

## Telling tall stories

When international ice-cream brand Baskin-Robbins launched its largest ice-cream cone, it turned to Citypress to manage a national tour of 12 cinema venues across the UK.

To support the launch and secure publicity for its new Big Boy cone, the tour featured two highly remarkable people.

One of the world's tallest women was accompanied by one of the world's shortest men, providing a strong draw for photographers and a news hook for an otherwise very commercial story.

Tailored releases were issued to national and regional media and pre-arranged competitions ensured widespread coverage in every area. The success of the campaign relied on a personal sell-in to all picture and news desks.

The tour received extensive positive coverage (which included Baskin-Robbins key messages and fully branded images) for every UK road-show, including coverage in national titles Hello! and Daily Star and all key regional newspapers, selected TV and radio stations.

The results of campaign exceeded client expectations and contributed to a 12 per cent increase in Big Boy cone sales.

