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SOCIAL BITE

AROUND THE WORLD IN 15 MINUTES

In January 2015, the newly formed Frame PR offered its services free of charge to Social Bite, a sandwich shop that trains, employs and feeds homeless people.

It turned out to be an important piece of business for both client and agency with the news that one of the planet's biggest stars would be dropping in for a sandwich.

Social Bite would either take the stage or sit in the crowd as Hollywood royalty came to town.

BACKGROUND

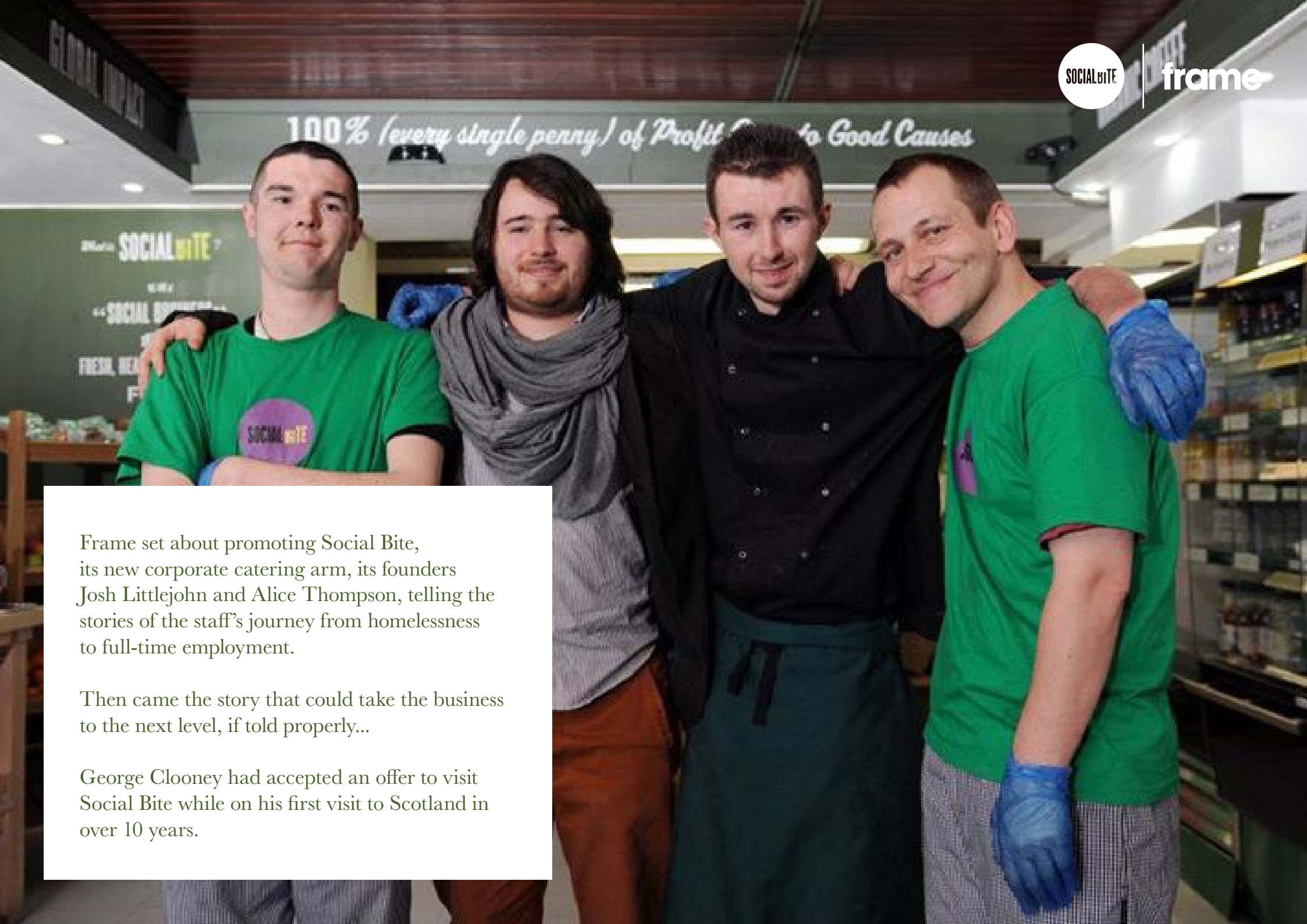
Social Bite competes for lunchtime trade in the city centres of Glasgow, Edinburgh and Aberdeen against big-name rivals like Pret, Gregg's and Subway.

