THE ACADEMY

Volume 1
The Academy is a PR agency founded by Mitch Kaye and Dan Glover with a mission to bring the brightest minds together to create work that gets noticed, solves a problem and passes into popular culture. Its founding pillars are Intelligent Thinking, Applied Creativity, Quality Production and Connected to the Right People. Each pillar is treated with equal importance meaning the agency is as obsessive with business impact as it is creative accolades. Its work encompasses PR and advertising, design and identity, digital and live experiences.
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Sometimes big is best so The Academy supersized the iconic Krispy Kreme Double Dozen box to launch the doughnut brand’s Occasions big orders offering. The Double Hundred Dozen, a huge Krispy Kreme box measuring 12ft by 3ft and packing 2,400 doughnuts, could be won by companies generating the most support on social media using #KKOccasions.

The campaign generated over 100 pieces of coverage and thousands of branded social media mentions reaching more than 28 million people. Traffic to the website grew by more than 500 per cent and Krispy Kreme smashed its sales targets.

A SIMPLE IDEA, BRILLIANTLY EXECUTED

PR Week Awards judge
Telefónica launched the everreach virtual phone service to help small business owners who run their companies through mobile phones look and sound professional. Using the classic PR technique of storytelling, The Academy commissioned an award-winning filmmaker to make The Big Call, a documentary featuring three entrepreneurs talking about the phone call that changed their business life.

The film, viewed more than 125,000 times on YouTube and over 100,000 times on Facebook, increased traffic to the everreach website by 45 per cent and led to a 61 per cent increase in customer sign-ups compared with the previous six months.

**A GREAT INSIGHT ON ENTREPRENEURS, BROUGHT TO LIFE BRILLIANTLY BY A GREAT TEAM**

PR Week Awards judge
American Express introduced Small Business Saturday to the UK, a new shopping day where people show their support for local businesses by shopping small. To create a genuine shopping movement The Academy defined the role of American Express as encouraging as many local authorities, merchants and shoppers to ‘Get Involved’.

BAFTA-winning filmmaker Heidi Greensmith released Saturday, a film documenting a typical Saturday for three small businesses, Sir Peter Blake designed a poster celebrating high-street shopkeepers, and model Daisy Lowe swapped big shops for small to promote the day.

The campaign got 20 per cent more people shopping small than the previous year, spending over £500m in local businesses in the process.
SMALL SHOPS AND THE GREAT BRITISH SHOPKEEPER HAVE BEEN AT THE FOREFRONT OF BRITISH CULTURE FOR HUNDREDS OF YEARS

Sir Peter Blake, artist
Beagle Street is a new online entry into a traditionally-conservative life insurance market. To build consumer trust and demonstrate Beagle Street’s commitment to paying out, The Academy commissioned leading artists to create colourful life insurance policies that people could hang on their walls as art, and therefore never lose. The initiative continues to generate headlines and new customers.

Matthew Gledhill, managing director Beagle Street

BY TURNING OUR POLICIES INTO WORKS OF ART TO HANG ON A WALL, WE’RE MAKING IT REALLY EASY FOR PEOPLE TO FIND THEIR LIFE INSURANCE POLICY IF NEEDED

Matthew Gledhill, managing director Beagle Street
WHEN YOU LOOK CLOSELY AT HOW NATURAL INGREDIENTS GROW, YOU REALLY DO APPRECIATE JUST HOW FABULOUS THE NATURAL WORLD IS

Victoria Willis, The Fabulous Bakers

The Academy did the identity, packaging, advertising and PR for bakery brand The Fabulous Bakers. The strategy was to shine the spotlight on the ‘Fabulous World’ of its all-natural ingredients to communicate its nutrition credentials. An animated cinema and online spot celebrated fabulous facts such as pineapples being 200 flowers that are fused together, cranberries aren’t picked they’re flooded in a lake, and bees find the best food by dancing. The work led to a spike in consumer awareness and trade listings in all the supermarkets.
The Royal British Legion is more known for being the national custodian of Remembrance than its care for our Armed Forces. To change perceptions, The Academy created the charity’s first Poppy Parade where 30 modern veterans and their families carried the first Poppy of the year’s appeal from The Royal British Legion’s HQ through central London to the Prime Minister at 10 Downing Street. The Parade served as a moving demonstration of the different people who benefit from Poppy Appeal donations.

