

Putting retailers at the centre of their community

McArthurGlen is the UK's largest operator of Designer Outlets with seven centres spread across the country. Citypress handles all regional PR for these centres, as well as providing national consumer and incident management support for the group as a whole.

A key part of our role is to maintain each centre's profile as a supporter of local community causes, a good employer and an effective contributor to the local economy.

One such initiative is the group's annual support of Breast Cancer Awareness month, which has become a key part in the company's promotional calendar with a series of visitor attractions and fundraising events.

Our key concern was to find ways to make the cause relevant to local audiences. To achieve this we established links with breast cancer charities close to each of the centres, showing how the funds raised would go directly to support local breast cancer sufferers.

We also worked to increase community awareness and get retailer support, providing each centre with its own 'In The Pink' newsletter and arranging for local school children to create large pink ribbons to decorate shop windows.

These efforts resulted in a wave of community PR coverage throughout the month of October. Each centre received an average of 12 pieces of regional coverage for its part in the campaign, across local press, online and broadcast media. In total the campaign generated media coverage worth just under £300,000 and has provided a successful model for use in future years.

