

Leading the debate on travel and tourism issues

The Co-operative Travel is the UK's largest independent holiday retailer, with a long-standing reputation as an ethical retailer and consumer champion.

We were approached to work hand in hand with their in-house PR team to create a sustained presence within national news and travel trade media, leading the debate on key issues for holidaymakers and the industry.

The challenge was also to replicate this activity within regional media across The Co-operative Travel's extensive retail network.

At the launch of the campaign, we collated existing data (complaint reports) and conducted new research (mystery shopping and consumer surveys), to create a series of strong news stories that were both authoritative and independent.

Over the initial six month period, we generated media coverage with an unweighted advertising value of over £1,180,000. This included 170 items of print coverage (18 in national media), 98 pieces of broadcast coverage (totalling over 8 hours). Total circulation and audience reach was 66 million.

National media coverage was secured in The Times, The Sun, The Daily Mail, Daily Mirror, Daily Record, Daily Telegraph, Daily Star and The Sunday Times.

This campaign won a Chartered Institute of Public Relations 'Best Consumer Campaign' award. The judges said: "Strategically excellent, on brand, strong coverage – stunning value for money, with over £1million of coverage for a marginal cost. Citypress should have a very happy client."



The **co-operative** travel

If you would like more information about our work and what we can do for your company and brands, please contact Charles Tattersall on 0161 235 0319 or email charles@citypress.co.uk