

## Case study

# James Dyson Award - NZ

## THE PR BRIEF:

*The James Dyson Award is an international design award established by Dyson, the vacuum and technology brand, recognising the next generation of product designers and engineers who have developed a solution to everyday problems.*

*In 2001 New Zealand was the first of Dyson's markets to run the award programme, and Joe Public has managed the New Zealand leg of the competition for ten years. Now funded by the charitable James Dyson Foundation, the programme is established in 18 countries, with hundreds of inventors competing to win the global prize.*

## CAMPAIGN OBJECTIVES

- To highlight the work of the James Dyson Foundation in supporting emerging young designers and engineers.
- To generate exposure and profile for New Zealand industrial design and engineering talent.
- To educate emerging designers of the prestigious travel and cash prize, and publicity available to the national and international winner.
- To inspire design engineers to persevere with their inventive ideas through sharing the story of billionaire inventor, James Dyson, and his journey to design the first bagless Dyson vacuum which is now sold in 40+ countries around the world.

## THE PR STRATEGY

Joe Public manages an annual award programme incorporating stakeholder and media relations, and event management, commencing with a road show presentation to university design faculties highlighting James Dyson's story and calling for entries.

The 12 month campaign involves ongoing media relations to call for entries, highlight the success of past winners, and in August, announcing the finalists and winner.

Joe Public coordinates the complete judging process which includes identifying and securing an industry judging panel, managing online entries, and convening two judging rounds.

The New Zealand programme culminates in an award function. Joe Public facilitates the event; identifying, negotiating and managing sponsors, locating a unique and exciting venue for the award function, managing all suppliers for the function including production, establishing the function programme and on-the-night hosting.



## THE RESULT

The programme generates significant media coverage for Dyson and the James Dyson Foundation, with annual highlights including prime time TV news coverage, daily and local press, and radio interviews with the winner. Throughout the year, sponsors will post high-quality social media content highlighting their associations, and the winner and judges are frequently profiled in design and lifestyle magazines.

Each year, the award function hosts 100+ key members of the design community, the tertiary sector, and media, and is an anticipated date in the New Zealand design calendar. It is an opportunity for guests to celebrate the work of the competition finalists and winner, and to highlight the opportunities being offered by the James Dyson Foundation.

*"Lisa has always put everything she has into every job for Dyson to maximise the chance of a positive result. We can't ask for more than that."* Brett Avery, Dyson New Zealand.

