

WE ARE LAUNCH PR
CREATORS OF
PURPOSEFUL
CSR CAMPAIGNS
FOR BRANDS

LAUNCH
OWN IT



HERE'S ONE OF OUR MOST RECENT ONES FOR



HYUNDAI

THIS IS WHERE IT ALL STARTED

HYUNDAI'S BRAND VISION:

PROGRESS
FOR
HUMANITY

HYUNDAI'S GLOBAL PURPOSE:

FUTURE
MOBILITY

LAUNCH

**THE CHALLENGE WAS MAKING THIS
RESONATE WITH A UK AUDIENCE
AND FINDING A SPACE FOR HYUNDAI TO OWN AND DRIVE REAL IMPACT**

LAUNCH

AFTER A DEEP DIVE INTO WHAT WAS IMPACTING COMMUNITIES ACROSS THE UK WE LANDED ON **EDUCATION** - A SECTOR IN NEED OF SUPPORT

HOWEVER
STEM
WAS OVER CROWDED
WITH COMPETITORS



SO WE DIVED INTO THE ISSUES
**AFFECTING
SCHOOLS
TODAY**



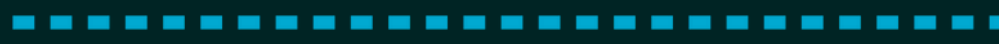
ONE THING
STOOD OUT AND WAS
IN REAL DECLINE

LAUNCH

LEADING US TO CREATE...



The Great British
School Trip



A CAMPAIGN THAT ENSURED **29,000** SCHOOL KIDS EXPERIENCED
A SCHOOL TRIP DURING THE 2022/23 ACADEMIC YEAR

LAUNCH



Children 'missing school trips due to cost of living crisis'



Children are missing out on essential educational school trips - due to the cost of living crisis



Children missing out on essential educational school trips amid cost-of-living crisis



Hyundai pledges £1m for school trips



Children missing out on essential educational school trips amid cost-of-living crisis



Hyundai to pay £1m for up to 25,000 children to go on school trips



HYUNDAI TO OFFER 25,000 CHILDREN SCHOOL TRIPS IN 2023

SCHOOL'S OUT Kids missing out on essential school trips due to cost of living crisis and lack of teaching staff

Great British School Trip scheme to get 25,000 children on visits

THE IMPACT HAS BEEN SIGNIFICANT FOR **OVER 29,000 KIDS** AND **2,500** SCHOOLS ACROSS THE UK

THE GREAT BRITISH SCHOOL TRIP IS A FANTASTIC PROGRAMME TO GET YOUNG PEOPLE OUT OF THE CLASSROOM AND INTO INSPIRING SPACES FOR FUN AND ENGAGING LEARNING OPPORTUNITIES. WE THOROUGHLY ENJOYED HOSTING THE FIRST EVER TRIP AND SEEING THE IMPACT THIS HAD ON THE CHILDREN WHO VISITED US.

SOPHIE MILLWARD, RAF MUSEUM MIDLANDS

"WOW, THAT IS AMAZING, WE ARE A SPECIAL NEEDS SCHOOL FROM THE 5TH MOST DEPRIVED AREA IN ENGLAND, SO THIS IS LIFE-CHANGING FOR OUR STUDENTS. MANY OF WHOM WILL NEVER HAVE BEEN TO A THEATRE BEFORE. THANK YOU SO MUCH!"

LAURA HINES, TEACHER AT NEW FOSSEWAY SCHOOL IN BRISTOL

BUT ONGOING COMMITMENT FROM THE BRAND IS VITAL

**35,000 MORE SCHOOL
KIDS WILL TAKE PART IN
THE 2023/2024 CAMPAIGN**



LAUNCH

**AT LAUNCH WE LIVE BY THE SAME PRINCIPLES.
FOR THE LAST 7 YEARS WE'VE RUN OUR OWN PURPOSEFUL CSR CAMPAIGN.**

**W CREATIVE™
FISHOOTOUT**

EACH YEAR A CHARITY PARTNER SETS A BRIEF FOR THE UK'S BEST CREATIVE AGENCIES.

**AFTER JUST FOUR HOURS, THEY COMPETE LIVE ON STAGE WITH A WINNER SELECTED TO WORK WITH
THAT CHARITY.**

WE BRING THE CREATIVE INDUSTRY TOGETHER FOR GOOD AND DRIVE REAL IMPACT FOR A CHARITY.

LAUNCH

WHAT CAN WE HELP YOU
CREATE?

LAUNCH



LAUNCH
OWN IT



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