



# case study

## Shine Lawyers - Erin Brockovich Visit and Launch

### Background

Shine Lawyers specialise in plaintiff litigation and employ over 250 full-time staff with 17 offices nationally.

BBS was engaged by Shine Lawyers to manage the promotional visit of Erin Brockovich to Australia. The purpose of the visit was to announce Erin Brockovich's partnership with Shine Lawyers to take on the tough cases and help right the wrongs for every day Australians.

Our brief was to identify media opportunities that fit into Shine's target market (ordinary Australians) and maximise media exposure to capitalise on our exposure to those target markets.

### Strategy

BBS' strategy was to maximise media coverage for Shine and their partnership with Erin Brockovich while ensuring compliance with the Personal Injuries Proceedings Act (PIPA).

To do this, BBS examined ratings, demographical information and timeslots and put together a suggested media itinerary for Erin Brockovich's visit to Australia. Knowing that we would be able to generate a great deal of media interest, we allocated some additional time for requested interviews, which we allocated on a priority basis.

The first media engagement was a press conference on the weekend. This was deliberately chosen as weekend news tends to syndicate nationwide (which it did as expected). BBS drip fed the media through stories, media opportunities and speaking engagements, meaning a consistent level of coverage over every day.

Some of the tools/tactics we utilised include:

- Press releases & Press conferences
- Media alerts
- Meet and greets
- Exclusives
- Television, radio, online and print to maximise spread of coverage
- Doorstop interviews
- Backgrounding journalists, development of media kits
- Development of profile/bio and print quality photographs
- Government relations
- Crisis and issues management

- School/education institution visits (demonstrating human side and commitment to educating for the future)
- Coaching on key messages/backgrounding
- Source and provide appropriate AV equipment and set up stage look
- Preparation of a daily media brief for Erin Brockovich

### Results

BBS secured more than \$15 million dollars worth of media coverage for Shine Lawyers during the 5-day Erin Brockovich visit to Australia. BBS achieved widespread international coverage in a mix of metropolitan, business and industry print as well as radio, online and television.

There was a high level of media interest in the visit. BBS advised Shine Lawyers to avoid over-exposing Erin Brockovich in the media, as it would jeopardise their ability to get a similar level of interest for coming visits.

Some of the Australian media coverage we secured included:

- The Today Show
- Today Tonight
- All TV News Channels
- ABC Radio
- The Australian
- 7pm Project
- Mornings with Kerri-Anne
- The Australian Financial Review
- Herald Sun
- Sydney Morning Herald
- Daily Telegraph
- The West Australian
- Sunrise

BBS was also on hand to put out media spot fires surrounding a number of issues during the visit. Despite comprehensive briefings with Erin Brockovich to ensure understanding of local issues and pre-empt any difficult questioning, the talent openly acknowledged that she would say whatever she felt.

An example of this is BBS was required to undertake extensive additional liaison with national and international media outlets to clarify responses and quotes relating to the Cape York Alumina issue, as well as coordinating a media response in conjunction with Australia Zoo and the Irwin family.

media relations ■ crisis and issues management ■ promotions  
■ profiling and publicity ■ internal communication ■ communications

project brief

communications ■ public relations ■ business advisors