

RETROFEST

Challenge: To launch a brand new 1980s music festival to be held at Culzean Castle in Ayrshire and featuring some of that decade's favourite acts such as Bananarama, Belinda Carlisle, Go West, Kid Creole and the Coconuts, Tony Hadley, Kim Wilde, The Blockheads, Hue & Cry, Human League, ABC, Howard Jones and Kajagoogoo.

Strategy/tactics: With just six months' lead-in time, it was vital that the Retrofest brand and offering was quickly recognised and that coverage translated into ticket sales. The campaign covered traditional media of newspapers, magazines, radio and television as well as the new media of internet sites, social networking sites, MP3 downloads, YouTube videos and blogging.

Results: Despite being up against more established music festivals, Retrofest achieved ongoing coverage across every major UK national newspaper and target magazines, and was featured on several TV and radio stations, including Radio One's Chris Moyles show and GMTV. Rolling Stone Japan and the Wall St Journal, as well as several other worldwide publications, also wrote about it.

The festival was a resounding success, with almost 20,000 people attending across its two days. In total, more than 100 journalists attended the event, including foreign press from the likes of Finland, Norway, Germany and Sweden.

The PR campaign continued after the event and led to Retrofest being nominated for three Festival of the Year awards. The value of the cuttings achieved was in excess of £1.1million.