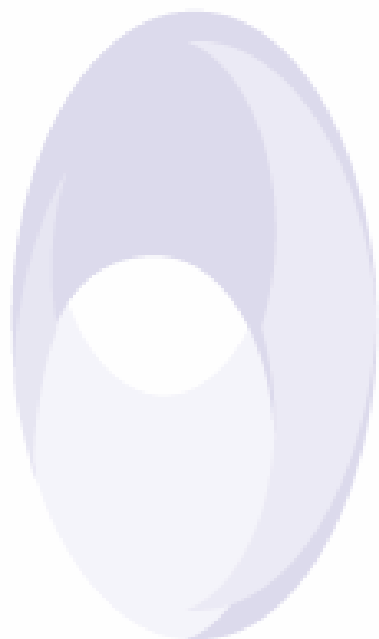




Client Objective

To launch RM Auctions, the world's largest classic car auction house, into the European Market with a hard hitting and celebrity endorsed campaign



JORIWHITE

PUBLIC RELATIONS

CASE STUDY

PR Activity

On behalf of RM Auctions, JWPR created a hugely successful PR campaign around the London auction of Formula One supremo Bernie Ecclestone's classic car collection

In conjunction with an events company, the agency organised a three-day launch event, spearheaded by a 'Roaring 20's' party

Results

RM Auction's London sale achieved a total of £19 million in sales

JWPR achieved £2 million worth of high profile coverage for the London event with prime-time TV coverage and titles spanning national newspapers, magazines and on-line (Channel 4 News, Financial Times, Guardian, Evening Standard, Esquire, GQ)

RM subsequently retained JWPR to handle the PR campaign to launch the biggest Ferrari auction event in the world at Maranello, Italy, on 19 May 2008

Ferrari launch in Maranello was covered by national and international newspapers, magazines and on-line, including The Independent, GQ Italy, Vanity Fair Italy and Robb Report. Huge press exposure was also achieved by placing a news story about Chris Evans' purchase of a 1961 Ferrari 250 GT SWB California Spyder