

CLIENT CASE No. 1 – STATOIL NORGE AS – CAMPAIGN REPORT

What? - Statoil collaborated with "Hallelujah-kameratene" on a concert (held on a gas station roof) and the signing of 10,000 CDs, as well as an exclusive two day presale before the launch of their new album "Hallelujah Live Vol. 2".

Why? - Statoil wanted to brand itself as "The best for music on the road".

How? - Mainly through PR, in addition to one small advertisement and posters.

How did it go? - To evaluate and measure the media coverage, Statoil asked Infopaq for help:

Infopaq solution: Campaign Report

We analyzed each article with an emphasis on:

- Content
- Use of images
- Visibility
- Reach
- Positive/negative angle
- Type of media etc.

Based on the findings, we presented a report that gave an overview of the total news coverage with an emphasis on visibility, reach and PR value, and offered comments on elements behind the coverage explaining how and why the PR campaign was successful.

Infopaq findings in the "Hallelujah report"

- The campaign was first and foremost a marketing campaign and had news value on the grounds of being a "first timer". In addition, the Statoil gas station was presented as a cultural arena, which is also new. Consequently, Statoil obtained media coverage in the culture sections -- a niche with major potential for Statoil.
- The coverage of the gas station concert in Lillehammer is an example of a local community's recognition of celebrity appearances. This is often visible in the locals' choice of news, style of writing, and angles, which was also the case here. Statoil was presented as the agent that made the visits from famous artists possible.

- Total potential reach: 7.5 million (viewings)
 - 36 percent will most likely register and remember Statoil as a brand in a positive way after the campaign.
 - Most important media: TV2 and Verdens Gang (VG)
 - Two front pages
 - Estimated advertising value: NOK961,140
 - 32 articles:
 - newspapers and magazines (11)
 - online news sites (20)
 - TV news (1)
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Why is it important to evaluate PR campaigns?

- To show results to management and co-workers.
 - Find out what works well and what doesn't and use the knowledge in future communication efforts.
 - See the campaign in a larger context.
 - Measure impact of predefined messages and communication strategy.
 - Strengthen general knowledge of your company's media profile.
 - Internal marketing
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