

BOTTLE^{PR}



corking pr...

We've got the BOTTLE to:

- Work with a wide variety of clients, and bring a fresh perspective to each one
- Think up ideas that surprise and delight our clients
- Launch new brands to the media and public

At BOTTLE PR, we've come a long way in just a few years. The company was established in 2003 by two senior PR professionals with strong in-house and agency experience. Since then, we've built a strong and varied client base. But even though we've grown, we've kept our fresh, hungry and energetic approach to business and hold true to our core values of transparency and integrity.

Based in Eynsham, near Oxford, and close to the motorway network, award-winning BOTTLE PR works with large corporates through to the smallest start-ups, business-to-business and consumer brands, not-for-profits and the public sector. Our enthusiastic team of consultants all have solid PR backgrounds both in-house and with leading agencies.

Thriving on word-of-mouth recommendations, in 2007 BOTTLE PR became one of industry bible PR Week's prestigious Top 50 consultancies outside London. We're expert at giving the right message to the right audience, in a way that catches the eye of the media and generates superb coverage for clients in a vast range of sectors: the arts, automotive, business-to-business, consumer technology, financial, professional and legal services, fast-moving consumer goods, property and construction, HR, online brands, technology and telecommunications, not-for profit, public sector, healthcare, retail, travel and tourism...

Our highly talented team offers a spot-on mix of level-headed realism and refreshingly creative ideas. Never run-of-the-mill, bland or boring, we think you'll be knocked out by the sheer volume of original and inspirational activities we can generate.



Angels Den is a national online service designed to connect entrepreneurs with angels and facilitate deals with a value of up to £500,000.

"BOTTLE PR should be very proud of their team who do a great job. They are very committed to their work, generating good ideas and a showing great understanding of our business.

BOTTLE PR was an integral part of our business development for over a year before we launched, developing our marketing and PR strategy. We were very pleased with the Angels Den launch at the Oxo Tower, which was well attended and highly successful. It ran like clockwork in terms of the venue, the catering, the attendance, the timetable, the set-up, the atmosphere, even the weather.

Aside from the press presence, several people who hadn't really got the concept seemed to be converted during the morning. Typical parting words were: "I didn't fully get it before, but I do now and I'm going to spread the word and think about how we can help you."

With nearly 15,000 visits to our site since launching Angels Den two months ago, BOTTLE PR has clearly generated an excellent level of awareness. Choosing them to work with us was a great decision."

Lois Cook, Co-founder, Angels Den



We've got the BOTTLE to:

- Be creative and think big
- Be ourselves
- Advise our clients honestly

Our structure is refreshingly different from most PR agencies with their tiered, hierarchical account team and over-reliance on juniors. We find that applying a much flatter structure delivers optimum results for our clients. Our senior PR consultants, each with a decade or more of PR experience, are able to dedicate a high proportion of their time to working directly on a small number of allocated accounts. As a result, clients receive the highest possible standard of service and far greater return on their investment.

Our hands-on team-working ethos gives our clients the reassurance of knowing that the consultants dedicated to each account are firmly behind their organisation, contributing energy, expertise and enthusiasm.



Vicky Jewson of Jewson Film Productions is a film director and 2007 winner of the Arts, Media & Culture category of the Woman of the Future awards, which recognise and promote role models under the age of 35.

"One of the reasons I think BOTTLE PR has done a good job is that they like to try something different and don't work within set confines as some specialist film PR agencies do. Their fresh approach has given me a really good profile.

I wasn't sure about the value of awards, but BOTTLE PR convinced me. I won a Woman of the Future award which generated good media coverage and led to an invitation to take part in a round-table discussion for The Observer with some of Britain's leading female film directors. Networking at the event was highly useful, giving me contacts who still support me today.

Above all, colleagues at BOTTLE PR have felt like part of my team, believing in my project all along. They're not afraid to be honest, are able to change plans quickly at short notice, and really listen to what I want."

