

**IBP AWARDS 2016
INTEGRATED CAMPAIGN**

Name of Category: Integrated Campaign

Title of Work: King's Cross Pond Club

Campaign PR Agency: London Communications Agency

People: Robert Gordon Clark (Ex Chair), Duncan Hepburn (Account Director), Helena Carrie (Account Manager), Chris Swoffer (Account Executive)

Client: Argent, King's Cross

Budgets: PR & Social Media Budget in 2015: between 5-40% of the monthly retainer dependent on month (£180,000 - based on a £15,000 p/month retainer fee)

1. Objective/brief from client

King's Cross is one of the largest and most exciting redevelopments in London and since 2008 has embarked on a curated arts programme.

In 2015 Argent asked LCA deliver an integrated campaign for the King's Cross Pond Club, the UK's first ever man-made fresh water public bathing pond.

Argent briefed LCA to create, plan and execute a robust and fully integrated plan for the lead up, launch and two-year residency of the pond. The goal was to create and deliver a campaign to yield results across print, broadcast, online and social, in order to drive visitor numbers to the pond.

2. Strategy

Our PR strategy for the King's Cross Pond Club involved creating excitement and anticipation, not just for the opening, but throughout the design and build process using media channels to tease press and consumers.

3. Methods deployed

Creating excitement – soft launch PR

To maximize the impact, we embarked on a series of long lead pieces with the press to deliver 20 key items of coverage across national, international, local, specialist, design and trade press in the lead up to the launch to create a sense of anticipation and excitement, without revealing the full news hook.

Raising core audience awareness – blogging and e-newsletter

In line with the soft launch, we blogged about the pond and included updates in our bi-weekly e-newsletter, circulated to 8,500 subscribers. Leading up to and post launch we regularly updated these channels, incorporating competitions and exclusive offers to ensure that our core and loyal audience were amongst the first people to hear the latest news.



Ensuring access for all – direct marketing

To ensure people without access to the internet could get involved we leafleted the local area and used on-site hoardings to raise awareness.

Maximising media Interest – launching with an exclusive

Following the soft-launch, we embarked on an intense PR programme of activity. Ahead of the official opening, we gave Time Out an exclusive swim and photo-shoot, working with them on an article to be published the day of launch, securing the main news feature in both print and online. This allowed us to create a domino effect with the launch press notice, securing 25 pieces of high profile coverage within the first five hours of launching.

We also delivered a series of preview press visits to the pond, attended by 40 journalists under embargoed terms, enabling us to secure coverage, to be published in line with the additional opening coverage, adding to the high profile of the story.

LCA secured over 120 pieces of coverage for the pond, of which 100% were positive and included out key messages, noting the pond as a public amenity, but also an art installation.

Amplifying reach - social media

We delivered a social media campaign which complimented the press soft launch, including a series of teaser posts and then along with the full media launch, tied in with Time Out to announce the opening date, gaining traction and amplifying the reach of our consumer voice.

To maximize the traffic flow to the webpage, a hashtag, images, video content and short links were used across our social channels, with success.

Maintaining momentum

Following the launch we maintained momentum through press tours and PR hooks, securing on average between 5-20 pieces of coverage per month about the pond from June – December 2015. This was supplemented in October by a surge of activity following the installation of an outdoor sauna.

On social media we encouraged users to post us pictures of their #DoYouDare visits to the pond, making light of the chilly temperatures. This campaign influenced Sally Globe from The Guardian to publish a piece about her daily swim in during winter.

4. Measurement/evaluation/outcomes

Coverage

To date there have been over 120 pieces of individual coverage in key titles such as BBC London, ITV London, BBC News, Discovery Channel Canada, The Guardian, ICON, Dezeen, The Daily Telegraph, Architects' Journal, New York Times, Blueprint and Elle - an eclectic mix of coverage across national, international, trade, local and regional press.

Social Media and E Newsletter

During the month of the pond launch, we gained 500 additional followers on twitter and nearly 1,000 Facebook followers. In the first week of the Pond opening, King's Cross social media channels collectively saw 48k impressions made using the hashtag #KXPondClub.

In the month our E Newsletter included stories on the pond, open rates were at their highest (26%).



Website

In line with the opening of the pond (Friday 22 May), the website gained over 5,000 visits to the site (an increase of over 2,000 on previous weeks). On the main King's Cross site, the KX Pond Club page had over 112,975 visitors. The average time on the page was three minutes - way above site average at 1.5 minutes.

Sessions at Pond

Ticket sales for the pond were continuously strong, with the summer months being fully booked and winter sales spurred on by the installation of the outdoor sauna.