To reach a younger audience, eleven celebrities including Cheryl, Rita Ora and Olly Murs starred in #MyPoppy, a social media campaign encouraging people to hold a Poppy to their lips on Armistice Day. Each celebrity told a story behind the Poppy in order to educate their fans and followers about the work of the Legion.

The campaign generated over 1,000 pieces of coverage including national print front pages, rolling TV and radio exposure, and a social reach of over 228 million impressions. A record £43 million was raised during the two-week period of The Royal British Legion’s Poppy Appeal.
IT WAS A PRIVILEGE TO BE PART OF THE PARADE AND TO MEET SO MANY BRAVE AND INSPIRING MEN AND WOMEN

Mark Stonelake, 29 Commando Regiment Royal Artillery veteran
The Academy converted football fans into WWE fans by bringing two of the biggest stars together in an epic face-off. Wrestler Wade Barrett challenged Wayne Rooney to a fight, and the footballer responded by landing a slap. The action generated front-page headlines and became a worldwide trending topic on social media.
Smart Energy GB is responsible for raising awareness of the rollout of smart meters in every household by 2020. The Academy developed a strategy to elevate a technical upgrade into a programme of national importance by tapping into the Arts to create moments of cultural and historical importance. The Royal Philharmonic Orchestra performed a Requiem to Meters on instruments made entirely from old gas and electricity meters, Poet Laureate Carol Ann Duffy wrote and released an Ode to Meters, and Sir Peter Blake produced a piece of art called The Arrival of the Smart Meters.

Over 800 pieces of coverage meant that one in five people recalled the campaign and 33 per cent went on to request a smart meter.
Meters by Carol Ann Duffy

Found by torchlight fingering gloom
inside the cupboard under the stairs
or in the hall, clamped to the wall;
in kitchen, garage, utility-room,
in bedsit, bungalow, semi-detached, tenement, high-rise, council flat.
The Rochdale Electric, K. & J. White, Ferranti, James and Graham & Co.,
measuring energy, consumed and used
by gas-oven, wireless, 2-bar fire,
40-watt lightbulb, 13-amp fuse...

for the whoosh of the flame on the water-heater
it was shillings or florins into the meter.

Shillings or florins into the meter
in London, Liverpool, Llanystumdwy,
Perth, Prestatyn, Prestwich, Poole,
for the weekly bath, the hard-boiled egg,
too near the fire, the corned-beef leg,
the gramophone, the Christmas Tree lights,
the pan on the cooker simmering tripe,
Hoover, kettle, twin-tub, lamp,
sheets, shirts, steaming, damp
under the iron, the television
newly-installed for the Coronation...
then the luxury of central heating
and quarterly bills and a meter reading.

Quarterly bills and a meter reading
by the man from the Gas, Electricity Board,
polite, peak-capped, alert for dogs,
checking the digits under the disc,
the whirring wheel, the soft tick
of monitored moments skyping, googling,
downloading, scanning, Facebooking;
out at sea the wind-farms churning
air into profit, the salty breeze
powering the big flatscreen TVs,
the underfloor heating, costs mounting...

the kilowatt hours burning, turning,
meters, like monks in their cells, counting.

Like monks in cells, the meters, counting
well-thumbed, numbered days and nights
beneath the energy-saving lights
as though murmuring prayers, clicking beads
to the switching On and Off of needs,
each private, domestic revolution
circling the time of its own extinction
when mechanical meters, old Latin tomes,
stand behind glass in hushed museums,
gun-metal grey, silverly, black,

from household gods to artefacts...

while digital, internet meters glean
that History's bill to the Future's green.

