

The logo consists of the lowercase letters 'ohc' in a rounded, sans-serif font. The 'o' is a lighter shade of brown, while the 'h' and 'c' are a darker shade of brown.

O'Herlihy Communications

**JUSTIN TIMBERLAKE ADDS HIS SPARKLE TO
WATERFORD CRYSTAL**

PRCA Award for Excellence – Entry 2004

A. OVERALL SUMMARY

In a US magazine interview, award-winning singer Justin Timberlake mentioned he was looking forward to visiting Ireland as part of his world tour in December 2003. In particular he said he would be doing some Christmas shopping for his family. "My Mom is mad about Waterford Crystal so I'm looking for a special present for her in Dublin" Bill O'Herlihy Communications (BOHC) identified that there was a great publicity opportunity for the Waterford Crystal brand if they could persuade Justin and his girlfriend, Cameron Diaz, Hollywood's highest paid actress to shop for Waterford Crystal whilst in Ireland.

After determined and lengthy negotiations, BOHC confirmed Justin Timberlake would go Waterford Crystal shopping on Friday 19th December at the Kilkenny Store on Nassau Street, Dublin. BOHC agreed to keeping the shopping spree private and not informing the media in advance.

Justin Timberlake and Cameron Diaz showed up with their entourage at the Kilkenny Store where they spent over one and a half hours shopping spending nearly €50,000 on Waterford Crystal. BOHC issued a statement following their shopping spree at the store. Blanket coverage valued at €100,000 was achieved for the Waterford Crystal's association with one of the world's most famous celebrity couples. This exceptional achievement about this event was that the costs were minimal and in fact Waterford Crystal and the Kilkenny Store made a significant sale out of the celebrity-shopping spree.

B. STATEMENT OF OBJECTIVES

- To secure high profile celebrity endorsement for the Waterford Crystal brand.
- Communicate with the media about Justin Timberlake and Cameron Diaz's love of Waterford Crystal
- Liase with the media following the event and create opportunities to maximize positive exposure for the brand.

C. PROGRAMME, PLANNING AND STRATEGY

Following Justin Timberlake's interview in the US when he mentioned he'd be looking to purchase Waterford Crystal while touring in Ireland, BOHC began calculating a creative PR plan which ultimately took five distinct stages.

Stage One: Initial Burst of Publicity

BOHC decided to capitalise on Justin's interview by issuing a statement to the Irish media. BOHC and Waterford Crystal announced an open invitation to Justin and his

crew to visit the Visitors Centre in Waterford. The press release detailed the exclusivity of a visit, that the visitor centre would be sealed off from the general public in order to give Justin enough privacy to choose the ideal crystal gifts for the ladies in his life - his Mum, his Grandmother and his girlfriend Cameron Diaz just in time for the festive gifting season. The release generated coverage in *Day & Night Magazine (Irish Independent), Irish Mirror and Showbizireland.com*. This media exposure began to build an association in the minds of Irish consumers between Justin Timberlake and the Waterford Crystal brand. This was further strengthened when Sinead Christian, PR Manager at Waterford Crystal did an interview on *Today FM's Ray D'Arcy Show*.

Stage Two: Communicating with Justin's Decision Makers

Following the initial burst of publicity - BOHC commenced the ground work in getting in touch with the promoters of his concert in Dublin (Aiken Promotions) through to his record Label in New York (Jive Records). BOHC then made direct contact with his long-time publicist in New York, Ken Sunshine who sent the details of this exclusive invitation to shop for Waterford Crystal to Justin's European representative.

In the meantime Waterford Crystal and BOHC decided to create a gift to present to Justin of a crystal globe with a shooting star on the top engraved with his famous tag line "Justin Around the World".

Stage Three: Secrecy around Shopping Plan

On 12th December communication was received from Renee Earnest, who runs Justin's Just-In-Time Management Company indicating their interest and desire to set a date for the event.

It was decided the evening of Friday 19th December would be the ideal time to slot in some Waterford Crystal shopping time in Dublin. Due to a tight schedule with performing in concerts in Belfast and Dublin it was not possible to travel to the Visitors Centre at Waterford.

