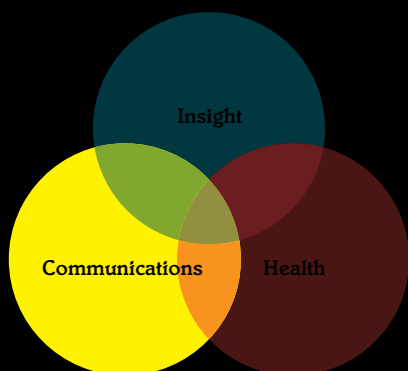


# Leading communications

The Communications division comprises agencies that provide a range of specialist services including advertising, PR, digital, CRM, data analytics, mobile and local marketing.



## Help on the High Street

### **EMO for Department of Health**

When smokers make the decision to quit they need help that's right on their doorstep. EMO and the Smokefree team at the Department of Health have recently launched a number of Quit Stop shops in local communities across the country. Quit Stop locations were planned using high-penetration Routine and Manual Smoker hotspot mapping. Local communities and local stakeholders have been engaged using EMO's unique community activation techniques. Early traffic, appointments and quit results are very encouraging.

## Keeping Keeley

### Tullo Marshall Warren for Unilever

Can you twist yourself to keep Keeley wanting more? This was the challenge posed by TMW in their campaign to launch Lynx Twist. An interactive film was designed to test guys' skills at keeping girls interested during crucial mating game moments. Scripted by the BAFTA-award-winning team behind C4 comedy Green Wing, 'Keeping Keeley' is shot entirely from multiple POV, and supported in all digital channels including Facebook, YouTube, Xbox LIVE, lynxeffect.com, Spotify, in-game and viral seeding. It has proved a huge hit with the boys!



## A place to meet Friends

### Fever for Warner Bros.

What better way to launch the Friends 15th Anniversary DVD box set than by giving people the chance to live the dream by opening the iconic Central Perk Cafe in London? – for a limited time only. Helped by Friends character 'Gunther' Fever created a press, social media and celebrity furore. Over 13,000 people sat on the iconic sofa in just two weeks and blanket coverage was secured across print and broadcast media. The resulting publicity ensured the DVD was one of the biggest-selling titles at Christmas.

