

# Dreams Agency

MODELLING AND PROMOTIONAL STAFF

OPEN

With the vaccine now being administered on a grand scale across the whole of the UK, we are feeling positive that the industry will be back up and running very soon. Our staff and clients are ready and need that human contact again.

We are chatting to many of our clients who are now putting their delayed plans into action for the second half of 2021. We are already arranging staff for some of our international clients for the Euro's and outdoor golfing events.

It's all good news we are hearing so we are remaining upbeat, and hope you are too.



## RECENT JOBS

- Stewards/Marshals ✓
- Actors & Models ✓
- Mystery Shoppers ✓
- Ad Walkers ✓
- Social influencers ✓
- Door to door sales staff ✓

## IN THIS ISSUE:

DREAMS IN ACTION

CASE STUDY - DELIVERING PINTS AT HEIGHTS

STAYCATION IDEAS

TOP PR STUNTS



Instagram  
1,400+ posts 48,000+ followers 500+ following



YouTube  
120+ videos 64,000+ subscribers 3,400,000+ views



TikTok  
290+ following 148,000+ followers 4.5m+ likes



## Dreams in Action

It's starting to pick up at Dreams and we are seeing lots of quotes for future bookings which has been brilliant. We have some incredibly amazing staff who represent our wonderful clients. This is what they have been up to lately.



### Case Study - Delivering pints at heights

One of our favourite PR Agencies approached us for actors for one of their campaigns, Heineken.

Sophie Ellis-Bextor would be delivering pints at height through people's windows in a cherry picker.

It has been over a year since the nation was instructed to work from home and millions have been juggling video calls and home-schooling ever since. With alcohol-free beer it's perfectly acceptable to enjoy a pint during the working day. So, to delight Britons that have been WFH and make for a memorable nine to five, Heineken launched a unique service delivering free pints at height through home workers' windows.

**What we did** - They gave us a brief of the type of people they needed, we sent them over profiles of actors to choose from. Chris (pictured with Sophie below) was one of the selected people to work with our client on this brilliant campaign.







## Staycation Ideas

Staycations – as we are slowly getting back to normal overseas travel is still not an easy or even possible option. We seem to have fallen into the tradition of giving everything a unique label thus, the holiday at-home became a staycation. Holidaying in the UK is likely the only getaway most of us will have this year so here are some top ‘Staycation’ ideas!

**Glamping** is perfect for a short break. Enjoy the serenity of the great British countryside in a large canvas tent, complete with bed and log burner.

**Explore a city or two** sometimes, we miss what is right on our doorstep, lured away by the guaranteed sun and long, sandy beaches of foreign climes. Be a tourist, ride the open top bus, visit all the tourist hot spots.

**Meander down the canals** hire a barge and meander slowly along just enjoying what is around you. With plenty of pubs to stop off at for lunch and dinner.

**Hire a motorhome** avoid traffic jams on major routes and stick to the A-roads in a hired motorhome that has everything you need for an enjoyable break.



## Some Top Pr Stunts from the last 12 months

### Weetabix with Baked Beans

Never before has a tweet received SO many branded replies and even the NHS posted a comedy health warning. This was the brain child of agency Frank PR. Who would have thought in uncertain times that what unified us would be the unquestionable agreement that beans do not belong on Weetabix.



### Vegan Rock'n'Roll – Greggs Vegan Sausage Roll

Veganism is as big as it has ever been, and Greggs was one of the first large corporations to reinvent their products to accommodate for the vegan population. As part of their product launch, they designed an audacious PR stunt, they devised a plan to send journalists and influencers their new Vegan sausage roll in packaging which resembled the latest iPhone, rather than their pasty paper bag. The stunt created a storm throughout social media platforms, gaining lots of engagements and comments, including judgments from high-end celebrities and Gregg's social media team also adding fuel to the fire with their sharp-witted comments.