Renee Earnest also confirmed actress Cameron Diaz would be shopping with her boyfriend Justin, as would his best friend Trace Ayala as well as his travelling entourage of 15 security. The fundamental agreement made between BOHC and Renee Earnest was that neither BOHC nor Waterford Crystal would alert the media to Justin and Cameron's plans to shop because of the couples desire for privacy. Both parties stood firmly by this agreement to ensure the opportunity for the brand was not put in jeopardy.

Stage Four: Waterford Crystal Shopping Spree

BOHC and Waterford Crystal immediately commenced organising the logistics of the VIP Shopping Trip under a cloak of secrecy. The details included the transportation of the most impressive and expensive pieces of crystal from the Waterford factory to the Dublin store, organising the appearance of the master-craftsman and his engraving wheel to be present at the Kilkenny Store, as well as finishing work on the stunning giant globe. BOHC at all stages in the process were careful in handling Waterford Crystal's expectations as there was a major possibility of the planned shopping trip going wrong – from Justin simply not turning up to the media gaining knowledge of his schedule.

At 9.10pm on Friday 12th December Justin's security arrived at the Kilkenny Store. They were followed swiftly by a large group of bouncers. Justin Timberlake and Cameron Diaz slipped in the back door to an empty store except for two BOHC representatives, the Waterford Crystal PR Manager and the owner of Kilkenny Store, Marian O'Gorman who greeted them. The visit was a huge success for all parties involved. Justin and Cameron began unwinding with champagne and they chatted openly about their trip to Ireland and their love of shopping. They were both fascinated by the crystal and particularly when the Master-Craftsman offered Justin the opportunity to cut a pattern on the crystal. Justin explained how he'd grown up in a house full of Waterford Crystal because his mother and grandmother were big fans. He said the passion must run in the family.

Even though the store was closed and the Waterford Crystal section blocked off, the lights in the store attracted passers by who quickly formed a crowd outside. The screaming commenced when people got a glimpse of the stars inside. After about an hour and a half of shopping and chatting, not only had Justin and Cameron had picked out crystal but the entourage had all chosen pieces for themselves. Camera flashes commenced from outside as the word on the street spread as to who was inside the Kilkenny Store.

Stage Five: Creating Profile In Consumers Minds Through Media Exposure

When Cameron Diaz and Justin Timberlake departed the Kilkenny Store, BOHC immediately returned to the office and issued a statement outlining the couple's purchases in their festive shopping spree. Justin Timberlake spent close to €50,000 on his favourite luxury brand from crystal Formula One Car (€27,500) for his Dad's office from a crystal gramophone for his Mum, worth €8,000 and a full nativity set just in time for Christmas. He also treated himself to a Waterford signature Claret Decanter for his bar at home.

The phones did not stop hopping from the moment the press release was issued at midnight, such was the interest in one of the world's most famous celebrity couples.

BOHC were asked to quote off the record as to their conversations in the shop but declined. *The Evening Herald* ran with the story the following afternoon and blanket coverage was achieved for the brand from *Ireland On Sunday* to *Daily Star Sunday*, from *Sunday Times* to *Sunday Tribune* from *News of the World* to *TV3 News*. The following week the coverage kept rolling from *TV3's Ireland AM* to *The Irish Independent*, from *The Star* to *The Mirror* was editorial and pictures of the glamorous couple intrinsically linked into the Waterford Crystal brand in every piece of coverage. Waterford Crystal's PR agencies in NI and the UK issued out pictures and releases and substantial coverage was generated in their markets.

To this day coverage is still being generated for the Waterford brand from the shopping spree with the airing of the new *MTV / VHI series "The Fabulous Life of Cameron Diaz"& "The Fabulous Life of Justin Timberlake"* where it outlines their spending habits on luxury goods. The Waterford Crystal pieces purchased by the couple in their €50,000 shopping spree in Dublin are shown in the series as are photographs taken by passers by through the windows of the Kilkenny Store.

D. THE MEASUREMENT STAGE

The objectives were all achieved in terms of linking Justin Timberlake and Cameron Diaz with Waterford Crystal in all print, TV, radio and internet based media.

Waterford Crystal Management put a media value close to €100,000 on the amount of exposure the brand received as a result of this PR campaign.

E. BUDGET

No budget.

The unique point about this PR campaign that the costs were minimal to the brand and were amply covered by the significant sale made at the Kilkenny Store.

There were no appearance fees paid to Justin Timberlake and Cameron Diaz.

F: APPENDIX

Selection of Media Coverage Attached