

corking

PR



a short time, a long way

Award-winning BOTTLE PR was founded in late 2004 by two senior PR professionals with strong in-house and agency experience.

Thriving on word-of-mouth recommendations we have grown fast and strong, building a wide client base: large corporates, start-ups, consumer brands, e-businesses, not-for-profits, business-to-business and public sector.

We have been listed within PR Week's prestigious Top 50 consultancies outside London and as one of the Top 150 agencies in the UK. In 2009 we were named as one of the 10 fastest growing agencies outside London.

In 2007 we launched BOTTLE 2.0, focusing on Web 2.0 and online communications, using social media tools.

Recent successes at BOTTLE PR include:

- Increase in website enquiries from 50 to over 3,000 per day for energy client first:utility following broadcast and national press coverage
- Generating 14 broadcast and national press interviews for Poundland in one day
- Getting BOTTLE PR clients on three out of the five business news slots on the Chris Evans BBC Radio 2 show in one week
- 250,000 unique hits to CheckMEND website following media launch. Generated £2m AVE over nine months for this client

consumer b2b tech public sector

the secret of our success?

Magnetic



Relentless



Grounded



Vivid



BOTTLE PR's core values

“ The success of the recent Learning & Skills Council campaign was intrinsically linked to a huge amount of effort, energy, persistence, commitment and hard work from BOTTLE PR. Not every agency could have delivered such stunning results. Not many at all considering timeframes and the constantly changing agenda. ”

Steven Heaton, Communications Manager, the Learning and Skills Council

clearly different, clearly better

We're different.

Yes, yes, they all say that. But we really are different.

Here's why. We're not tiered – and we're not tired.

Too many PR agencies run a tiered - and tired - account structure, relying too much on juniors. And it shows.

BOTTLE PR has a flatter structure. Our senior PR consultants dedicate a high proportion of their time to client accounts.

Our clients receive enthusiastic, focused personal service. And the reassurance that the hands-on BOTTLE PR consultants dedicated to each account are right there with them.

Which means a far better return on their PR investment.

“ **BOTTLE PR has done a brilliant job because they like to try something different.**

“Their fresh approach has given me a really good profile. I wasn't sure about the value of awards, but BOTTLE PR convinced me. My Woman of the Future award generated good media coverage and helped get me invited to take part in a round-table discussion for The Observer with some of Britain's leading female film directors. I made excellent networking contacts with people who still support me today.

“Above all, colleagues at BOTTLE PR really listen to what I want, believing in my project from the start. They are not afraid to be honest. They can change plans at short notice. They have felt like part of my team.””

Vicky Jewson, Director, Jewson Productions Limited

It's all about relationships

BOTTLE PR people confound the PR stereotype.

We're as ambitious as you are to develop an exceptional reputation for your organisation. But we don't do prima donnas, egos or air-heads.

Our PR consultants are experts at forging and maintaining excellent relationships with you and the media. They have experience in delivering strategic communications for some of the biggest brands in the world as well as for enterprising start-ups.

In most cases our consultants have direct experience of life on the client's side of the desk. They understand the pressures and constraints under which you work.

Do you really want a large impersonal PR agency billing you not just for their results but also for all those internal processes and structures? Not to forget their expensive London overheads?

We suspect not.

You'd probably prefer an agency small enough to take a passionate, personal interest in its clients, yet large enough to devise and run powerful, attention-grabbing campaigns on a national and international level.

Campaigns which hit the spot.

Campaigns where ideas pour out.



“ BOTTLE PR should be very proud of its team. They do a stunning job, and are down-to-earth yet highly professional. The team is committed to its work, and generate great ideas and show a genuine interest and understanding of our business. Choosing to work with BOTTLE PR was a very good decision. ”

Lois Cook, Director, Angels Den

day-to-day PR + sparkling PR = brilliant PR

Sparkling PR is the heart of the BOTTLE PR blend.

So are discipline and focus - all that patient, methodical, targeted PR hard work which steadily builds your reputation.

What does this mean in practice?

At BOTTLE PR we don't do 'scatter-gun' press releases sent to all and sundry. They waste time and resources, and can do your media image more harm than good.

Instead we win maximum coverage through intelligent, structured techniques aimed at specific target audiences.



“ BOTTLE PR worked on raising the profile of TONI&GUY's co-founder and Chairman Toni Mascolo for his OBE, and we have been really impressed by the speed of delivery, the friendliness of the team and their professionalism. BOTTLE PR clearly has a knack for interpreting and bringing more to a creative brief and to date, we are stunned by what has been delivered – from radio to live TV, through to national press editorial. ”

Carolyn Whitehorne, Head of Product PR & Communications, TONI&GUY

digital PR

your targets don't stand still, so go with them

Wouldn't it be nice if your target audiences would just stay still for a while?

Problem is, they don't.

All age groups are getting involved in web-based communities, sharing opinions, insights and experiences. They may be blogging, commenting on blogs, sharing reviews, debating issues on forums or sharing great video clips, games and applications.

That's where people are these days.
And you need to be actively with them.

Our **Spin the BOTTLE** campaigns take you there.

These campaigns attract maximum attention in the mainstream and online media, through consumer surveys, bespoke media contact, media stunts and guerrilla PR activity.

The **BOTTLE PR** team keeps right up with Web 2.0 technologies and the social media. We will brainstorm with you amazing ideas: radical and eye-catching, but also sitting comfortably with your culture and image and – above all – relevant for your audience.



Our services include:

- audits of your communications to employees and customers
- making blogs work for your business
- creating, producing and evaluating video and audio podcasts
- designing miniweb pages
- consultancy and training

In this noisy and unruly social media world it's not enough to be clever. You need to be authentic and convincing.

