

Making Memories at the RHS Chelsea Flower show

TASK

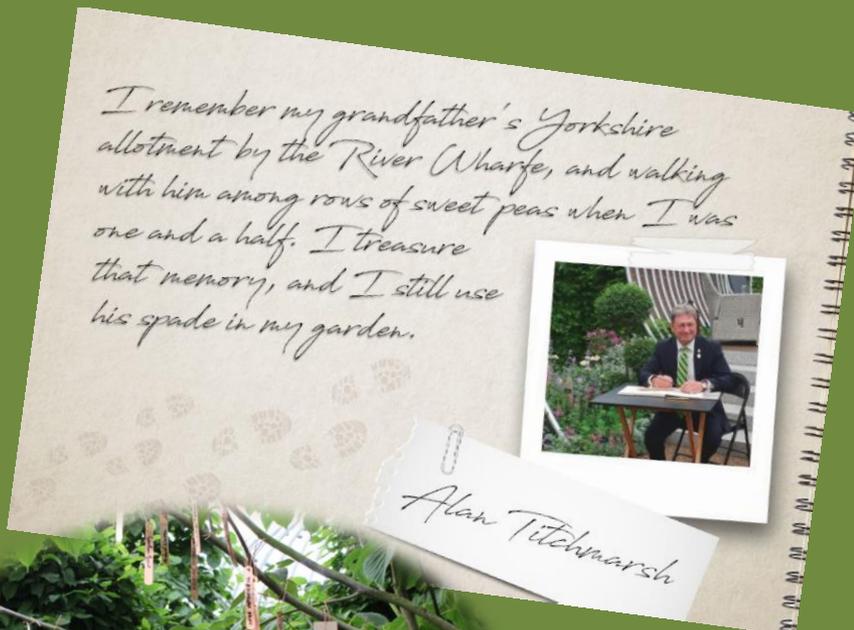
Hillier is one of Chelsea's most famous exhibitors having now won 72 consecutive gold medals – making it the most successful exhibitor in Chelsea's history. The Chelsea Flower Show is of course one of the most prestigious events in the horticultural calendar, and with 40 years' experience of specialising in gardening pr, we are well aware of the traditional and importance associated with the event and were delighted when we were appointed by Hillier to handle its pr for the 2017 show.



Our main aim, naturally, was to generate maximum coverage for Hillier across all mediums and to exceed the 2016 volume. A key objective was to ensure television coverage for the brand at the show.

We also proposed the following objectives

- Secure press visits
- Get people talking about Hillier in print, in person and online/social media
- Generate social media content
- Focus on B2C, whilst maintaining B2B
- Update/challenge expectations of both Hillier and Chelsea
- Extend activity beyond the press day to ensure involvement throughout the entire show campaign
- Increase garden centre footfall and website visits



MAKING MEMORIES AT THE 2017 RHS CHELSEA FLOWER SHOW

ACTIVITY

As part of our research to boost interaction and provide a means of allowing visitors to get more involved, we had the idea of the Memory Tree – a campaign where visitors to the stand could

stop for a moment of contemplation and reflect upon their most treasured gardening memory. They were then asked to write this down in the Memory Book and sign a plant tag which would be hung from the tree.

The pr plan took on a month by month approach including planning; producing extensive media lists; liaising with the RHS press team; pitching for features; interviewing key members of the team; meeting suppliers; attending the RHS press launch and preparing press materials for this; sending out invites, securing interviews and exclusive press tours of the garden.

We launched the Memory Tree on show's press day with a pre-arranged photo call opportunity with Alan Titchmarsh MBE, as well as Chris Evans broadcasting his Radio 2 Breakfast Show from the Memory Tree.



RESULTS

As well as Alan Titchmarsh, 500 other people took part in our Memory Tree initiative with many celebrities such as Dame Judi Dench, Joanna Lumley and Piers Morgan, among others, all signing tags.

The Hillier team were so happy with the results that they plan to roll out the Memory Tree campaign to its 12 garden centres throughout the rest of the year to extend the reach of Chelsea.



On the coverage side, our work for the Memory Tree continues as we are helping to promote the charity auction of the tags but to date we have achieved a 252% increase on 2016's results, ensuring a reach of 23.4 million people.

- Hillier was featured in BBC TV coverage 7 times
- National coverage increased by 168.4%, within this was a 400% increase in print newspapers and a 312.5% increase in online
- 83% of coverage was consumer focus, with the remaining 17% being trade
- Consumer coverage increased by 288.7%
- Regional coverage increased by 548%
- Bloggers mentioned increased by 375%

The Memory Tree has also seen Paskett PR be nominated for the Best PR Campaign at the UK Agency Awards, as well as Best Consumer Relations Campaign at the CIPR Midlands Awards.