

AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS 2024

PRCA
PUBLIC RELATIONS CONSULTANTS ASSOCIATION



Best Consumer Public Relations Campaign

Over €30,000



Campaign

A masterclass in driving demand and sales for No7 Future Renew

Description of Campaign

A masterclass in driving demand and sales in skincare. How No7 Future Renew became the most successful launch to date for Boots Ireland.

A masterclass in driving demand and sales for No7 Future Renew.



Public Relations Consultant

Wilson Hartnell



Client

Boots

Background to the Campaign

Boots Ireland is a leading pharmacy-led health and beauty retailer with 95 stores, employing over 2,300 employees nationwide. Boots Ireland's purpose is to help customers look and feel better than they ever thought possible.

No7 develops skincare products that are powered by advanced technology to target key skin needs, helping people's complexion to look the best that it can every day. The brand is known for its highly sought after products, with launches driving huge demand.

In April 2023, No7 revealed its biggest ever scientific innovation with the launch of No7 Future Renew range. Using the claim that the products reverse visible signs of skin damage, Wilson Hartnell was tasked with generating the biggest launch ever for No7 in Ireland.

Statement of Objectives

- **Raise awareness** of the new Future Renew range
 - Focus on **No7 Future Renew Serum as the hero product**
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Programme Planning and Strategy

The No7 Future Renew range had undergone the most extensive and diverse testing programme in the company's history and at the heart of the collection was the No7 Future Renew Damage Reversal Serum, clinically proven in a blinded split-face controlled trial to reverse the Reverse visible signs of skin damage across a range of skin types and tones.

To clearly convey these powerful results of the Future Renew range, a robust communications plan was devised.

We ensured visibility across four target publications pre-launch. This pre-launch media coverage drove people in their thousands to join the waitlist for launch.

While No7 and Boots can often have strong associations with its UK counterpart, we had to ensure that the launch truly resonated with the Irish market. To do so, we undertook an extensive search for an ambassador that would perfectly align with the target audience. Sharon Corr, best known for her role in musical group "The Corrs" was chosen to launch the brand in Ireland.

Sharon's role in launching the product was extensive. As well as participating in photography to announce the product range, she would host a media event, participate in interviews including broadcast, print and online and take to her social channels to really promote her positive results from the Future Renew products.

To bring the launch day to life, an event was held in Atelier Now in Dublin. The event space was brought back to a blank canvas, with huge wall decals showcasing the life cycle of No7, the scientific research and brand claims. The space was a true reflection of the history of the brand and its continued commitment to driving technology.

Guests were welcomed and treated to an exclusive first look at the product range. At the event, singer-songwriter Sharon Corr was announced as the first ever Irish No7 ambassador and face of Future Renew.

The event and earned media relations led to extensive media coverage across a wide range of titles ultimately drove the results for the campaign.

Measurement

The campaign was a huge success exceeding all ambitious KPIs that were set across reach, waitlist sign ups and sales targets.

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