

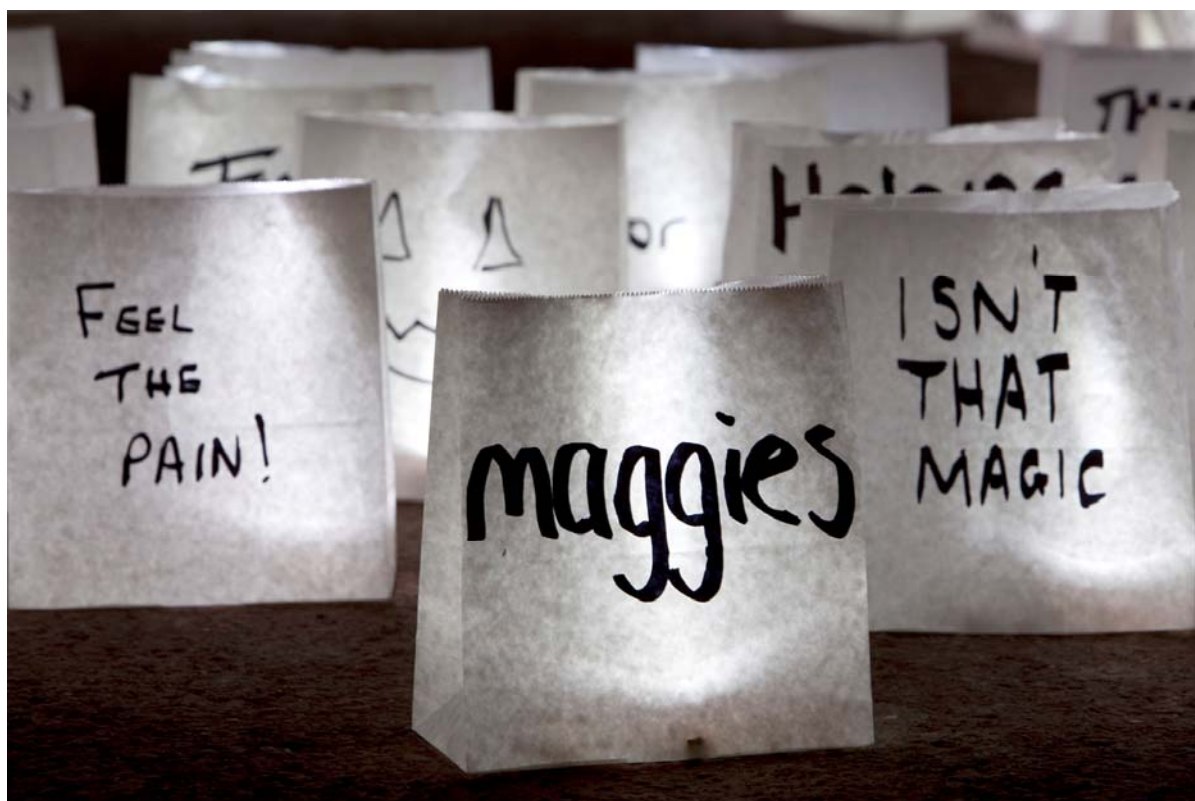
# maggie's

Maggie's & Open House

2009

London Night Hike

Media Evaluation Report



September 2009

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## **Maggie's & Open House London Night Hike**

### **Background**

The very first London Night Hike took place in September 2005. Thanks to Maggie's partnership with Open House, a media partnership with Open House and backing from CBS Outdoor who donated advertising space on the London Underground, the event was a success, despite the fact that Maggie's were largely unknown in London and indeed England.

The event quickly established itself as a key date in Maggie's calendar and prior to the 2009 event, participants had raised an incredible £1.4 million.

The 2009 London Night Hike was a 2,000 sell-out event incorporating some of London's architectural gems and attractions, thanks to Maggie's partnership with Open House.

