

Lot 1 PR

Background
and expertise

Lot 1: PR

Our areas of specialism

We specialize in two areas: healthcare and the environment. We have developed considerable expertise in the latter through working with clients such as the Environment Trust, on projects including renewable energy and environmentally friendly social housing and workplace schemes, as well as with a number of clients in the wood sector, including consumer and business campaigns for the British Woodworking Federation, the Sustainable Forestry Initiative (SFI) and the Wood Window Alliance, promoting the use of the world's most sustainable building material.

We have a substantial understanding of complex topics like Life Cycle Assessment and Whole Life Costing, Certification, recycling and waste management. Our client and contact database has been built up over several years.

We also understand how to communicate, not just with the media, but with the stakeholders and vertical markets that are so important to our clients' business. So we specialize in good writing (what client wants to send back a piece of copy four times before it's right?) and good ideas (let's give the residents of Sheffield a packet of flower seeds for their gardens to mark the launch of the city's first 'Green Homes' scheme). Our PR backgrounds are diverse - it makes for a great exchange of new ideas.



Give an example of creative thinking that has achieved national media coverage



What's that Globe all about..?

...it's our dramatic visual to bring home to Londoners the amount of CO₂ emissions that we pump into the atmosphere. We created this 35 foot inflatable for the press launch of the GLA's 'DIY Planet Repairs' campaign in just five days. London's emissions per second ticked away on the LED counter giving a sense of urgency.

The national and regional broadcast news bulletins and London Evening Standard covered the event.

Give an example of strategic approach, to help complex organisations develop 'one voice'



The Wood Window Alliance is made up of a number of window manufacturers and companies from related industries such as paints and coating. Outside the Alliance they are competitors in a burgeoning market; inside the Alliance they have one objective - to promote the benefits of wood windows in the face of consistent and aggressive marketing by their common competitor, the plastic window industry. Bringing them together, through the British Woodworking Federation, has been dependent on the compelling proposition that the wood window industry, as a whole, will benefit from one voice, not only in the promotion of wood as the most sustainable and beautiful material for windows but also in the addressing of

misconceptions about its durability and maintenance. The introduction of Round Tables, involving members of the WWA and the media, has played a significant part in making that single voice heard by their target audience.

Give an example of working with organisations to develop media profiles and relationships



Every penny of the money invested in PR by the Environment Trust must count. A Sustainable Development charity based in Tower Hamlets, the Trust's main aim is to improve the social, economic and physical environment for community benefit. It reaches out to communities with its Green Space Teams, wildlife events for children and affordable green workspace projects. A unique solar power canopy for an East London go-karting track is just one of the projects we are working on. Despite all this good work going on, the Trust's profile was low. Working with them for just over a year and using some key Green Home development schemes as a platform, we have built a profile for the Trust and its chief executive with national, regional and specialist media and provided networking opportunities for him with some key opinion leaders. There's much more to do, but this month we are in talks with a leading supermarket chain about a customer facing project related to simple energy saving tips, endorsed by the Environment Trust.

Give an example of innovative thinking



Keeping PR fresh for trade associations and industry bodies can be a challenge and we draw on our wide range of PR experience - consumer, trade, business-to-business, youth, and health - to find new ideas to make target audiences sit up and take notice. Two examples: a group of business-suited window

manufacturers with campaign placards, noisily demonstrating on the many qualities of wood windows for the cameras; and a 'Day in the Life' (straight from the Sunday Times) series focusing on a joinery apprentice, a technical manager and the (female) president of the British Woodworking Federation.

Please provide your thoughts on what WRAP's focus should be for the next 12 months from a media perspective and the development of its corporate reputation. How do you think we should evaluate success?

Consumers and businesses are bombarded by information about the things they should and should not do to help address climate change – it is relentless and increasing and some of the information is conflicting and a lot of it is confusing.

WRAP's remit falls in an area where changes in behaviour can be both realistic and achievable. The idea that by recycling efficiently and supplying and selecting recycled packaging we can 'make a difference' is a powerful motivator but it has to be believable, and clear. WRAP has an opportunity to cut through the clamour and establish itself as an accessible, informative and supportive organisation – a voice of reason and authority in an area where we can all 'join in' in our day to day lives. Developing a higher consumer profile is an important focus, provided that the personality of the organisation supports a positioning and tone of voice which is helpful, realistic and involving, rather than didactic. This is where communications must focus in the development of WRAP's corporate reputation and from a media perspective.

Success can be demonstrated through tracking behaviour change in terms of recycling and the preference for recycled packaging. But for the organisation itself, increasing awareness of WRAP as the accessible, approachable but no nonsense voice on everything to do with how we package the goods we buy and sell is vital in a world where 'expert opinion' and confusing data is in danger of drowning out the real practical advice that consumers, in particular, urgently need.

PR team

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