebrity endorsement and Corporate Sponsorship to get their campaigns noticed.**

# PAST PROJECTS



Reem Budagher  
BA (Hons) Fashion Promotion: PR  
2010



Charlotte Daisy Caton-Thick  
BA (Hons) Fashion Promotion: PR  
2009





Emma Louise Brierley  
BA (Hons) Fashion Promotion: PR  
2009

" I DON'T  
KNOW THE  
QUESTION,  
BUT SEX IS  
DEFINITELY  
THE ANSWER"

## CAMPAIGN life is exciting

### OBJECTIVES

- To position Pleaser as a realistic rival and the alternative candidate based on fitness.
  - To define and educate the inclusive market of women to wear flats for one with about the design of ungendered one and encourage a positive attitude towards carrying conditions.
  - To position Pleaser as an inclusive, lifestyle brand that provides the excitement of sex and liberation with all it's consumers who have 18 to those over 65.
  - To engage with the female market through engineering a selection of key female centred creative tactics - as well as online tactics to ensure a wide reach of the campaign to both male and female.
- ### KEY MESSAGES
- Whether using traditional one can have an uncomfortable situation - keep one flat - one Pleaser.
  - Carrying a condition will keep your sex life exciting - while not carrying one could have one in a compromising situation.
  - Pleaser is an inclusive brand and identifies with the sexual market in terms of their needs, likes and dislikes - giving particular attention to the female consumer.
  - Pleaser is a lifestyle brand that recognize the importance of enjoying sex as well as protecting self sex.

Sarah Louise Pritchard  
BA (Hons) Fashion Promotion: PR  
2009

CREATE  
COLLABORATE  
SHARE  
PROMOTE