History's bill to the Future's green...
The Academy introduced Chicago craft beer, Goose Island, to the UK with Migration Week, a series of events designed to open up the beer to media, influencers and beer drinkers. Intimate tasting events with Goose Island founders and beermeisters were followed by a Chicago-themed music festival in London. 312 Day, named after the district Goose Island is brewed in, saw 5,000 revellers celebrate its arrival. A further million beer fans joined the event via an innovative 360 VR digital experience broadcast on Facebook.
Tails.com is tailor-made dog food, hand-blended based on an individual dog’s nutritional needs, delivered to your home for free. Based on the idea that “every dog is different so its food should be too,” The Academy created Feed Different, an affectionate pastiche of the iconic Apple advert, but replacing humans with dogs. The film is narrated by Sir Michael Gambon and features 20 different dogs.
To launch The Royal British Legion’s campaign to better account for the Armed Forces and their families, The Academy painted four veterans into their surroundings to highlight how they are invisible amongst the general population in the current Census.

Over a third of MPs and 100 local authorities have pledged their support to add extra questions to the new Census in 2021, which will help The Royal British Legion identify people who could benefit from its care.
I AM BACKING THE ROYAL BRITISH LEGION’S #COUNTTHEMIN CAMPAIGN TO FIND OUT MORE ABOUT OUR ARMED FORCES COMMUNITY THROUGH THE CENSUS

Hilary Benn, MP
Customer listening projects determined exactly what Morrisons shoppers wanted from their supermarket: fresh, quality food at low prices, and friendly, knowledgeable staff serving them. The idea of "Foodmakers and Shopkeepers With Heart" was born, which is true to the supermarket’s ability to control its own supply chain through making its own food. PR campaigns and tactics are designed to demonstrate its Foodmaker and Shopkeeper credentials. These include appointing a Great British Bake Officer to comment on baking trends stimulated by TV shows, running in-store carving workshops for pumpkin-pressured parents at Halloween, giving away over one million wonky carrots for Rudolph at Christmas, and celebrating the spirit of Easter by encouraging customers to be a Good Samari-Bun and share a fresh Hot Cross Bun with a stranger.

Over 1,200 pieces of coverage and thousands of film views have resulted in a million more weekly shoppers visiting Morrisons.
Chasing Payments by Xero

It’s that time of the day,
That time that I’ve been dreading.
Look to see who has paid,
But I don’t need to look because I know
No-one will have paid me again, no!

I pick up the phone
To hear the same excuses,
"Sorry, Dave’s not answering his phone"
I’m not surprised he’s chuffing useless.
Will someone PLEASE pay me soon.

Should I give up or should I keep on chasing payments
Even if it leads nowhere.
If everybody paid, on the date they’re supposed to pay,
I would have more hair.

Should I give up or should I keep on chasing payments
Even if it leads nowhere.

What miracle would it take
To pay me on the due date.
Doesn’t that seem fair?
Do you even care?!! Should I give up or should I keep on chasing payments
Everyday spent chasing payments.

What miracle would it take
To pay me on the due date.
Doesn’t that seem fair?
Do you even care?!

It seems simple to explain, I’ve done the work I should get paid,
But none of you could care.

Should I give up or should I keep on chasing payments
Even if it leads nowhere.

If everybody paid, on the date they’re supposed to pay,
I would have more hair.

Should I give up or should I keep on chasing payments
Even if it leads nowhere.

I bill you again.
We just go around in circles.
Cash flow looks tragic again,
I’ll soon be calling Angela Merkel
To bail me out of this hole again.

Should I give up or should I just keep chasing payments
Even if it leads nowhere. It seems simple to explain, I’ve done the work I should get paid, But none of you could care.

Should I give up or should I keep on chasing payments
Even if it leads nowhere.

What miracle would it take
To pay me on the due date.
Doesn’t that seem fair?
Do you even care?!

Or should I just keep on chasing payments.
Everyday spent chasing payments.

Should I give up or should I keep on chasing payments
Even if it leads nowhere.
If everybody paid, on the date they’re supposed to pay,
I would have more hair.

Should I give up or should I keep on chasing payments
Even if it leads nowhere.