The not-for-profit business has won the hearts and pounds of thousands of happy customers since opening and first made headlines in 2014 after launching a homeless Christmas dinner campaign on itison with the target of selling 800 x £5 meal vouchers.

It sold over 30,000.

Social Bite was a PR dream, but to make it a reality the management accepted Frame's offer of help with the remit of telling the story better and helping even more people as a result.





Frame set about promoting Social Bite, its new corporate catering arm, its founders Josh Littlejohn and Alice Thompson, telling the stories of the staff's journey from homelessness to full-time employment.

Then came the story that could take the business to the next level, if told properly...

George Clooney had accepted an offer to visit Social Bite while on his first visit to Scotland in over 10 years.



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LET'S BE HONEST...


Generating hype around George Clooney is not the challenge, the challenge is ensuring your client is seen and heard in a meaningful way.



THE CHALLENGE

Everything he did that day was a story – ours would not be the only Clooney-related announcement released on 12 November.

His schedule:

- 
- Visit Social Bite (15 minutes)
 - Visit the Postcode Lottery (1 hour)
 - George Hotel meeting with ultra high net worth individuals (1 hour)
 - Tigerlily lunch with 30 high profile business figures (2 hours)
 - Scottish Business Awards address (4 hours)

Every leg of his journey was a photo opp.





OUR AMBITIONS WERE CLEAR

1. All coverage of Clooney's visit should focus on a sandwich shop that helps homeless people – the **'helping homeless people'** bit being non-negotiable.
2. The noise around the visit should reach way **beyond the UK.**
3. The Clooney effect should have a tangible benefit **beyond 12 November.**

To achieve this we had to **overcome some pretty big challenges** – we'd need to beat **all other Clooney stories to the punch, with zero budget, no formal media opportunity... and only 15 minutes of his time.**



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STRATEGY

THE STORY

The first thing to get right was the story – as one of many released that day, Social Bite’s had to be stronger than the rest and be what the media wanted, not just the client.

- George Clooney pre-paying lunch for local homeless people was the line we would pursue requiring the star to agree during the short visit, without prior approval.
- Our release would be written without compromise to appeal to a global audience of traditional, online and social news media.



THE PICTURE

We needed a great picture – a shot that would sum up the story, beat competition from paparazzi, and ensure Social Bite wasn't edged out of the spotlight.

- Clooney taking a selfie with Social Bite staff in branded uniforms would be one of the main images we aimed to capture.
- Without prior approval and within 15-minutes, our challenge was to make this happen.





THE VIDEO

We needed video content to spread like social media wildfire, good enough for major TV news networks, but not too slick.

A camera crew from a local college was brought in to capture this on our behalf.



DISTRIBUTION

We needed a flawless distribution strategy.

- With only 15 minutes and no media obligations, we had to deny access to all media requests and assure hundreds of outlets of a great picture, great video, and a great story.
- Major UK & global media outlets, influential bloggers and gossip mags, entertainment sites would be advised of the content they would receive and when they'd receive it.
- Rejecting lucrative exclusive distribution offers from major photo agencies such as Reuters and WENN, our strategy was to provide our photos free of charge to agencies, encourage them to sell them and strengthening the distribution effort.



HOLD SOMETHING BACK

The final piece of the strategy was to ensure the Clooney effect lasted beyond the big day.

This would involve Mr Clooney agreeing to record a short message, shot on an iPhone 5, pledging the first £5 to this year's Christmas campaign.



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EXECUTION

PART ONE

EXECUTION

PART ONE



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First up was live breakfast TV outside broadcast slots we had arranged with Sky News, ITV Good Morning Britain and BBC Breakfast from **06.00 – 09.00**, with various radio interviews from BBC 5Live to BBC World Service in between.

