**Primark x NHS Presentation Script:**

[Start]

[Slide 1]

Ben – Good afternoon and welcome. This is our plan for a Primark and NHS collaborative campaign. First, I am going to talk you through each of the areas of our presentation, and my colleagues will go into specific detail regarding individual areas of this project. We will also be taking feedback and questions at the end of this presentation, and so if there is any additional information you would like to know, we will be able to provide that for you.

[Slide 2]

Ben – To begin with, we have a project overview from project manager Barbara.

Next, our strategist Sarah will give some information about our market and print strategy.

Following this, our press strategy will be explained by our press manager Jade.

In addition, our social media manager Korede will be giving an overview of our social media and online strategy.

Finally, as lead graphic designer, I will be exploring aspects of the project’s design and branding.

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Barbara – This is our section providing an overview of the project.

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Barbara – So, you might be wondering, what exactly is the concept for this collaboration? As you can see, this campaign will be called “Buy One, Help Two”. This name stems from the idea that by shopping at Primark, customers won’t just be helping themselves with clothing at a great price, but customers are also able to help the NHS through simply making a purchase or entering a Primark store.

The basis for this campaign is a mixture of awareness and funding. First of all, information regarding the role that the NHS plays in helping the people of the United Kingdom will be available around stores, for example on Primark’s paper bags. This will allow the public to be more aware of how much the UK needs to NHS and encourage them to support it more.

Additionally, a percentage of profits, decided upon by the finance department of Primark, will be given directly to the NHS to allow the staff to continue the incredible jobs they are doing.

This campaign will be both print and online based to engage multiple audiences. This is important as we aim to reach as wide a target audience as possible which Sarah will elaborate on later.

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Barbara – the goal of this campaign is simple. The NHS have struggled through this Covid-19 pandemic, and Primark would like to give something back. We are also looking to enable to customers of Primark to give something back too.

As previously mentioned, this campaign will look at raising both funds and awareness to help the NHS in every way we can.

A combination of this campaign and Primark’s affordable clothes allows people with a diverse range of socio-economic backgrounds to make a difference.

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Barbara – Of course, there will be certain responsibilities from different areas of Primark in order for this campaign to achieve success. First, the finance department will need to calculate a reasonable percentage of profits to donate to the NHS which will be beneficial in terms of reputation, however, won’t cause the business any financial troubles.

Next, retail staff are responsible for making customers aware of this campaign in store. Whether this is creating new displays for this campaign, asking customers if they would like to donate more, or even mentioning this campaign in casual conversation with customers, any way in which the retail staff can elevate the importance of this campaign to customers will be beneficial. Finally, shareholders’ responsibility will be patience. This campaign isn’t so much about making a huge profit margin as it is about creating a caring reputation for Primark as collaborating with such an important part of lives will undoubtedly show that Primark cares and hopefully would be beneficial to profits long term rather than in the immediate future.

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Sarah – I will now be speaking to you about our target market and print advertising strategy.

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Sarah - So, when looking at a target market for this campaign, it is of utmost importance to research Primark’s existing market as this campaign is more about helping the NHS than creating an entirely new customer base. First off, as mentioned by my colleague, Primark is a brand which sells affordable clothing rather than expensive designer fashion. This allows for a group of people with diverse socio-economic backgrounds to shop at Primark. This campaign is asking consumers to do just that. Shop at Primark. What this means is that every customer, regardless of financial means, will be able to make a difference and contribute to helping the NHS by simply saving money at Primark. Additionally, this allows groups such as students, with potentially less disposable income, to buy products that they may need and contribute to the NHS without having to spend more money than they would already be spending.

Essentially, what this all boils down to is a key point. The target market is EVERYONE. Anyone who steps into a. Primark store should have the ability to help the NHS through this campaign.

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Sarah - In terms of print advertising strategy, adverts will be on display in places such as store windows to inform existing customers of exactly what the campaign is and how it works. This may encourage some to spend more to help the NHS, however, simultaneously doesn’t guilt-trip anyone into spending more money as any purchase, big or small, makes a difference. Furthermore, flyers will be places on bulletin boards and similar displays in local communities as the entire objective of this campaign on Primark’s end is to have a reputation as a business that cares. If Primark take the time to appeal to smaller local communities, that shows a caring business.

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Jade - Now that we have covered the basis for the campaign and the print strategy, I will be covering the section on our press strategy.

[Slide 11]

Jade – To begin with, some people may ask “why do we need a press strategy? Can’t the campaign speak for itself?” Well, a press strategy can be crucial for creating initial publicity and awareness around a campaign, and that is what the focus of this strategy is. This press campaign and the information we provide alongside it will be the starting point for public opinion on this campaign, and it is important that we start the campaign off strong to create the maximum amount of interest possible. This press strategy will also give an initial overview of this campaign and included how Primark and the NHS are able to work together.

Moreover, this outlines the steps that Primark and taking with this campaign and reassures shareholders that they can be confident in what Primark is attempting to do here and that the campaign has been planned in a way which will allow success.

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Jade - As you can see, this is the first page of an example press release about the Primark and NHS collaboration. The full press release will be available in the full package of resources which we will provide to you. This press release informs the media and public of this campaign and how Primark looks to proceed. This will give clear indication as to exactly what this campaign is and why Primark are involved in helping the NHS. Our intention here is to create a reputation for Primark right from the start of this campaign and therefore gain as much traction as this campaign would need to be a success. As well as this, the press release will include a statement from BOTH a Primark spokesperson AND an NHS spokesperson in order to show the public that this campaign is mutually beneficial for all parties involved and show commitment from all sides of this campaign, once again reassuring shareholders.

