

Thank You PR launch – coverage summary

While we haven't had time to perform a detailed analysis, it appears that key message cut-through was high and the tone of coverage was universally positive.

TV:

The event's format was designed to accommodate broadcast media, in which respect it performed particularly well. All three major outlets (BBC, ITN, Sky) gave multiple hits throughout the day, providing a huge potential audience.

We were especially pleased to place an interview with Blondel Cluff, CEO of The West India Committee, who highlighted the Caribbean contribution to the war.

Coverage included:

- BBC – London lunch + 6pm / News Channel two hits
- Sky – three hits
- ITV – 3x morning (GMB) plus lunchtime, 6pm + 10pm hits, all on national
- London Live
- Forces TV



Radio:

In total, the event featured on 21 BBC regional stations over course of the day (including several lengthy interviews with Catherine Davies) as well as the respected Radio 4 6pm news slot.

Another highlight was the BBC Asian Network’s Big Debate programme – we placed an interview with Lord Gadhia and veteran Kimesh Patel, who spoke movingly about the South Asian contribution to WW1 and why modern British-Asians should get involved this year.

“Your identity is your destiny, and particularly for the 3^d and 4th generation Asians in this country, its important for us to know our fathers and grandfathers didn’t just come to this country as immigrants, our ancestors fought for this country for freedom and democracy, even though we were a colony at the time. So its important to know that we have as much stake in this country as anyone else” – Lord Ghadia

Coverage included:

- BBC regionals x 21
- BBC R4 – 6pm news
- BBC World Service – The Newsroom
- LBC
- BBC Asian Network

Print:

Particular highlights included a double-page spread in the Daily Mirror, featuring an Op Ed we placed on behalf of Catherine Davies.

We equally landed a clip on page 2 of the Financial Times – a demographic that the Legion doesn't typically reach.



Web:

Our photocall combination of veterans and schoolchildren, couple with the choice of backdrop, resonated well and we were pleased to make Photos of the Day segments in the [Guardian](#), [Independent](#), and [Telegraph](#).

The [BBC](#), [Daily Express](#) and [Daily Mirror](#) all ran positive and on-message pieces, including quotes from Charles Byrne and Thank You ambassador Sir Michael Morpurgo.

We had continued success in placing features that highlighted the diversity of the war effort, including a great piece on gay soldiers with Stephen Bourne ([The Week](#)) and further coverage of the Indian contribution ([Asian Voice](#)).

Other positives from the launch:

- It was good to see partners like [British Future](#) and [Surrey CCC](#) using the opportunity to publish their own news pieces, while others engaged on social
- Feedback from the public was overwhelmingly positive. Many attendees on Saturday visited having seen the coverage on Friday and wanted to get involved. Public engagement was so strong that the installation is already full! We will record the messages before respraying as it heads on a regional tour of the UK from 13-24 August.