

Public Relations with a history of success



Da Vinci Public Relations

creative strategies to grow your business

www.davincipr.com

The background of the page is a solid dark red color. Overlaid on this are several thin, white, overlapping geometric lines that form a series of nested, slightly offset rectangular shapes, creating a sense of depth and movement. These lines are primarily concentrated on the right side of the page, with some extending towards the left.

‘One decent
editorial counts
for a thousand
advertisements.’

**James Dyson, inventor and manufacturer,
in a conversation with Da Vinci Public Relations**

Public relations: the right tool for growing your business

Where do you want to take your business? Perhaps you're the boss. Perhaps you're the boss's boss. Perhaps you are intimately involved with making your organisation's sales and marketing activities successful. You've been told – or you've told yourself... your business has to grow. And yes, it *can* grow. There are dozens, hundreds, even thousands of customers out there. Every one of them has the potential to be *your* customer.

The question is: how best to reach them?

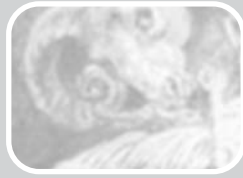
We are Da Vinci Public Relations. Our business is to connect your business with your target audiences. We create a marketing mix that provides you with a comprehensive marketing communications resource, ensuring your messages reach the right people in the right places, all the time.

We use proven marketing and public relations tools – such as media relations, direct mail, sales promotion, brochures and newsletters, special events, surveys, original market research and a range of other important mechanisms to create the precise combination of resources that best fits your needs. Our aim? To put your message in front of the people who are most interested in what you offer.

Above all, we help you understand **where your business is now**. We also help you decide **where you want to take it**.

Armed with this information, we work with you to provide practical, strategic answers to the most important question of all:

How will you get there?



How does PR work?

PR involves communicating a message to one or more of the different ‘publics’ (that is, target audiences) your business wishes to influence in a positive way. These audiences typically consist of your organisation’s existing or potential customers. It may also be in your company’s interests to communicate a message to other different publics. These may range from shareholders to all types of officials, regulators, consultants and other advisers, or any other key influential decision-makers.

Is public relations the same as media relations?

Not in our view. We act on the principle that media relations – winning coverage in the “editorial” section of the media – is only one element of public relations. We believe that the discipline of public relations should involve *any* type of communications activity directed at conveying a promotional or sales message of any kind to an organisation’s relevant publics. It is essential to remember that the notion of a ‘public’ does not by any means necessarily refer to the ‘general public’. A public is *any* group, sector or other identifiable collection of people or businesses that an organisation wishes to influence.

“Applix is a global provider of Internet-based Customer Relationship Management, Customer Analytics and Business Planning Solutions for Global-2000 customers. Although having been established in 1983 and with thirty-two of the Fortune 50 plus more than half of the Fortune 500 as customers, Applix as a company was virtually unknown in the IT industry. Introducing Da Vinci Public Relations into the equation in spring 2000 has seen a complete turnaround of this situation with articles appearing verbatim in the FT and in several other leading industry publications. The awareness created has led to various speaking opportunities and has established Applix as a provider of intelligent, objective thoughtpiece articles as well as first-class business solutions.”

MARION HAWKINS, MARKETING MANAGER, APPLIX UK

Planning for success

The essence of any successful promotional campaign lies in aligning your marketing communications resource to your commercial strategy.

We don't start working for organisations until we know exactly what they want to achieve at a commercial, strategic level. We explore this in detail, looking not only at your current commercial targets, but also at objectives that are likely to become important over the next twelve months.

In particular, we pay especially careful attention to your sales and revenue targets.

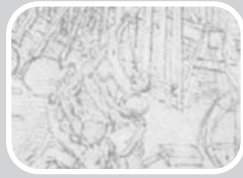
Equipped with this comprehensive picture of your current position, your commercial objectives and the various resources available to you, we develop:

creative strategies to grow your business

Again and again, we come up with ideas that hadn't occurred to our clients, often because clients may be too close to their own activities to view every opportunity with the clarity needed when a major commercial strategy is being planned. Above all, we are public relations *consultants*, responsible for advising our clients about every aspect of their public relations needs in order that their strategic objectives can be advanced.

“Da Vinci Public Relations has won us extensive coverage in a wide variety of key professional media and newspapers, including important coverage in the *Financial Times*. We regard your activities as a key element in our ongoing marketing campaign.”

MICHAEL DOUGLAS, MANAGING PARTNER, THE QUO GROUP



Our solutions

The promotional solutions we implement on behalf of our clients all have one thing in common: they are efficient and effective because they respond to the *individual* client's strategic objectives. Every campaign is tailor-made to a client's particular requirements.