5. Relation to objectives and cost-effectiveness

- Over 120 pieces of coverage secured – 100% positive coverage
- Over 3,000 new subscribers to our social media channels, including our newsletter
- Tickets sales consecutively high, often sold out
- General awareness of King's Cross heightened, and reached wider range of audiences
- As an indication of cost effectiveness and based on the month of May, taking the circulation figures for Time Out coverage only into account (307,000), against a £5,000 budget - equates 0.02p spend for every reader.

6. Creativity/originality

- The UK's first ever man-made fresh water public bathing pond.
- Exclusively launched with top consumer London magazine, including persuading the Editor at Large to be the first person to swim in it.
- Additional elements such as the sauna were added to keep momentum high.
- Diverse range of media stories secured in year-long programme through bespoke process of PR activity across traditional media and social media.

7. Indication of outside contractors where used

- Amanda Buckley, freelance Arts PR – worked on securing a small number of arts focused coverage, from January 2015 to March 2015.
- Fusion PR, pond operators – worked on securing a small number of leisure trade focused coverage, from May 2015.

Please see supporting images and videos below:

Supporting Images - Coverage



King's Cross Lido is now OPEN... by this 'German Ladies' swim team

Jimmy Nusbiga for Metro.co.uk Friday 22 May 2015 9:58 pm



Members of the 'East German Ladies Swimming Team' christened the pond (Picture: Ben)



Art installation bathing pond opens in King's Cross

© 22 May 2015 London



Visitors are encouraged to enter the water and participate in the piece of experiential art



Now THAT is pond life! Huge outdoor pool that is cleaned naturally by submerged plants opens in heart of London's King's Cross

Britain's first ever man-made fresh water public bathing pond will provide city dwellers with what feels like a rural country pond. Using underwater plants, the pool will be kept clean by a naturally occurring purifying process preventing algae. Water filtered through materials such as a string using a pump, meaning there is no need for chemicals like chlorine. Purifying systems is becoming hugely popular, with many wealthy towns owners turning away from traditional pools.



The UK's first ever man-made fresh water public bathing pond opened today in the heart of London. King's Cross Pond Club launched on Friday morning, with keen swimmers making a splash in the chemical-free pool from sunrise. Stretching 43 metres in length, the city-centre pool shuts chlorine in favour of purifying plants stream across its bed. It is kept fresh by a naturally occurring bio-aquarium process, using wetland and the submerged water plants to filter and sustain clean and clear water. Scroll down for video.



Supporting Images/ Video – Social, Blog, E-Newsletter

Video: <https://www.youtube.com/watch?v=nKmxYBwaxZ8>

MAYOR OF LONDON CULTURE LDNMayor Culture @LDN_Culture · 7 Jun 2015
 Just taken the plunge #kxpondclub. Feel totally exhilarated. A wonderful feeling!



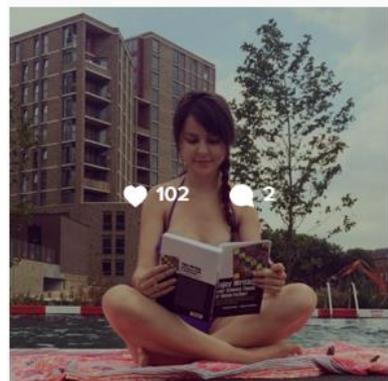
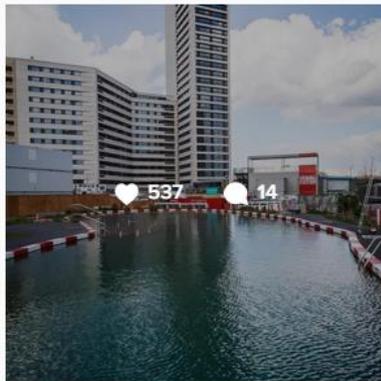
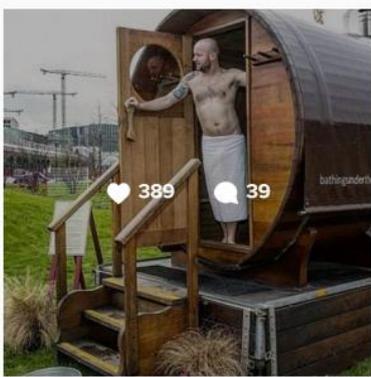
TO Time Out London @TimeOutLondon · Following
 The Kings Cross Swimming Pond now has its own sauna: oak.ctx.ly/r/43mau



The Courtyard and 69 others follow

lm lastminute.com @lastminute_com · 15 May 2015
 Who's up for a dip? vimeo.com/106807452 #KXPondClub

KX Pond Club
 This is "KX Pond Club" by kingscrosscouk on Vimeo, the home for high quality videos and the people who love them.
vimeo.com

DESTINATION

King's Cross

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Location

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"If not the hottest, the