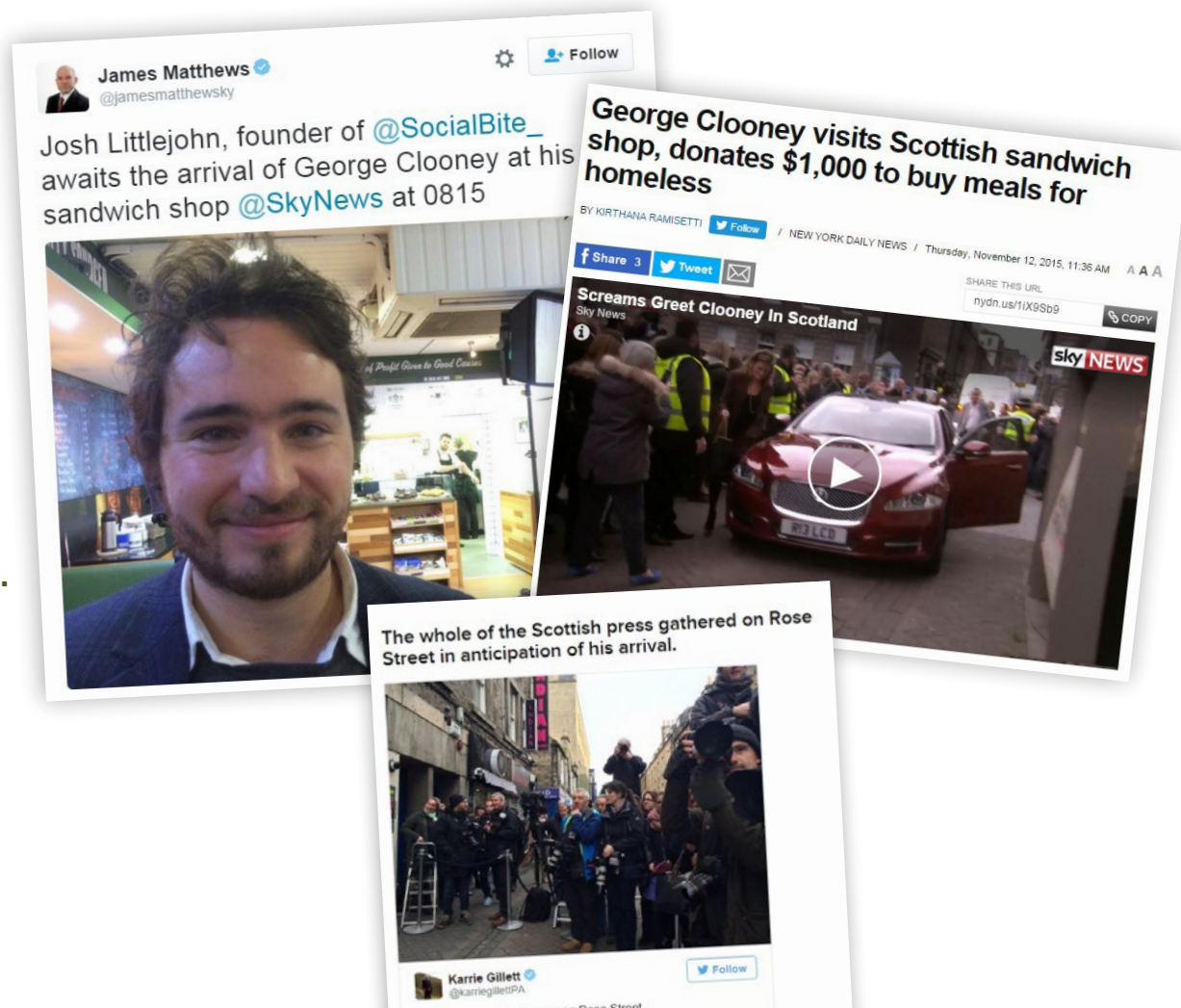
From **09.00 – 10.00** we shared exclusive pictures from inside the shop, generating hype in the build up to the main event, adding to the numbers turning up at the shop.

At **10.00** Mr Clooney arrived on Rose Street, his arrival was broadcast live on Sky. Once inside Social Bite, we were able to ensure his visit lived up to the press release:

- **HE PAID FORWARD MONEY TO BUY LUNCH FOR THE HOMELESS.**
- **HE POSED FOR A SELFIE WITH STAFF.**
- **HE AGREED TO A VIDEO MESSAGE FOR THE CHRISTMAS CAMPAIGN.**

He spent time with staff of Social bite learning about the business and the people it helps.