You may want to influence the general public, or perhaps you are more interested in projecting a message to a specific industry or profession. Or maybe you have a small number of target organisations or key decision makers to whom you want to communicate a complex and important message.

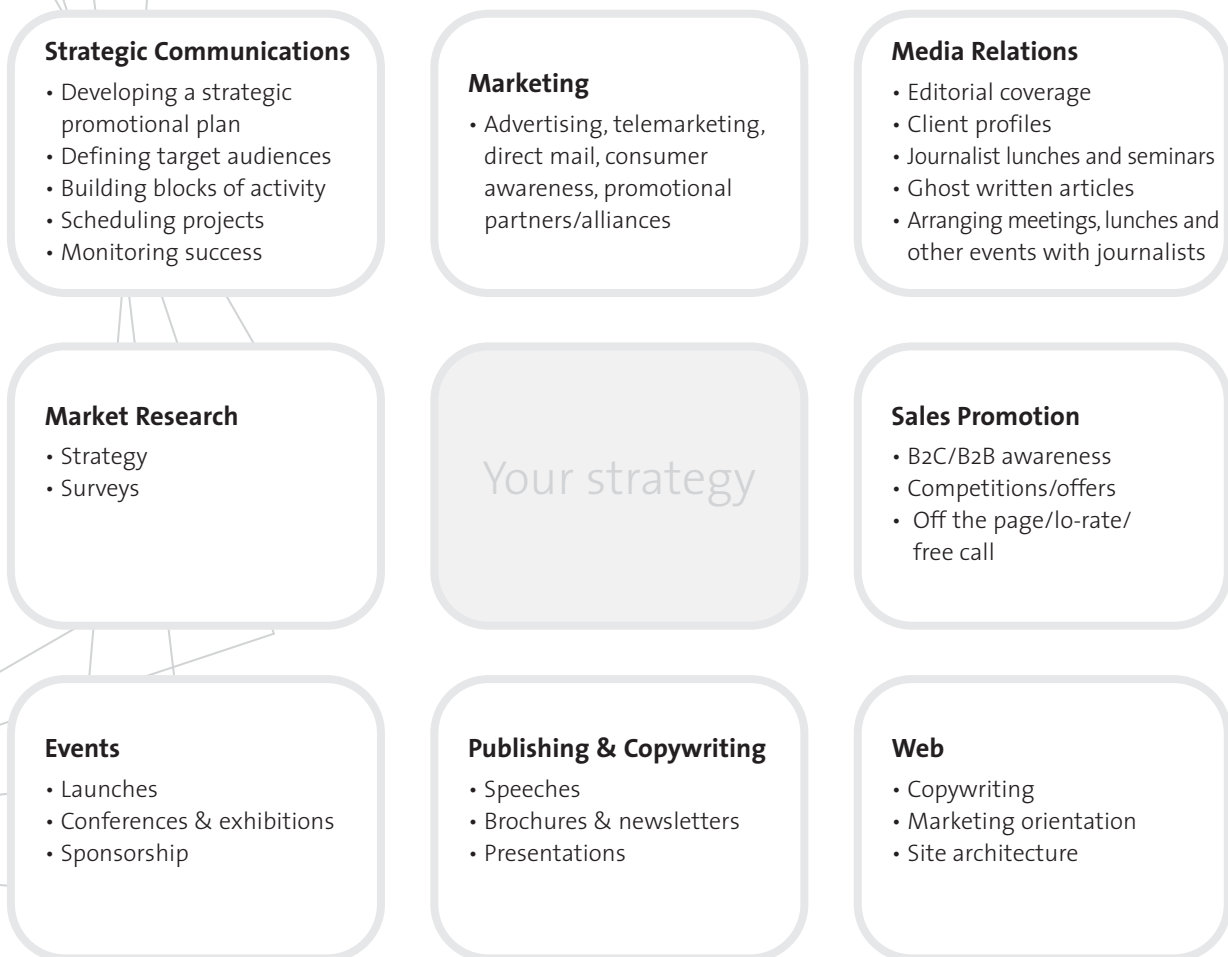
Each target audience will typically require a totally different approach. This is why the initial planning of a campaign is of such critical importance. The client receives the most efficient and effective solutions for its own particular needs.

What kind of solutions do we implement on behalf of clients? The diagram on the next page shows how your strategy lies at the 'core' of the entire process.

In the diagram, the different elements of the Da Vinci service are shown as being intimately linked to the client's strategy. Some projects may require every element to be implemented, other projects will require fewer elements. As always, the client's strategic requirements are what determine the nature of the complete solution we offer.