### **Summary**

The London Night Hike is a very photogenic fundraising event and with Maggie's Centres being very 'in' in terms of being newsworthy – Michelle Obama's visit, RIBA London Building of the Year and short-listed for the Stirling Prize – it is an event that has the potential to generate positive media coverage for Maggie's.

Although there were a few positives to be taken from the 2009 event, although I personally feel that we should be looking to achieve more publicity in 2010, ideally;

- one feature picked up by national/London papers before the event – this could be a publicity stunt or feature interview with a celebrity taking part, or endorsing/launching the event
- maximising any good case studies that sign up to take part – likely to be in local papers, radio or online, unless the story is of national significance
- post event coverage – with the event taking place on a Friday night, journalists and photographers have a lot of options regarding where to go in London. In order to guarantee their presence at the start or en route we either need a significant celebrity(ies) to take part, or to incorporate a publicity stunt/theme that papers will want to publish on the Saturday/Monday morning.

## **Evening Standard**

### **Background**

Maggie's established a relationship with the London Evening Standard back in 2005, largely thanks to the support of Mike Anderson from News International – a great supporter of Maggie's and a key contact of Marie McQuade's.

The Evening Standard threw their weight behind Maggie's campaign to build a centre at Charing Cross Hospital in London, and in turn the London Night Hike with a series of articles and adverts. Estimates at that time accounted for over £500,000 worth of advertising.

There is no doubt that the first London Night Hike would not have been the success it was without the backing of the Evening Standard, raising awareness about Maggie's in an area where we previously had very little support.

A lot has changed in the years since the first London Night Hike. Maggie's has developed into an internationally recognised charity, Maggie's London Centre has opened and plans are in place to develop a network of centres throughout the UK.

A lot has also changed at the Evening Standard – notably the introduction of free newspapers for commuters (for example the Metro), personnel (new editor), rebranding and sales. However, there is no doubting that the Evening Standard is still recognised throughout London and has the scope to be a suitable media partner for the London Night Hike.

### **LNH09 – Media Partner**

Due to the previous successful relationship and the fact that Maggie's is an Eros Charity Card partner, the Evening Standard was approached by Anna Marriott to be the media partner for the 2009 London Night Hike.

With Maggie's being one of the charity partners for the Evening Standard Eros charity card, it was decided that the media partnership would launch with a 100 place giveaway to Eros Card Holders with a week of promotion in the paper, online and emails to all card holders. In return Maggie's would commit to £10,000 worth of advertising with the Standard. However, there was no commitment to editorial content.

The Evening Standard informed us that they would like to launch the event w/c 1<sup>st</sup> June. This was not ideal from our point of view, however the Evening Standard were adamant that due to other forthcoming promotions, they had to go with this week. This resulted in the London Night Hike being launched with no materials ready and, given past sign-up rates peaking in August, possibly too early

The end result was that only 41 people took up the option of a free place in the London Night Hike despite excellent online coverage, emails to all Eros Card holders and a decent feature in the paper.

Throughout this period I had great difficulty getting in touch with editorial to pitch interview and photo opportunities to them. Despite the fact that at one stage it looked like Janet Ellis, Sophie Ellis-Bextor and John Jencks would be available for an exclusive interview in a London Eye capsule, it was impossible to speak to Charlotte Ross and I only ever got through to her PA – Victoria Stewart. At one stage Victoria apologised for Charlotte not calling me back and said “....it must be because she is not interested.”

For me, that pretty much summed up the editorial side of things at the Evening Standard.

## Other points of note

Despite confirming that they would attend, the Evening Standard didn't send a photographer to the London Eye for the launch with John Jencks and Janet Ellis. Nor did they publish the subsequent photo and press release we sent them.

They also didn't use the very strong press release with a photo of Janet and Sophie at Maggie's London Centre, with exclusive quotes from the two of them.

The Evening Standard also didn't send a photographer to the event, despite the fact that they gave out 2,000 free copies of their paper at the London Eye, nor did they use the pictures we sent them post event.