Fifteen minutes later he was gone.



EXECUTION

PART ONE



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Our footage of the visit was fed into the Sky News truck, edited, and pooled footage distributed around the world's major news networks.

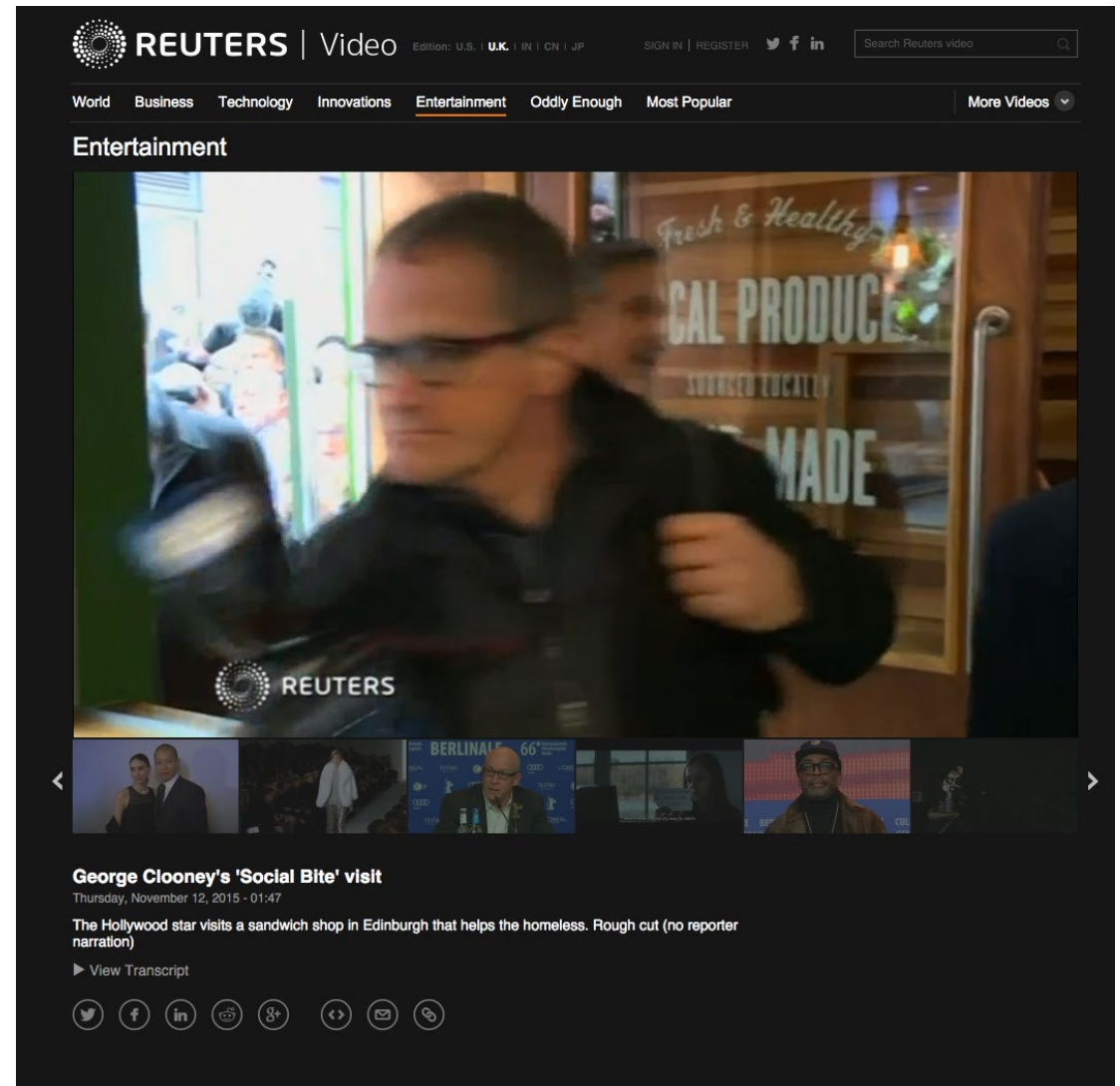
Our 'selfie with staff' photo, expertly captured by Jeff Holmes (who worked free of charge) was distributed to the global distribution list alongside our press release.