Xero is the leading cloud-based software company on a mission to help small businesses thrive with the help of beautiful accounting. Late payments cripple small businesses both in terms of time spent following up on invoices and the impact missed deadlines have on cash flow management. The Academy tackled this head-on with a tongue-in-cheek campaign channeling one of the world’s biggest pop stars, Adele. Her hit song Chasing Pavements was re-written as Chasing Payments and released as a music video that small business owners could send to late payers. It generated over 100 pieces of coverage reaching over 48 million people and continues to help small businesses chase payments.
Leffe is the original Abbey beer worth taking your time over. Slow Time is a documentary by BAFTA-nominated Gary Tarn featuring five artists who also have a unique appreciation of time in their craft. Sculptor Willard Wigan slows his breathing to create unique micro artworks between heartbeats, astrophotographer Pete Lawrence captures images light years away, charcuterist Adrienne E Treeby uses time to flavour her food, artist Susan Durgess exposes pictures using moonlight, and animators The Quay Twins painstakingly produce stop-motion films as 25 frames a second. The branded documentary was screened in Picturehouse cinemas across the UK.
Child speed reader Toby L'Estrange was recruited to speed-read the new Harry Potter and the Cursed Child Parts I & II, and submit the first review on Amazon. The campaign demonstrated the immediate delivery of books to Kindle with Toby becoming a media sensation in the process.
The Academy celebrated the 90th anniversary of everyone’s favourite bear, Winnie-the-Pooh, by positioning him as a modern-day philosopher who is more influential than Plato. Park benches were installed across Europe, Middle East and Africa where people could sit down next to a talking Pooh bear who dispensed philosophical Poohisms such as “If the string breaks, try another piece of string” and “It isn’t much good having anything exciting, if you can’t share it with somebody.”
No food is off limits on Weight Watchers so The Academy recruited an Official Eating Officer to eat their way around the UK’s restaurants and show that it is possible to eat out, but still lose weight. Over 500 people applied for the role with blogger Sophie Hardy landing the dream job.
Disney Princess is the biggest girls franchise in the world. The Academy worked with thousands of parents, influencers and children to develop and deliver its first set of Princess Principles, a set of character traits that define what it actually means to be a Disney Princess – and there wasn’t a tiara or glass slipper in sight.

The Princess Principles were turned into posters by three of the UK’s leading female artists, Rose Blake, Kate Moross and Kate Forrester, and released for free in Disney Stores across the UK.
BEING A ‘PRINCESS’ IS NOT ABOUT TITLES, TIARAS OR MARRYING A PRINCE, BUT ABOUT EMULATING CINDERELLA’S COURAGE, MERIDA’S HEROISM AND SNOW WHITE’S GENEROSITY

Judy Reith, parenting expert
In an effort to get aspiring authors writing on Amazon’s Kindle Direct Publishing, The Academy launched a nationwide search to find a new A Night Before Christmas tale. Over 1,000 previously unpublished authors entered the competition, which was won by mum-of-two Lucy Banks for her story about a slug named Sol and his Christmas Eve adventures. The book was released direct to millions of Kindles making it an instant Christmas hit and launching Lucy’s career as a published author.
For many young adults, New Year’s Day is a day for sitting around with a pizza and a boxset. The Academy produced the world’s first wipeable onesie so hungover Domino’s fans can enjoy their pizza without worrying about spills.

The campaign generated over 100 pieces of coverage, trended on social media, and helped sell 50,000 more pizzas.
The Academy wrote, produced and directed Yes, a short film of four individuals who said “yes” to Weight Watchers and transformed their lives accordingly. The hard-hitting film was named Adweek’s Ad of the Day.
Neil Gaiman’s American Gods is one of Amazon Prime Video’s biggest shows. The Academy launched it with an immersive European premiere including painstakingly re-creating the infamous Crocodile Bar, a world-class preview and review programme, and a unique horizontal screening of American Gods to the Gods.
intu owns some of the largest and most popular shopping centres in the UK including intu Lakeside and intu Trafford Centre. Its mission is to make happier shoppers. The Academy raised shopper smiles by creating the world’s smallest ice cream van, which gave away free ice creams to visitors. The van measured just 37 inches high and 47 inches long, but delivered big coverage across broadcast, print and online media.
Pizza is the most popular food in the world, and Domino’s is the most popular pizza in the world, so it stands to reason that Domino’s is “the official food of everything”. To demonstrate its new brand positioning, The Academy designed, produced and delivered a set of gift cards for 20 occasions including birthdays, weddings and break-ups. The cards for every occasion are proving to be a huge hit with pizza fans across the country.
Contact
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