Vicky Jewson, Director, Jewson Productions Limited

Lady Godiva
Prepare for the ride of your life



We've got the BOTTLE to:

- Concentrate on the media and other audiences that matter
- Go for quality rather than the typical scatter-gun approach
- Ensure our efforts are results-focused

While sparky, eye-catching PR is a vital element of the mix and one at which BOTTLE PR excels, we are also experts in the less glamorous disciplines which steadily build your reputation and form the solid foundation underlying more exciting, creative campaigns.

Our approach is not the typical 'scatter-gun' method of sending out huge volumes of press releases to all and sundry. This can do more harm than good to your image with the media. Rather we achieve maximum coverage and results by employing intelligent, focused and structured techniques aimed at specific target audiences.

Our '10 Green BOTTLEs' service provides a checklist of day-to-day media relations activity in line with your objectives and target markets. Typical activities include:

- 1 Issuing news releases, but only when there's a real, relevant news story with media appeal
- 2 Providing a press office function to field and respond to incoming calls from the media and react swiftly to potential crises
- 3 Building a database of case studies with the 'wow' factor
- 4 Articles and forward features
- 5 Conducting a media audit to assess understanding of your organisation and building future opportunities in forward and regular features
- 6 Entering clients for relevant awards and speaking opportunities
- 7 Creating suitable sponsorship opportunities
- 8 Identifying profile opportunities for senior personnel and the organisation
- 9 Running an analyst relations programme
- 10 Piggy-backing topical news issues



Builders Ede is a long-established Oxfordshire-based developer, specialising in building traditional high quality private housing and refurbishing listed buildings.

"We have been working with BOTTLE PR for a few years and have been really impressed with the quality of their copywriting and the coverage they have generated. The work has included promoting a variety of properties including Longfords Mill - our development of a Victorian Woollen Mill in the Cotswolds.

Their approach is highly organised and focused, ensuring we get into the right publications and make the most of wider PR opportunities. BOTTLE PR created a 'hit list' of the top lifestyle and property magazines which they contact regularly and have generated some great features in. In addition to solid media relations work, BOTTLE PR put us forwards for awards resulting in us winning a Daily Mail UK Property Award. They work well to tight deadlines and have been flexible, responding quickly to changes in our business needs."

Claire Johnson, Sales Manager at Builders Ede



We've got the BOTTLE to:

- Be an industry innovator
- Exploit exciting technology
- Draw on new technology to fulfil clients' objectives

On top of our 10 Green BOTTLEs service of regular PR activity, we recommend targeting each chosen audience with a series of highly creative PR campaigns, which we term 'Spin the BOTTLE'. These campaigns are designed to attract maximum attention in the media and can include consumer surveys, bespoke media contact, media stunts and guerrilla PR activity.

Building on your PR objectives, the BOTTLE PR team will regularly brainstorm truly amazing ideas which will sit comfortably under the chosen overall umbrella theme for your PR and with your culture and image.

We constantly review our service portfolio and look at new ways to offer more to our clients. The rapid rise of Web 2.0 has brought a new generation of web-based communities. Through 'social media' such as chat, messaging, email, video, blogging and discussion groups, people are now able to share opinions, insights, experiences, and perspectives.

It's an evolution that excites all age groups, and organisations ignore it at their peril. They need to grasp the opportunity to communicate with virtual communities rather than individuals. Companies and not-for-profits alike must have a presence and activity in this space to maximise coverage and influence.

We constantly extend our experience of Web 2.0 technologies and their application to social media, keeping up to date with new trends so we can recommend and exploit the new media for the benefit of your business. Our services in this area include consultancy and training, audits of your communications to employees and customers, making blogging work for your business; creating, developing, producing and evaluating video and audio podcasts; and the design and deployment of miniweb pages.

Of course, being BOTTLE PR, we're not interested in a 'me too' approach. We'll ensure that any new media programmes differentiate your business for the right reasons in this, the most 'noisy' of environments.

spin the
BOTTLE

“

CheckMEND is a unique stolen property checking service used by the UK public and police forces to check the legitimacy of second-hand goods against the largest database of stolen items in the UK.

