



# PUBLIC RELATIONS

**Raise Awareness of Your Business!**  
**Differentiate Your Offer!**  
**Build Credibility!**  
**Drive The Bottom Line!**

**This is what PR can do for you...**

*Purple Tangerine helps companies to manage their brand image and communicate effectively with their target audiences in order to make a real difference to their business objectives.*

## **What Is PR?**

PR covers a whole plethora of tactics and strategies but in its most basic form it's all about identifying what you want to say and saying it to as many audiences as possible, such as customers, suppliers, investors, the media, employees and government - to name a few!

Used effectively, PR can double your company's sales in a short period of time at a fraction of the cost of other forms of marketing, such as advertising.

## **The Importance of the Media**

Getting a third party to say nice things about you is at the core of good PR campaign. One of the most important third parties is the media and one of the one of the most popular tools in the PR toolbox is Media Relations.

It is common sense that a positive story about a company written by a journalist is more believable than an advertisement. The advertisement is YOU saying how good you are, the news item is a JOURNALIST saying how good you are...

In today's mass communication world, where on average we all receive over 100 messages a day, it is mission critical that businesses manage their public images ensuring all potential is maximised and all risk is minimised...

## **Our Contacts**

We have excellent contacts within national press, television, radio and on line media and have worked with some of the world's biggest brands including: adidas, Bausch & Lomb, B&Q, Black & Decker, Cadbury, Disney, Kingfisher Plc, Mars, Motorola, Pedigree, Schweppes and Vauxhall...



**The Daily Telegraph**



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## **Public Relations Strategy**

We work with our clients to develop a PR Strategy that identifies:

- both your current image and the image you wish to portray
- your target audiences – who they are, what they do & what they think
- tactics to influence and persuade your target audience to believe in your products and services and switch their opinions, beliefs and behaviours to be favourable towards your business

## **Media Relations**

We create media relations campaigns for your business - identifying the image you wish to portray and developing news angles, photographic opportunities, feature angles for all media including TV, Radio, Press and On Line.

## **News Release Writing & Issue**

Drafting news releases targeted at different sectors of the media – National, Regional, Business, Consumer and Trade.

Issuing your news releases direct to all targeted media and via the PR newswire and other wire services.

Our team of media relations experts call and sell in your story to the key media – developing news and feature ideas and arranging interviews.

## **Press Cuttings Service & Campaign Evaluation**

A cuttings service to monitor published media coverage.

Follow-up report analysis of the campaign with an evaluation of the media coverage by key message, brand mention and equivalent advertising cost.

## **Photography & Graphic Design**

Where relevant we will recommend photography to support the media campaign. We also offer a full design service for logos, brochures, websites and corporate videos.

## **Media Training**

A fully comprehensive media training service, covering: understanding the media; rules of engagement; how to look, what to say; the story house; answering difficult questions; bridging techniques; holding press conferences; types of journalist; crisis management; and interviewing techniques.

## **For Further Information & A Free Quote**

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