



## Gateshead Council – BIG project

### Task / problem

Organise an event at Baltic, Gateshead in 2008 to 'launch' and promote the biggest regional residential/social housing regeneration project outside of London. The event aimed to preview a tender process inviting public/private sector developers and partnerships to take part to bid to become a partner with the council in its 15-20 year vision.

### Solution / what we did

Working in partnership with designers, an identity and marketing materials were produced for an event; a website and 3 short film DVDs were created..

MHW wrote most of the content for all marketing materials; also undertook a project management role of the high-profile event – featuring designer Wayne Hemingway as the keynote speaker; designed and managed the media campaign – from tactical advertising in national specialist press to liaising with regional and national journalists to stimulate widespread interest.

### Results

Coordinated a successful, over-subscribed event at Baltic, Gateshead, attended by private and social housing developers and associated professionals from across the UK. High visibility and 'talkability' was generated through website, advertising and PR campaign.

Extensive, regional and national positive media coverage – online and offline in press and broadcast. Ensured the council spread the message to its key audiences and secured high expressions of interest at the start of the tender process.

