

BUSINESS TO BUSINESS

Client:
Revival Studios Ltd

Campaign:
Behind bars : Multi-level media relations campaign for corporate film production company

Brief:
As part of an ongoing media relations campaign, a special initiative to raise awareness of Revival’s innovative approach on a DVD designed to discourage repeat offenders from continuing a life of crime.

Reach a key potential market sector – the criminal justice sector – and broader coverage across news, business and trade media at national level and regionally across the company’s home media in Derbyshire and Scotland.

Solution:
As part of an overall media relations campaign for Revival, we built a high profile press campaign by piggy backing the hot issue of prison overcrowding - vastly increasing our chances of achieving column inches.

In addition to key criminal justice journals that we identified, the press campaign covered national broadsheets, regional dailies, regional business magazines and local weeklies. All releases were tailored to ensure maximum relevance for specific audiences.

Expansion interview opportunities were secured and full briefing provided for the client. Also a major feature article in a key criminal justice publication was achieved.

Film & DVD publications were also used to extend the reach of the story.

Results:

- This single story generated extensive coverage and achieved an equivalent advertising value of £13,363 across Derbyshire and Scotland regional media.
- 100% key messages on target and reaching a readership of 225,683.
- Features placed in key journals and trade media including a 3000 word article in Justice of the Peace magazine.



Evening Times

Scott film bid to deter criminals

A SCOTS film studio has been commissioned to produce a hard-hitting drama to deter English repeat offenders.

Sandra Hanson, of Paisley-based Revival Studios, will make the film for Derbyshire Criminal Justice Board.

It will feature interviews with reformed ex-offenders describing how they have turned their lives around as well as a dramatized opening sequence of a prisoner being released after nine months.

The film will be shown to persistent offenders who commit the most crime and cause the greatest harm to local communities.

The aim is to make criminals understand that services such as housing, drug intervention, alcohol treatment and education are on offer in order to encourage them to reform.

The film will also be used as a training tool for staff working with offenders, so they can see where partnership working can help.

Leena O'Connell of DCJR, one of 42 prisons in England and Wales working to re-educate and improve the effectiveness of the criminal justice system, said: "The film will be a key tool in helping persistent offenders get back on the straight and narrow and that should have a real impact on their communities. We really need the creative touch to produce a powerful message."

Sandra Hanson, managing director of Revival Studios, said: "I'm really looking forward to this one."

"When I started out as video and film production, I wanted to produce videos with stories that could change lives. I have a particular interest in criminal drama and researched the subject, so this is a great opportunity."