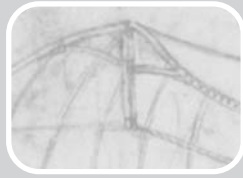
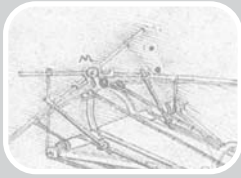
“As a direct result of the services provided by Da Vinci PR we have witnessed a dramatic increase in our corporate profile, achieving exposure in the national press, broadcast media and trade press. We have been deeply impressed by the ability of Da Vinci not only to work with our specialised industry experts to craft suitable material for publication but also in their ability to place that material in high-profile positions within the media. This success has led us to increase the involvement of Da Vinci in our business and to seek ways in which to exploit their talents in, for example, production of case histories through direct liaison with our clients.”

ALAN WOODWARD, DIRECTOR, CHARTERIS PLC



“Da Vinci’s PR service is a truly professional one that is pro-active when it needs to be, devoted, highly responsive and backed by a superb quality of writing and research.”

MIKE MEYRICK, DIRECTOR, MBA INTERNATIONAL



What do we **deliver**?

Da Vinci delivers results in all key industrial and commercial sectors. We have particular expertise in:

- **business-to-business**
- **business-to-consumer**
- **all kinds of professional services**
- **banking and financial services**
- **pharmaceutical industry**
- **human resources sector**
- **information technology**
- **consulting services**
- **food and drink**
- **the travel, leisure and holiday industry**

Tap into our skills and expertise for *tangible and quantifiable* promotions advice and support. Use us to help you plan, use us to help you deliver. Learn more about truly flexible marketing communications activity by talking to us about your commercial needs. We undertake all the following activities:

Write your marketing and PR strategy

This takes the form of a document which you can use as you wish. Naturally Da Vinci PR will be pleased to work with you and implement your plan if you wish us to do so. In almost every case, this is what our clients want us to do.

Review an existing promotional plan

We'll suggest how it can work harder for you and deliver better value.

Develop internal/external communications campaigns

Activity designed to reach specific audiences – existing/potential customers, current/potential staff, suppliers, business alliances, business support agencies, government.

Plan and implement ad hoc promotional projects

Media relations, sales promotions, direct mail, telemarketing.

Arrange and support special events

New product/service launches, receptions, educational visits.

Create your promotional literature

Copywriting and design for brochures and newsletters; website content development.

Provide market research

Research strategy, surveys, using results to generate media coverage.

“You advised both the IDOM Group and subsequently Deloitte & Touche Central Europe over the formulation of a PR strategy and its subsequent implementation. You helped to promote the name, products and services of our consulting activities both in Western Europe and throughout the Central European region. You have always been thorough in your research and follow-up activity, ensuring that the messages reach the target audience in a clear and focused manner. You were able to build an excellent understanding of the professional services activities of Deloitte & Touche Central Europe and the many facets of our geography, which comprise fifteen independent nations at very different stages of economic and social development.”

ALEX DEMBITZ, CHAIRMAN, DELOITTE & TOUCHE CENTRAL EUROPE

Media Relations

Media relations is the winning of editorial coverage in print and broadcast media that is of critical importance for your strategic development. Da Vinci Public Relations regards media relations *as only one part* of the overall discipline of public relations.

However, it is a particularly important part.

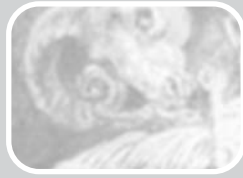
The following questions and answers explain the approaches we take to running media relations campaigns on behalf of our clients.

What do we mean by ‘editorial coverage’?

Editorial coverage is column inches or airtime in those sections of the print media (or those parts of broadcast programmes) put together by editors and journalists. Hence the term ‘editorial’, which should not be confused with those opinion pieces published in newspapers where the editor voices his or her own views on crucial issues.

Editorial coverage is extremely important to organisations for the following reasons.

- It has **maximum credibility** – the reader or audience knows that the coverage has been put together by professional editors or journalists and that it has not been paid for.
- The coverage **can convey a large amount of information** – a big problem with advertisements of any kind is that there is a strict limit on the amount of information they can convey. This is not true for editorial coverage, which can use all the words it needs to get its message across.
- Editorial coverage **is more cost-effective than advertising**. This is because it is not purchased. The only cost associated with editorial coverage is time devoted to generating the material, sending it to the journal and following up the submission.



What kind of submissions do we make to media on your behalf?

The simple answer is that we make submissions we believe media will want to use! This generally means that the submission contains either a high news value, focuses on an important topical issue, or is interesting for some other reason.

An important part of our consulting activities is advising clients on the nature of the submissions we should be making to media on their behalf.