A follow-up email was sent with a video link to our own quickly edited footage for online outlets.

SEE VIDEO HERE

We then engaged in a series of pre-arranged follow-up interviews with Josh, Alice and the Social Bite team.

With the client now offsite, our afternoon was spent dealing with enquiries from around the world, answering questions on Clooney's visit and the benefit his shining a light on Social Bite will have. This involved telephone interviews home and abroad, from BBC 5Live to the Toronto Star.





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RESULTS

PART ONE

RESULTS

PART ONE

Sky News, ITV and BBC breakfast broadcasts from Social Bite communicated its purpose to a TV audience of over **1.5million** before Clooney's visit.

10 of the world's **top 20** selling newspapers covered the story...

The New York Times

The Washington Post



THE TIMES OF INDIA
DAILY NEWS

EL MUNDO

Chicago Tribune

EL PAÍS

THE GLOBE AND MAIL

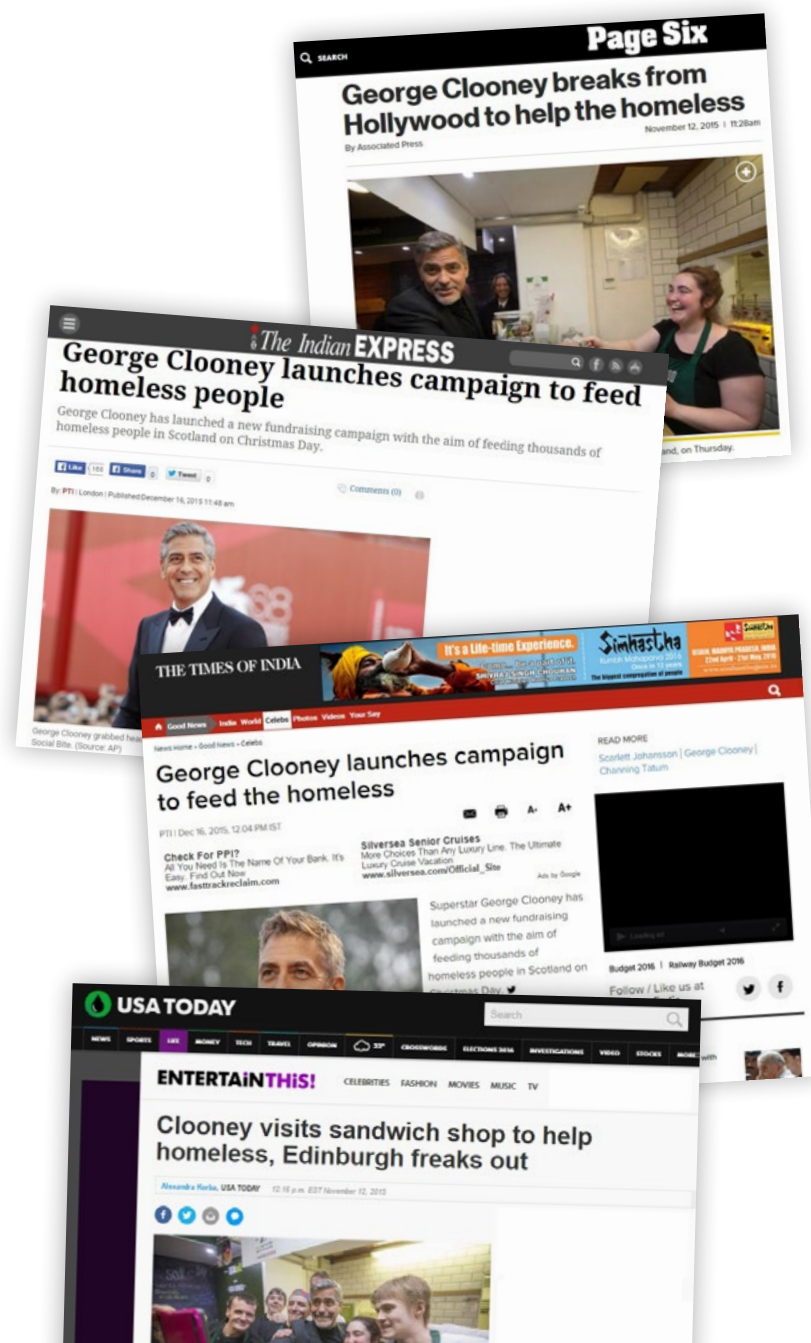
NEW YORK POST

...all focussed on Social Bite.