The internet has opened up a huge market for buying and selling second-hand goods and the presence of CheckMEND, allows people to protect themselves and reassure their customers when purchasing goods online. It was vital for the PR campaign supporting the launch of CheckMEND to take a strong online direction for this reason, as well as utilising the more traditional print and broadcast media channels. This incorporated articles and features as well as podcast video interviews recorded at the launch event in the Clink Prison Museum in London.

"We worked with BOTTLE PR to launch CheckMEND and the results were better than could have been expected. The creative photography that BOTTLE PR produced gave us excellent leverage with the media, and secured us front-cover slots with a number of our key target publications and online sites. Not mentioning the great broadcast coverage achieved. The PR campaign was a great success and we would happily work with BOTTLE PR again."

Adrian Portlock, Founder and Managing Director, CheckMEND

”



We've got the BOTTLE to:

- Take the bull by the horns
- Be proactive in a crisis
- Handle crisis PR with military precision

An organisation's reputation is one of its most valuable assets. When that reputation comes under attack, protecting and defending it become the highest priority. This is particularly true in today's 24-hour news cycle, fuelled by an investigative media, government investigations and consumer pressure groups.

When a crisis occurs, the media firestorm can quickly overwhelm your organisation's ability to respond effectively. To emerge with your reputation intact, we must anticipate every move and respond immediately and with confidence. In fact, properly handled, a crisis can become an opportunity to enhance your standing.

Crisis communications can include crafting thorough and compelling statements. Additional tactics may comprise proactive media outreach to communicate messages and context, identifying and recruiting credible third-party allies who can attest to your side of the story and striking first, not waiting to be hit.

Effectively responding to the challenges of a crisis requires more than the typical skills of the public relations professional; demanding instead experience at the highest levels of the field, such as investigative reporting, politics, and lobbying.

It is important to steadily build your reputation with local, national and international government bodies and their agencies, authorities, opinion formers and decision-makers. BOTTLE PR has significant expertise in running 'influencer campaigns', and offers guidance in the best way to approach significantly influential individuals and groups.

We can help you to influence target organisations such as UK government, the European Union, industry bodies and associations on issues of specific interest to your organisation or industry.



The South East England Development Agency (SEEDA) works with its partners to make the South East into a world-class region.

"I worked with BOTTLE PR on a very successful campaign to champion the work of Broadband Partnerships in the South East, in addition to encouraging SMEs to embrace broadband to drive greater business competitiveness. BOTTLE PR successfully delivered our campaign within a tight timeframe and to a set budget. SEEDA set challenging measures and objectives [for evaluation] in terms of press coverage generated by the campaign, a dramatic increase in awareness/profile of the Broadband Partnerships by local businesses and the successful recruitment of businesses to act as 'hot spot' providers for wireless internet access. Each of these stringent targets was achieved.

I genuinely consider their work to be professional, innovative, impressive and thorough. The team who worked on our campaign had a real focus, determination and commitment to succeed. BOTTLE PR delivers the work and the results."

Steven Heaton, SEEDA Campaign Manager, Learning & Skills Division



We've got the BOTTLE to:

- Invest our time in a messaging workshop to get under the skin of each client
- Promise only what we know is possible to meet our clients' objectives within the budget available

Only once we fully understand your markets, competitors, culture, customers, people, vision and issues will we plan the PR journey that will fulfil your ambitions.

To achieve our aim of becoming your trusted strategic partner, we invest our own resources in a Messaging and Campaign Planning Workshop. Typically lasting between half and a full day and held before proactive work starts, the workshop equips us to devise highly focused PR that delivers results in line with your business objectives and agreed targets. It also covers practicalities and working practices, so that we can go forward as an effective extension of your own team.

