

# A Year in Hollr



## Launching The Dr Hilary Show!

Born out of our long-standing collaboration with Dr Hilary Jones, in 2024 we devised and launched *The Dr Hilary Show*, a podcast and radio programme, to allow for deeper discussions on health and wellbeing. The six-episode pilot series debuted in July to much media interest. From visual identity and social media management to the content and edit production, we have worked with our partners at Radio News Hub and Sassy+ to grow audiences week on week - over 1.7 million views to date!

## Unveiling the Nissan Patrol

How do you drive anticipation and excitement for a brand-new car without showing the car? With a leap of faith into generative AI, a filming schedule across 3 continents in one week, and a powerhouse collaboration with our video production partners at Sassy+, we revealed the all-new 7th Generation Nissan Patrol to the world.



## Supercharging L'Oréal Groupe's major events

We worked with L'Oréal Groupe to consult, amplify and launch some of the brand's biggest event moments this year. At *The Art and Science of Fragrance* showcase in February, we took international media on a journey through fragrance history. In June, we managed C-suite executives speaking at VivaTech. Most recently, we maximised international media engagement around the launch of the highly anticipated *De Toutes Beautés!*, in partnership with the Louvre.

Highlights include CNBC, Forbes, WSJ, Dazed, Wallpaper, APTN, Sky News, Euronews, CNN, Reuters and Monocle.

## Driving change through dialogue with Explore Worldwide

This year Explore Worldwide committed to supporting the development of sustainable aviation fuels (SAF). However, attitudinal research identified a significant gap in both the media and public's understanding of SAF and its environmental benefits. We hosted a breakfast roundtable bringing together a panel of industry experts and top travel and sustainability journalists from leading publications such as The Telegraph, Evening Standard, Wanderlust and National Geographic to discuss the biggest challenges facing travel tourism.



### Media and brand-building training with Team GB for UK Sport

In the run up to the Olympic Games Paris 2024, we had the privilege of delivering a unique media and brand-building programme which empowered Team GB's Olympians and Paralympians to tell their stories with confidence and authenticity. A team of our top-tier media specialists crafted tailored training sessions to match the athletes' personalities and experiences. We conducted 43 interactive sessions for over 350 athletes - what a summer!

## Making noise for Marie Curie with 'Sound Not Silence'

To drive further public engagement for the end-of-life charity Marie Curie as part of this year's annual *Day of Reflection*, we uncovered research that highlighted the significant impact of music in supporting people through their grief. We developed a 30-minute radio programme dedicated to music reflection, which aired across more than 500 stations. The programme, underpinned by our research, led to significant media engagement, including coverage from Sky, BBC, and ITV News.



### Save the Children:

#### ***Our Generation, Our Vote***

In the run up to the UK election, we collaborated with Save The Children to help amplify the opinions of young people when it comes to how they think the country should be run. The *Our Generation, Our Vote* campaign included a partnership with Times Radio which coincided with the launch of its own '*The Election Station*' positioning. Young people and teachers involved in the campaign spoke on nightly segments including the drivetime show. On election results day, we secured high profile coverage on broadcasters such as BBC News and London Live.

### UAE Government media office

What happens when the UAE Government wants to get coverage in the UK for its '*Invest in the Emirates*' campaign? Well, we released a short film, '*Bring Your Impossible*' starring Idris Elba and installed a pop-up flying taxi outside Charing Cross station. The Sun, Metro and Daily Star featured the stunt and there were over 600 pieces of global coverage.



## Swimathon makes waves with record-breaking public engagement

Working with the organisation's charity partners Marie Curie and Cancer Research UK our task was to encourage maximum participation in this year's *Swimathon*, the world's largest fundraising swimming event. Devising a Swim Census, we emphasised how swimming was healthy for us and an important focus for family time. With access to Olympic gold medallist Duncan Goodhew as an ambassador, we secured over 50 interviews. The output of the campaign increased participation in the event by 33% and pre-event charity fundraising exceeded £1 million - all with no other marketing activity alongside it.

## Rebel with a cause: how Health Equals took the message to the public

Collaborating with Health Equals, we leveraged its high-impact launch stunt with a series of regional campaigns to highlight the injustices surrounding life expectancy. Partnering with local voluntary groups, the *Make Health Equal* campaign focused on change, always pointing to tangible solutions. Through sharing stark facts via its online life expectancy tool, which was accessed by over 100,000 people, and the emotionally powerful lived experience case studies, the campaign engaged audiences deeply. It drove more than 300,000 visitors to the Health Equals website and resulted in over 800 individuals emailing their MPs or candidates to voice their concerns. Last month, the campaign's success culminated in more than 60 MPs signing up to the Health Equals Parliamentary Champions Network.



## YSL Beauty: Abuse is Not Love

As the strategic communications partner to YSL Beauty globally, a major focus for public engagement is around their *Abuse is Not Love* initiative. This year we created a global moment which emphasised the importance of early relationship education to break the cycle of abuse - aligned with the 16 Days of Activism Against Gender-Based Violence. Holllr handled all aspects of the event production including the livestream, an NGO-led video teaser series and an exclusive dinner involving media, campaign advocates, and survivors.



## We only went and won a Cannes Lions Award!

Deviating from the standard self-check campaigns that can be dull and forgettable, we developed the *Highlight Your Balls* campaign with FP7 McCann MENA for the Testicular Cancer Society. Playing on the common scene of male footballers protecting their groins during a free kick, we helped launch a self-teach video to play within the most popular football free kick videos on YouTube, hijacking viewers' attention. To generate widespread engagement, we partnered with social media influencers and TalkSport.

***Highlight Your Balls* increased donations to Testicular Cancer Society by 338% and we were awarded Silver at Cannes Lions 2024 in the Brand Experience and Activation category.**