...a combined online audience of over **310 million people**.



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RESULTS

PART ONE

The story ran in over **900** media outlets, reaching over **40 countries** including Russia, China, Thailand, and Pakistan.



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RESULTS

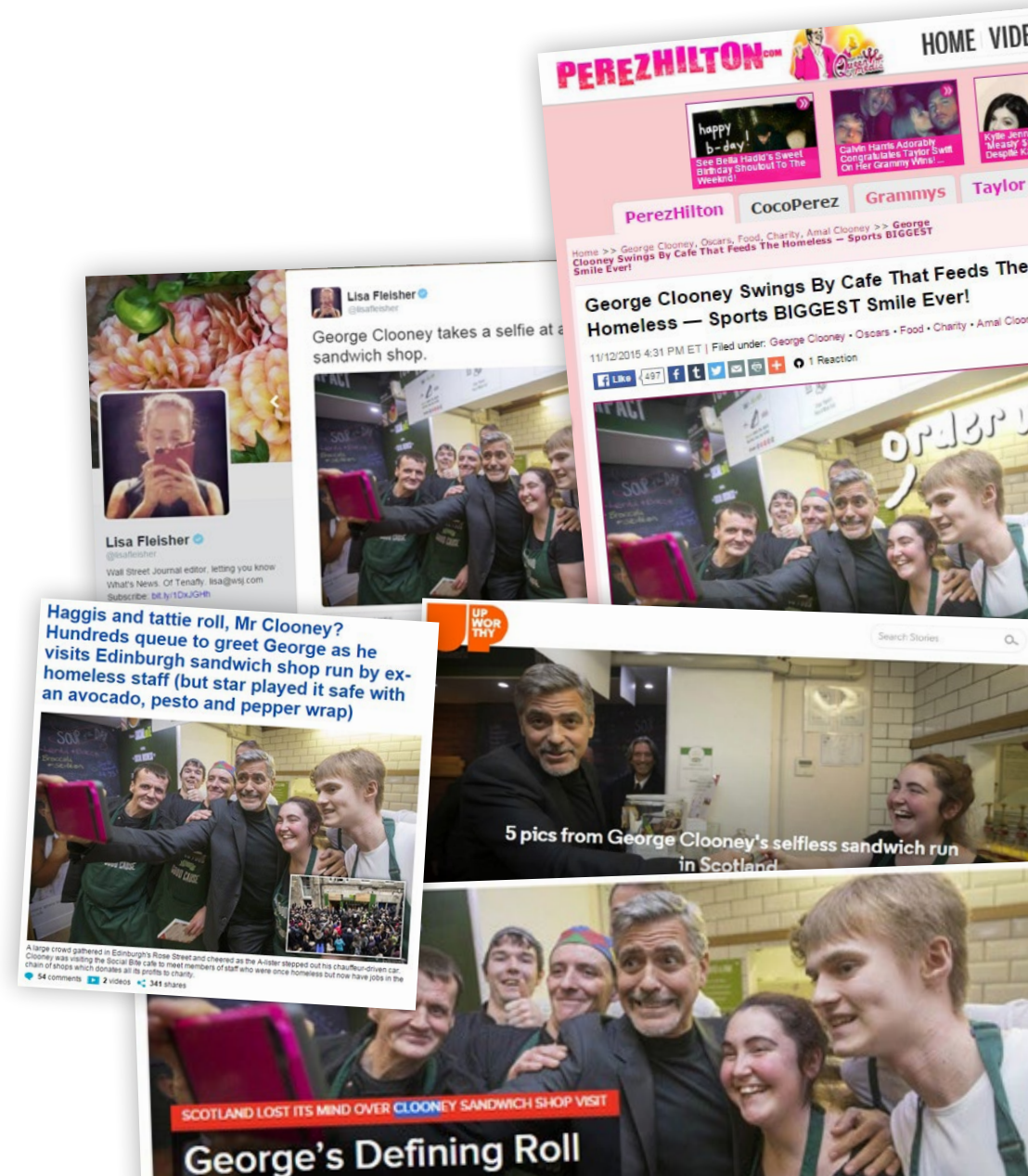
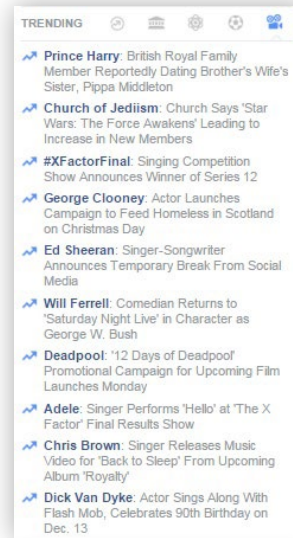
PART ONE