BOTTLE PR ensure that web-based campaigns get you and your organisation noticed, for the right reasons.

“ We chose to work with **BOTTLE PR** because of their incredible knowledge in the new media and digital PR space, coupled with their excellent reputation in generating traditional PR results. **BOTTLE PR** was tasked with raising the profile of **Compareandsave.com** within both online media and the personal finance pages of the national media. As a result of news commenting and trends analysis - positioning **Compareandsave.com** as credit card experts and a number of creative media stories like ‘**Balance Transfer Day**’, our presence in the media has increased dramatically, as has traffic to the site. The team are always on message and deliver consistent media opportunities. ”

Brad King, Managing Director, Compareandsave.com

crystal clear messages

You know best what you want to achieve. But you want to talk it through. To step back and think about how best to do it. To look carefully at what might work - and to rule out what won't.

BOTTLE PR works with you, as a trusted strategic partner within your team, to get that right. We help you look afresh at your markets, competitors, culture, customers, people, vision and issues.

We kick off activity with a Messaging and Campaign Planning Workshop, up to a full day of private, lively brainstorming with you before proactive work starts.

This helps your organisation identify the high-focus PR strategy needed to get results in line with your business targets, and agree the practicalities of getting there.

A typical strong foundation for your PR campaign will include:

- Distilling your core messages into one short document, to concentrate communication throughout your organisation
- Creating media packs (biographies, corporate information, Q&As and product information) so that journalists can quickly find key information about your organisation
- Devising detailed PR campaign strategies, as well as short range tactical moves
- Compiling tiered, focused target lists of journalists, bloggers and broadcasters with key messages/hooks for them
- Delivering media training/practice sessions so that your team can get out their key messages effectively

“ The messaging workshop with BOTTLE PR was a great start to our relationship. It's easy to underestimate how important it is to have clear, provable messages.

“This session was productive and helped us clarify exactly what we need to say to each audience. Above all, it focused the mind, generated new ideas and reinforced our business and marketing aims.

”

James Simmons, Marketing Director, Mail Boxes Etc

transparency in action

what you see is what you get

Here at BOTTLE PR we work for you and with you.

That means two things:

- getting the most from your PR budget
- keeping things nice and simple – no surprises on the bill

All activity is quoted in advance. Our charging structure is clear, simple and predictable, based on standard daily/hourly rates for all the professionals working on your campaigns.

Excellent account management with regular written and face-to-face communications lets you know what we are achieving on your behalf and enables us to identify fresh news opportunities.

You can expect to see weekly 'Monday minutes' of recent and planned activity, detailed timesheets, monthly work-in-progress reports, tactical campaign plans, along with conference calls and meetings.

Media coverage is one important success measurement tool, so we provide quarterly reports reviewing media coverage against pre-set targets.

But we encourage you to go beyond the headlines – to look at things in the round. Your sales patterns, website traffic, enquiries, employee feedback and (yes) complaints are all telling you things about your organisation's performance. Are you listening?

Clients come to regard us as a trusted extension of their own team.

Because they know that we see the bigger picture, and so better protect their interests.



“ BOTTLE PR's honest approach is refreshing. They let us know if a story is not going to work and make alternative suggestions. Lines of communication are always open and they are approachable and enthusiastic.

“There is a high level of accountability through their reporting structures. The monthly activity reports and call-round reports detailing journalists' feedback on news stories show exactly how their time has been spent and what results have been achieved.”

Alison Osborne, Marketing Manager, jobs.ac.uk

where 'cool' meets 'calm'

It takes months and years to build a fine reputation. It takes seconds to lose it.

When a crisis occurs, a firestorm of negative publicity can overwhelm you and your organisation's ability to respond effectively.

Here they come. Intrusive media chasing a story - the worse they think the story, the more they chase it. Government investigations. Consumer groups. Disgruntled employees and customers on blogs.

'All of them gunning for you.'

Responding hard and well to a crisis requires a lot more than typical PR skills. It needs top-end experience in fast investigative reporting, politics, and lobbying.

BOTTLE PR is there with you, to help you through all this. To enable you to respond in a way which looks confident and restores confidence. We aim to ensure that you emerge with your reputation not only intact, but (even better) enhanced.

Our crisis communications include crafting compelling statements; using proactive media contacts to communicate messages and context; identifying and recruiting credible third-party allies who support your side of the story; and striking first, not waiting to be hit.

To be best prepared for any crisis, you need the insurance policy of a strong reputation.

A reputation built steadily with opinion formers and decision-makers, with the public, with your competitors, with official bodies at all levels and their agencies.

BOTTLE PR has significant expertise in 'influencer campaigns' which present you and your organisation favourably across the board.

We help you build your reputation with the UK government and European Union, or with industry bodies and associations on issues of specific interest.

So that if trouble comes, you're ready for it.

industry experience

While your business or organisation undoubtedly faces unique challenges, it shares a common environment with others in your sector. You need to appoint a PR agency with in-depth understanding of the context in which you operate, your positioning against competitors, the emerging issues about to affect your industry, and which media have most influence with your key stakeholders.

At BOTTLE PR, our work with different clients over the years has given us an almost intuitive understanding of key market sectors. Below is a list to some of the key sectors we specialise in:

- Consumer and FMCG brands
- IT/telecoms
- Consumer IT
- Online brands
- Property/construction
- Financial services
- Public sector
- B2B
- Travel & tourism
- Science & innovation
- 'Green' PR (environmental, sustainability and energy)



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