

Broadcast PR Case Study Tate





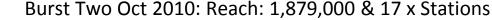


To enable The Tate Movie Project to enlist the help of kids nationwide, we ran two Broadcast Radio PR days from our Maple Street Studios, using popular Blue Peter presenter Andy Akinwolere as the spokesperson for both bursts.

The results:

Burst One July 2010: Reach: 2,192,000, 8 x Stations & 1 Website (Fun Kids)







Stations included: BBC Radio Shropshire, BBC Radio Newcastle, BBC Radio Bristol, BBC Radio Cornwall, BBC Radio Solent, Jazz FM, BBC Radio Norfolk, BBC Radio Ulster, Fun Kids Live Website, Sun FM, BBC Radio Newcastle, Jack Bristol & Star Bristol, Radio Pembrokeshire & Radio Ceredigion, Original 106 FM, The Bay, Radio Carmarthenshire & Nation Radio, BBC Radio Foyle, BBC Radio Manchester, Swansea Sound, BBC Radio Norfolk, BBC Radio Orkney, BBC 3CR & Mix 96.