

TV copy



Client: **The Gruen Transfer**
Product: 'Taking the 2012 Olympics back from England' Pitch
Title: Who really wants it?
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Setup:

A massive proportion of news is generated by PR people or spin doctors.

(In a major survey of journalists in March, 94 percent of journos said they use information from PR professionals, and 87 percent said they regularly refer to press kits.*)

So we've harnessed the power of the media and created a PR idea - not a TV ad - to create a groundswell of public opinion and convince the IOC the Games in London would be a disaster...

Opening news titles:

Newsreader: In a massive blow to London's status as host of the 2012 Games, British Prime Minister Gordon Brown has been caught on camera revealing in no uncertain terms that England DOES NOT WANT the Games.

Exclusive footage captured by CNN cameras shows Mr Brown speaking with his Chancellor, Alistair Darling at a press conference:

"What can we do to get ourselves OUT of these f***ing Games? The country is broke - this'll send us over the edge."

Newsreader: The embarrassing gaffe adds fuel to the fire started by an intercepted cellphone conversation by London 2012 Head Sebastian Coe, last week:

"Listen Daley, stadium construction's two years behind and British Airways have just pulled out. We're shutting up shop".

Newsreader: Londoners were united in their contempt for the Games. (Vision of England's Facebook fan page showing Zero friends).

Vox pops of Londoners: The Games? Oooh, It's awfully inconvenient.

Couldn't they spend all that money on somethin' else?

Can't stand all those sports on the telly. They always take off my favourite shows.. Neighbours and Home & Away and such like...

They're all foreigners, aren't they?

Newsreader: International opinion is already suggesting Australia is the fallback option of choice.

Vision: Chinese President Hu Jintao interviewed: "Give Games to Australia. We still recover from fake firework fiasco".

Newsreader: Aussie President Kevin Rudd has put up his hand, saying, and I quote, "Austria has a proud history of stepping in and saving England's bacon in their hour of need". A response from the IOC, next hour.

*Source: Cision, March 2009. http://us.cision.com/news_room/press_releases/2009/2009-3-2_journalist_survey.asp

Excerpt: CHICAGO, IL, March 2, 2009 – Reporters and editors queried in a year-end survey by Cision, in conjunction with The George Washington University's Graduate School of Political Management and Don Bates, adjunct professor with the school and PR veteran, reported that Websites, submissions from public relations professionals, and press kits were among their most frequently used sources of information for stories. These were followed by conferences and events, industry newswires, trade journals, blogs, social networking sites, and podcasts. One hundred percent of the respondents said they regularly use Websites for editing and reporting; 94 percent said they use information from PR professionals; and 87 percent said they regularly refer to press kits.