



Communicating the importance of our Antarctic activity A New Polar Research Ship for Britain – RRS *Sir David Attenborough*

Splashdown! RRS *Sir David Attenborough* – the launch of the hull



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Aims for this engagement campaign, focussed around 3 construction milestones:

- celebrate a successful science and industry partnership
- promote UK science and engineering expertise
- generate international awareness of UK polar science, engineering and technology
- stimulate public engagement and a sense of national pride in the new polar science



Laying of the keel
Monday 17 October 2016



Launching the hull
Saturday 14 July 2018



Ceremonial naming
Thurs 26 Sept- Sat 28 Sep 2019





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Key objectives were to create:

- a spectacular ‘summer festival’ event
- set piece media – live media feeds from aerial drone and fixed position cameras
- stakeholder networking for business, science, education and Government
- links to 2 cross-government campaigns – GREAT Britain and The Year of Engineering
- a celebration for shipbuilding workforce and their families
- public engagement - live webcasts; viewing vantage points along the River Mersey





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Tactics, creativity and innovation

- Securing the involvement of famous broadcaster Sir David Attenborough, and
- a Government Minister of State for Energy and Clean Growth
- Partnership working – communications professionals from BAS, Natural Environment Research Council, the Department for Business Energy and Industrial Strategy, and shipyard's PR team





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Innovative approach to filming

- a team of drone pilots - 4 aerial drone cameras
- a suite of fixed cameras around the ship filmed from multiple positions
- live edit footage – broadcast on huge screens around the shipyard, and streamed on BAS website
- live video feeds taken up by national, international and regional media



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Impact

- Over 750 individual published or broadcast news items reached over 1 billion people world-wide
- Coverage on major UK news channels, including BBC and Sky; as well as on international channels
- over 380,000 individuals followed on social media; 7000 likes, link clicks or shares



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Thank you!

www.bas.ac.uk/attenborough



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