

# Primark



## The Client

**Primark is the leading high street retailer of affordable fashion.**

The chain has more than 256 stores across the UK and Europe and has enjoyed a period of growth which saw it open 19 new stores in 2011. One of those was its long-awaited new flagship Scottish store in a prime location on Princes Street, Edinburgh, the country's most famous shopping street.

## Brief

**With the opening of the Princes Street store so highly anticipated for so long, Primark appointed external PR advisers for the event, a highly unusual step for its store launches.**

Holyrood Partnership was chosen because the agency had successfully handled media relations and community engagement during the delicate planning approval process.

Construction of the new store raised a raft of planning issues with dissenting voices over its location in a World Heritage Site. Other potential pitfalls included the effects of a crippling recession on the retail sector.

The challenge was to create positive stories, highlighting the benefits for the local and national economy and making it the most talked about retail opening in Scotland in 2011.

## What we did

**To build on Primark's reputation as the biggest name in affordable High Street fashion, we:**

- Targeted Scottish media and online fashion sites and lifestyle blogs, focusing on product placement to highlight how consumers could get a great look for less
- Used the buzz to 'piggyback' harder-edged stories into the news and business pages, highlighting job creation and other positive economic impacts of the opening.
- Recruited support from the Editor and Features Editor of the Edinburgh

# PRIMARK®

Evening News, whose 105,000 readers were vital to the success of the campaign.

- Organised a 'must attend' pre-launch event for influential public and media figures, the day before opening,
- Secured the attendance of the Lord Provost of Edinburgh for official Saturday morning opening of the store.

This approach resulted in extensive coverage, focused on both the fashion element and the financial impact.

The launch event was a success, with 80% of invitees attending, including key members of the Scottish media and key travel and tourism figures.

The Lord Provost's opening of the store attracted thousands of shoppers, forming a queue which took 15 minutes to clear after doors opened.

Other activity included regular email updates to a private database of 10,000 supporters, and creation of YouTube video showcasing the launch of the store for use in the media.

## Results

**The Edinburgh store enjoyed one of Primark's most successful store openings to date. All PR targets for the three-month campaign were exceeded, including:**

**Target:** 21 major items of coverage

**Result:** 60 media hits, including 26 print media articles, four broadcast items, 29 online/blog pieces.

**Target:** Create 10 million Opportunities to See (OTS)

**Result:** 33,998,268 OTS broken down as: 4,201,832 traditional; 1,850,123 online; 27,946,313 broadcast and YouTube videos.

**Target:** Key Message Penetration of 50%

**Result:** Key message penetration of 73%



60 **woman** thesun.co.uk/fashion 15 Thursday, December 4, 2011

**FASHION**

**Undie the mistletoe**  
FESTIVE LOUNGEWEAR JUST GOT FLIRTY

Red T-shirt, £5, red & white patterned crop shirts, £5, and matching slipper boots, £6, all Primark

White body warmer, £24.99, black hooded long and pinstriped, £4, and navy, £4, and pinstriped, £4, all Primark

Red & blue checked bra, £16, matching turtleneck, £16, and red checked shirt, £11, all Primark

Turquoise checked nightie, £19.99, New look, and Primark navy cardigan as below

Heavy wool and checked shirt, £4.95, and tux for tigger hat, £7, all Primark

**Thousands seek job at city's new Primark branch**

**Evening News**

"We have been very used with the high quality of our products."

more leader, said: "The new Primark store is an exciting flagship development for the city."

**Early Christmas gift for bargain hunters**

**Evening News**

Primark store in an exciting flagship development for the city.

**Primark and early sales 'set to kickstart Christmas'**

**Scotsman**

Primark store in an exciting flagship development for the city.

THE SECRET OF THE STORE'S SUCCESS?

**Unstoppable rise and rise of PRIMARK**

**CELEBRITY STARDUST —**

**PARENTS REJOICE!**

**THE COMPANY**

**NEW STORE OPENING**

**LOVE THE LABEL**

**Sunday Post**

**FASHION** IT'S A DREAM COME TRUE FOR THE FASHION SAVVY ON A BUDGET AS LONG-AWAITED STORE FINALLY OPENS

**Style that really hits the MARK**

**Evening News**

Primark store in an exciting flagship development for the city.