



An electrifying start to 2009

MORE THAN 180,000 PEOPLE PARTIED the night away along the River Thames, against an incredible sequence of fireworks, emphasising LG's brand message that 'life's good'.

For BBH, LG's strategic and creative communications agency, the challenge was to create something new and eye-catching, that would interest people from Europe to Latin America, but also to spread the message on one of the busiest nights of the year.

Richard Adkins, content developer at BBH, adds: 'This was not going to be just a standard New Year's Eve party.' Mayor of London Boris Johnson selected eight international stars, including actors Sir Michael Caine and Dame Helen Mirren, comedian Ricky Gervais and *The Simpsons*, who pre-recorded goodwill messages.

From 9.30pm until Big Ben struck midnight, the celebrities' messages wishing revellers a very happy new year were beamed via the world's tallest video projection onto the Shell building on London's South Bank.

'There was a time sensitive issue with this campaign,' says Adkins. 'We wanted to get immediate newspaper and online coverage that would position the story as news, but then we also wanted to engage the longer lead publications with the technology angle, because LG is an electronics company.'

When LG Electronics agreed to sponsor London's 2008 New Year's Eve fireworks display, the Korean-headquartered company was keen to achieve worldwide coverage for the spectacle which coincided with its first global brand campaign.

Working with PR Newswire, BBH created a multimedia news release, for distribution on December 29, which alerted journalists and news desks of the fireworks display and innovative projections.

'We created a release that said *This is what you can expect*, and then another one that said *This is what just happened*,' says Adkins. 'PR Newswire offered a great, one stop service in which, effectively you press a button and get your story across to X number of journalists.'

In fact, PR Newswire distributed the two releases to 100,000 journalists, 11,000 news desks and 60 general news agencies across the globe. It also handled the translation into 12 languages, including Arabic, Portuguese and Thai.

Although BBH also embedded films of the event on websites, PR Newswire's multimedia news release service guaranteed a much wider distribution of the New Year's Eve celebrations.

The LG brand was integral to all the communications; the releases were carefully branded with logos to ensure

that the event was viewed as synonymous with the electronics group. Each release also contained links to LG's corporate websites.

Two hours after the Auld Lang Syne had been sung, BBH sent its edited video coverage and photographs of the celebrations to PR Newswire, who began to build the multimedia news release.

Just two hours after that, after BBH approved the final release, which also contained links to 12 social media sites, it was hitting news desks around the world.

'We had lots of coverage around the world,' says Adkins. 'But I was probably most surprised by a local newspaper in Kansas which wrote about the event.'

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