

Excellence Awards - 2024 Entry
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Entry ID: 15425

Third Party Authorization

Are you entering on behalf of, or in association with, any third party?: No

Basic Information

Category: 27. In-House PR Team of the Year

Entry Information

Entrant company name (To be used in all awards materials/ presentation): Emma - The Sleep Company

Entry title:

Emma Sleep's Global PR & Communications Team

Entry Text:

Number of employees within the PR team and annual budget:

6 employees in January 2023 (5 full-time, 1 x intern), increasing to 11 employees in February 2024 (9 x full-time, 2 x interns)

Annual budget: €1 million (approx. £850,000)

A brief overview of team strategy:

Emma is on a mission to become the number one sleep company in the world, and the PR team has dreams of being recognised as #1 in the industry.

We use our wide-ranging communications to help Emma become the best-known, most-trusted, and preferred sleep brand that is synonymous with high-quality sleep products. Our team plays a vital, integrated role in Emma's global marketing strategy, steering campaigns and enhancing performance with out-of-the-box creativity and

innovation. We are the guardians of Emma's reputation.

Our team sets itself new objectives every four months to ensure that we are constantly delivering work that impacts the business' overall objectives and goals. Our objectives since January 2024 have included:

1. Reach at least one billion per month with high-reach stunts and quick-win campaigns in markets across three continents.
2. Expand our teams' scope to include content and partnerships.
3. Develop and implement a reputation strategy that includes both a proactive strategy to increase trust, and a reactive crisis management strategy.
4. Support Black Friday, Double Day Sales, and Winter Sales.
5. Understand the impact of PR by developing and launching a dashboard that tracks impact on traffic and revenue, testing the effectiveness of our communications on brand awareness, consideration, preference positive word of mouth, reputation, and quality perception.

A summary of commitment to CPD and professionalism:

As a team, we're dedicated to becoming the #1 in-house PR team in the industry and to do that, we're heavily investing our time into development. As a team, we do this through attending regular internal and external trainings, including but not limited to in the last year:

The Leadership Circle

Leadership Bootcamp

Confident Communications

Negotiation Accelerator

Writing Skills for PR (delivered by CIPR)

Leading Projects

We have also developed an in-house knowledge exchange programme in which each member of our team takes responsibility for educating the rest of us, as well as other colleagues around the business, about a topic that they are particularly passionate about. This empowers our team to become experts in their chosen fields and to develop their presentation, leadership and mentoring skills. Recent topics have included:

How SEO powers organic content and PR success

Digital PR and backlinks

Crisis and issues management

The use of AI in PR

High performing vs dysfunctional teams

When it comes to mentoring, we also see this as an important way in which we can foster development and growth, both for more junior members of the team and those looking to take on leadership roles. Mentoring is actively encouraged across the team and a buddy system is in place for all new joiners, who are also put through a very thorough onboarding to develop the necessary PR skills to thrive at Emma.

A summary of recent outstanding achievements:

Our team is very new and only began its journey in August 2022, with the arrival of our Head of PR & Communications, Dom Walker. We quickly began to add strength and depth to the team, with an additional four full-time employees and one intern working to develop and implement PR strategies across four core markets.

In January 2023 we began to scale this, and now have a team of 9 full-time employees and two interns delivering proactive and reactive PR and communications strategies in 26 markets globally (spanning Europe, APAC, North America and LATAM), in addition to taking the lead on a variety of other topics including partnerships, reputation, organic content, internal communications, corporate communications, and CSR.

In the last twelve months, we've created and implemented ten high reach campaigns and activations globally, including introducing the world's first Pillow Fort Hotel in the UK, launching two Emma Sleep Hotels in Australia and Taiwan, and developing an Emma Power Nap Station for tired travelers in Portugal. All of our campaigns have included our in-house sleep expertise at the core and have been developed based on real consumer research and insight. Two of our campaigns – Shleep Sanctuary (the world's first real-life sheep counting experience in the UK) and the Dream Job (our hunt for someone to sleep on the job in Brazil) – have picked up awards in the last 12 months, with a total of 8 wins and 12 further nominations between them.

We have also launched a number of sports partnerships with the likes of Burnley FC, to demonstrate the importance of sleep in performance, and have generated significant coverage for the launch of our very own Emma Sleep stores across Europe.

All of this was achieved while managing the repercussions of customer service, order management and delivery delay failures in several markets to ensure our reputation was protected.

Key results for 2023:

Total number of clippings: 10,517 (+98% increase YoY)

Total reach: 184,489,572,444 (+1823% increase YoY)

Share of voice: 26% (#1 in the industry)

Total positive sentiment: 87%

A summary of a campaign you are particularly proud of:

In summer 2023, Emma brought to life its viral sensation – The Emma Shleep Sanctuary. Originally launched with research highlighting the impact of poor sleep on Brits and the insight that counting sheep was still the number one technique used to help people drift off, Emma unveiled plans for the world’s first real life sheep counting experience in 2022.

In June 2023, the Shleep Sanctuary was brought to life with an ambitious build in the rolling hills of Sussex, which was home for the night for journalists, influencers and competition winners. To celebrate the launch, Emma commissioned further research into the rise of “green tourism”, which sees Brits booking holidays in the countryside to make the most of the fresh air, peaceful surroundings, and abundance of nature – all things that Emma’s research showed were vital to a great night’s sleep.

This phase of our award-winning campaign delivered a further 68 pieces of coverage nationally and internationally, with a total reach of 1.349 billion, bring our entire campaign total to more than 200 pieces of coverage and a reach of almost 6 billion. Total coverage was a 240% increase on KPIs and a 12,495% increase on reach KPIs.

In total, more than 20,000 leads were received during the open competition to win a night’s stay, and a further 1,000 Brits signed up to the waitlist to stay if the Shleep Sanctuary was to return on a more permanent basis in 2024.

Supporting Information

Campaign image (if entering individual/team awards, upload headshot/team photo here):

Provided

Company logo:

Provided

Please write a 30 word entry summary in the third person:

Emma Sleep's Global PR & Communications team prove you don't need big budgets to deliver exceptional, impactful PR.