From the messaging workshop we then put into place essential preparation that builds a strong foundation for your PR campaigns. This usually includes:

1. Distilling and capturing your key messages into one brief document, to be used for all aspects of communications throughout your organisation
2. Creating media packs, including biographies, corporate information, Q&As and product information, that will allow journalists access to key information about your organisation without having to search for it
3. Devising detailed PR campaign strategies, as well as short range tactical plans
4. Compiling tiered and focused media lists of key journalists, bloggers and broadcasters together with key messages/hooks for them
5. Media training/media practice sessions, to ensure your spokespeople can deliver key messages effectively



Mail Boxes Etc is the UK network of high street stores offering reliable express and worldwide delivery, professional packing, printing and mailbox rental.

“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



We've got the BOTTLE to:

- **Keep your life simple**
- **Be open and honest**
- **Have a policy of 'no (nasty) surprises'**
- **Make your PR budget earn its keep**

At BOTTLE PR, we uphold the highest standards of integrity and transparency, with a policy of 'no surprises'. Our charging structure is clear, simple and predictable, based on standard daily/hourly rates for all the professionals working on your campaigns. All activity is quoted in advance.

Excellent account management with regular written and face-to-face communications will keep you up to date on the results we are achieving on your behalf and enable us to identify fresh news opportunities. So, you can expect to see weekly 'Monday minutes' of recent and planned activity, detailed timesheets, monthly work-in-progress reports, and tactical campaign plans, along with conference calls and meetings.

Your PR budget must be made to work as hard as possible. Media coverage is obviously an important measurement tool, and we provide short quarterly reports reviewing the volume and content of media coverage against pre-set targets. However, we advise also taking business deliverables (such as website traffic, enquiries from prospects or potential supporters, sales...) into account, too.

Not surprisingly, clients come to regard us as a trusted extension of their own team, confident that we will protect their interests.



jobs.ac.uk is the leading online jobs board for research, science and academic related professions with 173,000 registered users and 508,000 visitors a month.

"BOTTLE PR's honest approach is refreshing: they will let us know if a story is not going to work and will make alternative suggestions. The lines of communication are always open and they are approachable and enthusiastic.

There is a high level of accountability through the reporting structures they have in place. 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



We've got the BOTTLE to:

- Constantly extend our PR skills and knowledge
- Be passionate about our client's business, and cheer them on to success
- Refuse to take 'no' for an answer till we get results
- Knock on doors

Our PR consultants are experts at forging and maintaining excellent relationships with you and your media spokespeople. We're as ambitious as you are to carve an exceptional reputation for your organisation with the media and your publics.

BOTTLE PR people confound the PR stereotype. You'll find no prima donnas, egos or air-heads. In most cases, our consultants have direct experience of life on the client's side of the desk. We understand the pressures and constraints under which you work and take on board the issues you face.

Our consultants are experienced in delivering strategic communications for some of the biggest brands in the world through to enterprising start-ups. We continually invest in our team's training and membership of professional bodies to hone and update our skills and knowledge.

So, if you're looking for an agency that's small enough to take a passionate, personal interest in its clients and large enough to devise and run well managed, attention-grabbing campaigns, talk to BOTTLE PR.



Warwickshire & Northamptonshire Air Ambulance (WNAA) provides an emergency medical service for over 2,000 square miles

"BOTTLE PR has made a substantial contribution to saving lives by its ability to promote the work of the Warwickshire & Northamptonshire Air Ambulance.

By getting the right message to the right people at the right time, our funds have increased dramatically and our supporters remain loyal. We have the best magazine in the business and barely a week goes by without excellent media coverage of our work. BOTTLE PR is a full member of our life-saving team."

Andy Williamson, CEO,
Warwickshire & Northamptonshire Air Ambulance





**WE'VE
GOT THE
BOTTLE**

BOTTLE PR
33 Acre End Street
Eynsham
Oxford
Oxfordshire
OX29 4PF

t +44 (0) 1865 882988
f +44 (0) 1865 882553
e getit@bottlepr.co.uk
w www.bottlepr.co.uk