



AWARDS FOR  
EXCELLENCE IN  
**PUBLIC  
RELATIONS  
2023**



# Best Consumer Public Relations Campaign

€20,000 to €50,000



*Pictured at the Boots Ireland exclusive screening of Love Island at the Lighthouse Cinema. Photo Kieran Harnett*

## Campaign

Boots sponsorship of Love Island

## Description of Campaign

Boots Ireland, as the official beauty partner of must-see reality television show Love Island, filled the villa with the seasons must have beauty and skincare ranges. To bring the partnership from the screen to the street, Boots Ireland together with Wilson Hartnell, engaged in a compelling campaign targeting beauty lovers.



## Public Relations Consultant

Wilson Hartnell



## Client

Boots

## Background to the Campaign

Boots Ireland is a leading pharmacy-led health and beauty retailer with 93 stores, employing just over 2,000 employees nationwide. Boots Ireland's purpose is to help customers look and feel better than they ever thought possible.

Love Island is the cult reality television dating show, which originated in the UK in 2015. It is known to highlight the hottest trends in fashion and beauty, setting the cultural narrative particularly among the 15 – 34 age category for the eight weeks it is on air. The 2022 series saw an average of over 246,000 individuals watch each episode of the series on Virgin Media. The series also delivered an average 49% share of viewing for 15 to 34s, making it the perfect partnership with which Boots could reach its key target audience in the beauty and wellness sector.

As the official beauty partner of Love Island, Boots stocked the villa with island must haves including makeup, skincare, haircare, grooming products, and sun protection brand, Soltan. Summer 2022 was the first sponsorship post lockdown.

Boots wanted to amplify this partnership, raise awareness of the beauty ranges and of course, to drive sales. In line with this mission, Boots coupled up with Wilson Hartnell to engage in a compelling campaign that reached the target audience through culturally relevant content that drove brand affinity.

There was no advertising campaign to support PR activity, making public relations the “bombshell” with which to achieve success.

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## Statement of Objectives

Engage highly targeted media and influencers to reach males and females in order to:

- 1. Raise awareness** of the sponsorship to reach the target audience which was defined as:
  - > Males and females
  - > Media, particularly those who displayed an interest in Love Island
  - > Stakeholders including Virgin Media Television and brand owners
- 2. Drive sales** uplift on products featured in the show, with a particular focus on Boots sun care range Soltan and the beauty ranges including 17.
- 3. Showcase** the product involved in creative ways online, getting it into the hands of key media and influencers to trial and showcase through their respective channels.
- 4. Build on the sponsorship from the previous year** in terms of sales, awareness, media coverage and brand affinity.

Targets were to be achieved through meaningful communications with key audiences. This meant that Boots needed to get strong cut through online in an active and crowded space.

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## Programme Planning and Strategy

To give Boots a consistent presence in media throughout the campaign, we provided a flow of news and information about the partnership throughout the series while punctuating the narrative with bigger activations in the form of media drops and an in-person event to energise and own the sponsorship property as a beauty partner to the show. A bespoke calendar of activity was put together to keep Boots front of mind with target audiences for the duration of the campaign.

Consistent communications came in the form of product focussed press releases issued on a one-to-one basis to target media. These “beauty bulletin” press releases focussed on how to get the look of certain islanders or in one case, presenter Laura Whitmore. They called out specific products including make up brand 17, the Soltan sun protection range and were perfectly in sync with the product that was being put into influencers hands. Press releases were shared with beauty, features and lifestyle media on a one-to-one basis ensuring upmost coverage for the brands crediting Boots and including other key messages.

To coincide with pamper moments on the show, drops of specific beauty and skincare product to create “looks” from the islanders were sent to key media and target influencers. The timing of these drops was critical, ensuring we cut through the noise to maximise coverage with the right recipients who were massive Love Island fans and had the ears and eyes of our target audience at their disposal. This resulted in mass trial and demonstration of the products online among the target audience across the various product categories. We then worked with two key influencers, who were fans of the show, to create content showcasing the range from Boots that was featured in Love Island. The engaging content further supported the editorial activity at key strategic moments.

The centre piece of the campaign was a viewing party hosted in the Lighthouse Cinema in Dublin City. It was to capture the essence of Love Island by ensuring the staging, guests, and drinks, all served the wow factor experienced by viewers watching at home. The venue was transformed into a replica of the Love Island villa that encouraged guests to take photographs, videos, and fun selfies while trialling products to share online. No7 advisors were in attendance welcoming guests to the Boots beauty salon for their own pamper moment where they could trial the Pro Derm Scan service and get advice on beauty and skincare with a particular focus on how to protect skin over the summer months.

## Summary Result

The PR plan ensured engagement with the target audience through media and influencers. Key messages were consistent throughout the communications, with Boots beauty and wellness front and centre. Spikes in sales were seen at key moments during media and influencer activity. By the end of the campaign, there was no doubt that heads had been turned and that a television show so synonymous with social media had well and truly made its impact felt both online at Boots.ie and in stores nationwide.

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