



Summer 2015 Premier Sport giveaway 10,000 free places to children Courtesy of Chewits





**We're giving away
10,000 FREE
places this summer!**

In association with
CHEWITS

Chewits brand values are: Fun, Trust & Active Lifestyles, and in 2015 we're supporting Premier Sport, Britain's leading sport course provider, to get more young children enjoying sport and becoming more physically active.

We will be providing 10,000 places free of charge to young people throughout the UK to take part in Premier's Inspire to Engage programme. The Inspire to Engage Courses are for boys and girls aged between 5 and 12. There are over 50 different sports activities on offer, including football, gymnastics, multi-sport, basketball, fencing, dodge ball, racket sports, tag-rugby to name but a few.

Your children will keep busy and active with a huge variety of activities and sports for them to enjoy during the school holiday. Mixing with loads of children of their own age means there is a real fun environment to our courses. These courses are developed to ensure children of all abilities learn the importance of living a healthy and active lifestyle, whilst having fun with friends.

Register your child's
FREE place* at:

www.inspiretoengage-summer15.org



*TRCs available online

Overview

Premier Sport's 2015 summer PR campaign was in association with Chewits who supported the launch of Premier's big sporting giveaway, providing 10,000 free places on holiday time activities to 5-12 year olds across the country. The holiday activities are delivered by our 170+ franchised territories and their teams of qualified instructors, across 41 counties. The goal was to provide children with free access to sporting activities, whilst educating them about the importance of exercise as part of a balanced lifestyle.

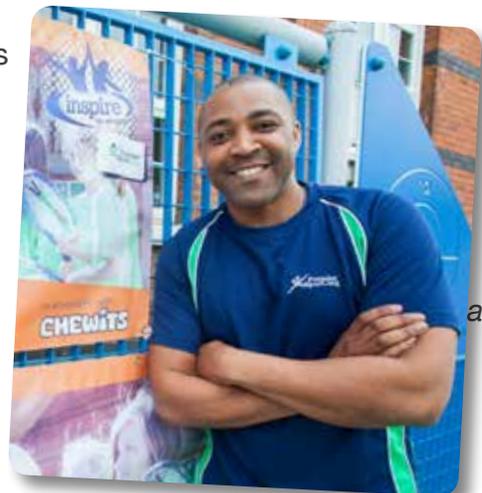
Parents redeemed free places on a Premier Sport holiday course by registering details on a designated cobranded landing page: www.inspiretoengage-summer15.org (screenshots provided in supporting powerpoint). They were then presented with a promotional code that was redeemable on any booking via our normal booking channels:

- www.premier-education.com
- www.premiersport.org
- www.premierperformingarts.co.uk

To help leverage this unique campaign, Darren Campbell MBE surprised pupils at the launch event at an east London primary school. The Olympic Champion held an exclusive training session at Sandringham Primary School in Newham and spoke to the pupils about the positive impact sport has made on his own life and the important role it can play in staying fit, healthy and happy.

Darren is in the top six British sprinters of all time and has 21 medals to his name, including Olympic gold for the 4x100m relay in 2004, and Olympic silver for the 200m at the 2000 Sydney Games. He commented:

"As a father of three children, I understand how important it is for kids to get out and stay active. Premier Sport's 'Inspire to Engage' holiday courses provide great opportunity for kids to enjoy a range of sporting activities during the holidays while keeping a smile on their face. It's definitely something I'll be signing my kids up for this summer!"



Premier Sport holiday activities are designed to give children of all sporting abilities the opportunity to enjoy being active and have fun, providing sporting opportunities ranging from football and hockey to athletics and other multi-sport activities.



Campaign Criteria

In partnership with Chewits, we set clear success criteria of gaining coverage in one national newspaper and 15 regional papers.

Multi-Channel Coordinated Approach

Offline

In order to help us communicate the campaign, we called upon our franchisees to spread the work on a localised level, in schools and to parents. We circulated posters and leaflets helping them to do this. We've also distributed a number of pop up banners for franchisees to display on Premier Sport holiday activities.

Online

In addition to our offline activities, we communicated the 10,000 free places online via our news pages, monthly member's newsletter (180,000 circulation) and Facebook page, with an audience of 5,500 page likes.

We kept franchisees informed via our weekly newsletter.

The Results

The coverage of the promotion exceeded all expectations (see below). Additional information is provided in the supporting powerpoint document.

National

- Coverage in two national papers, 'Daily Mail' and 'Star on Sunday'
- Combined circulation of 3,292,026 readers
- PR value of £178,664.8
- Daily Star television advert reaching 4 million viewers – visit <https://youtu.be/RnO1q47npf4>

Regional

- Coverage in 48 regional publications all with a quarter page feature or bigger.
- Combined circulation of 1,156,026
- Combined OTS of 2,623,683
- Total AVE of £18,172.60
- Total PRV of £54,517.80

Redemptions

- 6000 parents registered for free places on Premier Sport's summer activities.
- Franchisees converted many of these non-paying customers to regular, paying customers.

Conclusion

We feel we present a strong submission in the Best PR Campaign category, at this year's Franchise Marketing Awards. Given the level of exposure of this campaign, we feel we've captured the imagination of our audience by providing a well know sporting personality to drive our national and regional PR exposure.

At the heart of the campaign we feel we've addressed two key areas in modern day society:

1. Providing free sport to thousands of children where cost may have previously formed a barrier to entry, for low income families.
2. With the growing rates of childhood obesity, Premier Sport activities are designed to educate children about the importance of a healthy active lifestyle. Combined with a healthy dose of fun too!

Thank you for considering our entry, we look forward to hearing from you soon. If you require additional documentation, please contact Ben Thompson, Head of Communications on 07921 264 352 or email bthompson@premier-education.com

