

Introduction

Mistral was appointed by resource efficiency experts Envirowise to provide an ongoing national campaign. This included promoting a number of services including an advice line, various waste minimisation tools, efficiency workshops and a variety of topical PR 'stunts' throughout the year.

Objective

To raise the national profile of Envirowise as a free advisory service for small and medium size enterprises to increase their resource efficiency and therefore make savings at the bottom line. As well as generally publicising the service and website, there were workshops, online tools, and various events throughout the year that required public relations support.

Strategy

Initially Mistral spent time with the client to identify target audiences and key messages. Outcomes from this were fed into a PR Schedule, highlighting key milestones throughout the year.

Mistral provided ongoing national media support in the following ways:

- Reactive and planned Media relations
- Maximising legislative hooks
- Creating and managing PR 'stunts' (e.g. One Bin Day where offices are encouraged to use just one waste bin)
- Providing a media monitoring and press cuttings service.

Results

A successful national media campaign achieving coverage in both the environment and business sections of the broadsheets. A number of TV and radio interview opportunities were identified for Envirowise spokespeople.