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Jade – Provided in your resource packages is also a fact sheet detailing information about Primark as a company. This will be released alongside our press release to show transparency from Primark and make this campaign trustworthy. This will also provide clarity as to how this campaign is possible by Primark using statistics from Primark and potentially other projects in the past. This can also show Primark’s trajectory to shareholders and explain exactly how the campaign is going to benefit both Primark and the NHS.

[Slide 14]

Korede – We have covered the print and press strategies, and so the third strategy to talk to you about is our social media strategy.

[Slide 15]

Korede – To begin with, we have researched the audiences for a number of popular social media sites that we would be looking to use. As you can see from this table, there is a diverse range of different groups using social media sites. This aligns with our previously mentioned goal of everyone being in our target audience as an online strategy over multiple sites would allow Primark to interact with a vast variety of people and therefore create appeal from many different places. Additionally, we can see that fashion is a popular topic on Instagram according to our sources and so therefore Primark, one of the UK’s biggest fashion retailers, could implement a strategy which would fit alongside a popular topic on Instagram.

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Korede - As well as researching audiences for social media sites, we researched how Primark’s competitors use social media as a template for how other similar fashion brands are able to create an online presence. As we can see, each of these competitors use Facebook, Twitter, and Instagram as some of their most common platforms, with other platforms such as LinkedIn and YouTube also being used less frequently. As a result, we have learnt that fashion brands with a similar target as Primark are able to gain traction on these sites, and that has allowed us to learn how we can implement our own strategy online. Additionally, this has allowed us to see how competitive this market is. However, due to the nature of our campaign, we believe that it is possible for Primark to stand out by promoting the NHS as this will appear selfless to viewers of posts and give the impression that Primark is a caring company not simply looking for more of a profit.

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Korede – Now we take a look at our proposed social media strategy. As you can see, we have a clear direction as to how many posts we should share per day depending on each site, as well as what kind of posts should be shared and the overall purpose of these. We have adapted these to suit the nature of each site, for instance how Instagram stories work well with short viewing and therefore posting 3 times a day would make sense on this site.

Overall, this social media strategy would be managed in a way that each site could be continually updated and so therefore a team of individuals would be required for this to run smoothly.

[Slide 18]

Ben – For this final section, I will be presenting our thoughts on design and branding aspects of this campaign.

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Ben – A key area to start would be looking at logos and branding. Of course, logos for Primark and the NHS will be on display on every piece of advertising. These logos will be clearly displayed and stand out in a way in which the audience’s focus will be on the two brands over anything else as to reinforce not only the main promoter of this campaign, being Primark, but also to display the NHS and show to the public that this is who we are running this campaign for.

In addition, we will use the hashtag #BuyOneHelpTwo on all forms of online advertising. The logic behind this is that online consumers may use these hashtags to create an external and organic style of promotion not influenced by Primark at all, therefore giving this campaign the potential to be a ‘hot topic’ as you might call it. This will also reiterate the main message of this campaign. Consumers are helping others, via the NHS, by buying something for themselves, a win-win situation.

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Ben – Here are a few examples of potential adverts which we could use as part of our online strategy. These posts will all look aesthetically similar in order to create a recurring theme which audiences associate specifically with this campaign. This also allows the campaign to work in a multi-platform format as the message and style are the same regardless of whether you are browsing on Instagram or reading new posts on Facebook. Each post would of course be optimised to suit the user interface of each website. This would make for professional looking multi-platform adverts which work for users no matter their social media of choice, making sure we don’t inadvertently restrict a potential target group. As you can see from these images, Instagram would also allow Primark to make this campaign a ‘highlight’, promoting it to all viewers of Primark’s Instagram page and assuring as many viewers as possible. One requirement of this online branding, however, would be that a team of photographers would need to provide material to work with. Currently, these mock-ups use stock images which are perfectly fine for creating a sense of what you might want, but if Primark want this campaign to be personal to them, they need to have their own images available.

[Slide 21]

Ben - Lastly, I will be showing ideas for an ‘aesthetic’ for this campaign. It is important for a campaign to have a similar theme and look in order to be consistent and professional. As a result, I have provided a colour palette with the five main colours which will be used in this campaign. Three of these five colours are already used by either Primark or the NHS in other areas, and so this will allow this campaign to not only fit in seamlessly with existing brand identities, but will also utilise public thoughts and common associations with these colours as representing the NHS and Primark to interest former customers and NHS patients etc. The additional colours are used to allow these two main colours to work together in a stylish design rather than simply having an overload of blue, the main colour of these two companies. These designs will also aim to look clean and professional above all else. This campaign, after all, is representing an important issue - the NHS struggling through Covid-19 – and therefore we want this to seem every bit as important as that. This also means the designs will not be too over the top as we do not want to detract focus away from the message of the campaign itself.

[Slide 22]

Ben (Or another presenter of choosing) – And that is the end of our presentation. Thank you for listening to what we had to say. If there are any questions that you have for us or if anyone would like to provide feedback, we will listen to what you have to say now.

[End of presentation]