Online news influencers such as Rappler, Huffington Post, Mashable, Yahoo, Celebuzz, MSN, Dailymotion, Reddit, and Upworthy covered the story with both BuzzFeed and MailOnline running it as the **top story** on their homepages.

Entertainment Tonight and Time Magazine ran it – Perez Hilton tweeted about it!

The story was shared over **141,000 times** in the first 24-hours and Social Bite **trended** on both Facebook and Twitter for the first time.

Our exclusive video footage was used by CNN, NBC, ABC, SKY, BBC and ITN.



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RESULTS

PART ONE



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Closer to home, Social Bite featured on the front page of 12 UK newspapers and even made it into Hello!

Sonny Murray (wearing the hat) completed his journey from being homeless to cooking George Clooney's lunch, and telling his story on Sky News and the Guardian.

Over 9,000 of new social media followers subscribed to Social Bite's channels in the month following the visit.

Most importantly, Social Bite's food and drink sales increased **20%**. The effect of our campaign around the Clooney visit has had a demonstrable impact on the bottom line, which means Social Bite is able to help more people.

SONNY MURRAY





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EXECUTION

PART TWO

EXECUTION

PART TWO

In the weeks following George's visit, armed with a 15-second iPhone video of the great man donating a fiver, we developed the Christmas campaign.



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EXECUTION

PART TWO



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Support was secured from celebrities including Nicola Sturgeon, Sir Chris Hoy, Jeremy Corbyn, Chris Evans, Lorraine Kelly, and Rob Brydon, all agreeing to follow the A-lister's lead and give us a video.

The purpose of the campaign was to encourage the public to **donate £5** to buy homeless people Christmas dinner and provide aid for european refugee camps.

We launched this on 15 December with a news release highlighting Clooney's as yet unseen video.

We released one video a day, teeing up media support and sharing the content on social.

Our videos were deliberately unpolished (having no budget will do that), but professionally distributed.

The aim was simple... **make as much money as possible!**





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RESULTS

PART TWO

RESULTS

PART TWO

THE CAMPAIGN WAS COVERED IN OVER 200 PUBLICATIONS ACROSS 15 COUNTRIES.

18 UK NEWSPAPERS WITH A COMBINED READERSHIP OF 8m AND FIVE RADIO OUTLETS COVERED THE LAUNCH.

OUR VIDEOS RECEIVED OVER 760k FACEBOOK VIEWS.

SOCIAL BITE TRENDED ON FACEBOOK (FOR THE SECOND TIME!).

WITHIN 36hrs THE 2015 CHRISTMAS APPEAL HAD EXCEEDED THE NUMBER OF DONATIONS FROM PREVIOUS YEAR.

73,000 DONATIONS WERE MADE IN JUST OVER TWO WEEKS RAISING £365,000 IN TOTAL (VERSUS £180,000 IN 2014).

- That's enough to feed the homeless at all five shops on Christmas day and provide free meals to the homeless for the rest of 2016!
- And enough to fill a convoy of vans which left for Calais, Serbia and Lesvos on Boxing Day.

SOCIALBITE

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HAPPY CLIENT

“Frame has done an incredible job raising the profile of Social Bite as a business and a force for social change. They told us what they would do at the start of the year and they did it.

Their handling of the George Clooney and Christmas campaign was awesome, it was planned out to a tee and delivered in a way that maximised exposure, surpassing our expectations in terms of the reach and impact.

The work they do is driven not by PR for PR's sake, but by a shared goal of using creative media savvy to help solve a social problem and get people back into society and employment.”

- Josh Littlejohn, Social Bite



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THANK YOU