## **Media partner for 2010?**

With space limited to two thousand due to buildings capacity, do we need a media partner?

And if we did chose a media partner they would need to commit to guaranteed editorial content from the start.

## **Local Media Coverage**

Maggie's did benefit from some good local media coverage – in print and on radio. The key for local media coverage (as indeed national) is to get good case studies.

## **Examples**

- Cathy Davies – interviewed on BBC Radio Surrey
- Georgie Fyfe-Jamieson –feature in local paper
- Sophie quote of support in London paper 27.07.07

## **Suggestion for 2010;**

Upon registration participants should receive a DIY press-pack encouraging them to send a press release to their local paper, radio station, company intranet/newsletter etc. With a copy also sent to Maggie's media team to assess for possible national coverage. This should be done pre and post event.

## **Television Coverage**

- Loose Women – Wednesday 10<sup>th</sup> June

Janet Ellis was interviewed on Loose Women resulting in a strong plug for Maggie's Centres and the London Night Hike. The interview tied in with the Evening Standard's promotion, although not with Underground adverts or advertising with commuter papers.

- BBC1's The One Show – Thursday 3<sup>rd</sup> September

Although the London Night Hike was not specifically mentioned on The One Show, the coverage resulted in large hits on the website.

## 'Celebrities'

### **Janet Ellis - Maggie's London patron**

Janet took part in her third London Night Hike along with her husband John.

#### **Activities**

- Appeared on Loose Women, talking about her association with Maggie's and the London Night Hike.
- Janet also attended a photo shoot at the London Eye with John Jencks
- Janet spoke at the corporate launch at Fulham Palace
- And spoke at the start of the event and participated

### **Other celebrities scheduled to take part**

#### **Sophie Ellis-Bextor**

Sophie was scheduled to take part in her second London Night Hike, only to pull out due to the offer of work – the London Night Hike co-incided with London Fashion Week.

There was a great deal of media interest in Sophie taking part with Hello, Now! and the Evening Standard all interested in interviewing Sophie. Sophie would only have been comfortable with the Evening Standard.

I also think that the press would have sent photographers down on the night if Sophie was taking part.

#### **Rebekah Gibbs**

Rebekah visited Maggie's London Centre with Sarah Brown and confirmed just one week before the London Night Hike that she would speak at the start and introduce case studies.

Rebekah then pulled out two days before the event due to exhaustion.

With Rebekah having close links with the Daily Mirror due to her column through her journey with cancer this may have resulted in post-event coverage in the paper. However, The Mirror didn't send anyone down anyway.

## Other celebrities invited

The following celebrities were invited to either take part, compere at the start or help with pre-event publicity; Aneka Rice, Edith Bowman, Christine Bleakley, Cast of Eastenders, Tom Chambers, Michael Palin and Diana Vickers – all were unavailable or declined for various reasons.

## Summary

Janet Ellis' continued support of Maggie's and participation in the London Night Hike is fantastic, but it will realistically only result in coverage in certain areas.

In order to guarantee media coverage the London Night Hike does need someone like Sophie Ellis-Bextor to take part, or at least set participants off.

Note -Maggie's new ambassador policy will be in place by the end of the 2009.



## Publicity Stunts for 2010

With the London Night Hike starting on a Friday night, it is always going to be hard to get media down to the start unless we have a big name celeb(s) either taking part or hosting the start party, or a cool publicity stunt at the start/finish/both.

The Moonwalk always receives photo captions in the press because it is an excellent photo opportunity – thousands of women in bra's.

### So what publicity stunt could Maggie's pull to ensure coverage of the event?

- This year many decided to do it in fancy dress? The drawback from that being that people wouldn't wear a Maggie's t-shirt over their costume.
- Another suggestion has been to create a work of art at the finish – Polaroid pictures, finger printing, graffiti... could we involve a gallery en route so that a work of art is created that night for viewing over the weekend?

