

OBJECTIVE

Support the RNLI's summer Beachwise campaign to raise awareness of the importance of swimming on beaches patrolled by lifeguards

STRATEGY

- Organised and managed media launch event
- Targeted national, consumer and specialist media
- Utilised national statistics and case studies to drive coverage throughout the summer

RESULTS

MTPR arranged:

- Launch coverage included live broadcasts from the beach on BBC Breakfast, BBC News 24 and BBC South
- Trade coverage
- Consumer coverage including case study coverage in My Weekly