Submissions typically take the form of any of the following:

- **news releases**
- **ghost-written articles**
- **content for features planned by journals**
- **personal contact with journalists**
eg. at seminars and meetings
- **major research sent to editors on behalf of clients**
eg. special surveys, industry reports, white papers
- **profiles of key people at client organisations and of client activities**
- **inviting journalists to interview key people at client organisations for press features or for broadcast soundbite opportunities**

“Our first year of working with Da Vinci PR has included creating media briefings, press releases, feature articles, case studies and newsletters. The consultancy has proved to be responsive, imaginative and industrious. They were instrumental in assisting us to carry out a very successful survey of pension fund trustees. Da Vinci PR has gained a rapid understanding of our software and our niche market, and successfully utilised this understanding in positive and voluminous coverage within the media. They are proactive in developing newsworthy stories, and above all know what will and what will not make the pensions news. Da Vinci PR plays a critical role in our marketing efforts and we have gained maximum returns on our campaign budget – definitely worth the investment.”

ROGER FORDER, CHIEF EXECUTIVE, EURAPLAN

Do we write the submissions ourselves?

Yes, the quality of our writing on behalf of clients is an essential element of our professional activities. We believe we are exceptionally flexible in our ability to tailor submissions not only to the precise nature of the media to which they are being targeted, but also according to the precise needs of the clients themselves. We are very much ‘marriage brokers’ between our clients’ commercial objectives and the needs of the media we advise them to target.

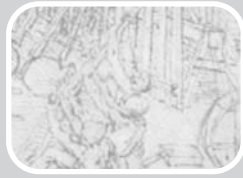
Do we pay media to use our clients’ PR material?

Definitely not. Our entire professional activities are based around the premise that good editorial submissions to media will be used by media because of their inherent quality, newsworthiness, topicality and relevance. We generally steer clear of so-called ‘advertorial’ deals (ie. combined editorial and advertising) precisely because they tend to negate the fundamental benefits of PR. They do not carry the requisite level of credibility, and of course they need to be paid for.

Isn’t there excessive competition to get PR material published or broadcast?

Perhaps surprisingly, there is often less competition than might be imagined. Too many in-house PR departments or consultancies send material to editors and journalists that is badly written, inappropriate for the media being targeted, insufficiently topical or too self-promotional.

Editors and journalists rarely accept blatantly self-promotional material. It would quite clearly lower the quality of their editorial content. This in turn would damage the crucially important relationship the media has with its readers or audience. Da Vinci sees its task as to generate and submit material to media that actually increases the quality of the editorial content of the targeted media. In other words, we need to be as good as the editors and journalists themselves, ideally, even better.



Why use a PR consultancy?

In principle, there is no reason why an organisation should not undertake its own marketing communications. However, it is essential to bear in mind that marketing and PR is a profession requiring specialised professional skills. Usually it is only very large organisations that can readily afford to operate a quality in-house PR department staffed by experienced and committed expert PR executives. Running such a department can easily cost £100,000 annually.

Most organisations do not have that kind of budget available for PR resources. For them, engaging a stand-alone PR consultancy can be an extremely attractive alternative. The consultancy bears all the costs of running the PR resource and charges out its time at a daily rate or on a project basis. The consultancy will have a powerful built-in motivation to succeed on the client's behalf.

After all, if the consultancy does *not* show a profound understanding of the client's strategic requirements and is not able to translate these into concerted and effective marketing activity, it can hardly expect to be engaged again in the future.

Furthermore, a marketing and PR consultancy should be able to provide an objective, impartial perspective on a key commercial issue or strategic challenge. That may be difficult for the organisation to solve by itself due to it very likely being too close to the issue. Furthermore, marketing communications consultancies can provide additional writing and media liaison resources during particularly busy times. For this reason, many in-house marketing or PR departments of large organisations make frequent use of external consultancies for specific projects.

Da Vinci Public Relations works to become a client's marketing communications partner, rather than just a supplier.

“Da Vinci PR delivers. They always find a way to get it done.”

JEFF DUROCHER, DIRECTOR OF MARKET DEVELOPMENT, RHR INTERNATIONAL

“We contacted you with some trepidation, as our previous experience with public relations consultants had been disastrous. But you proved to be as good as your word. You delivered what you promised and continue to do so. In an industry as potentially imprecise as PR, it’s often difficult to achieve the results clients want. That, however, is precisely what you’ve given us.”

JOHN RIVANS, MARKETING DIRECTOR, TOTAL SYSTEMS PLC

What should you look for in a PR consultancy?

Ideally, the partner you choose should be able to offer you:

- a real interest in learning about and understanding your strategic objectives
- a track record of helping clients meet their marketing goals
- executives with specialised experience in your particular sector
- excellent writing skills
- expertise in media research
- a willingness to be completely transparent about charges. We charge a daily rate and agree with a client in advance how many days we devote to their business
- the right kind of feedback to you. This is customised to your own reporting requirements and details the work we have undertaken for you and its results

Da Vinci delivers each of these service elements. Ask our clients.

“Having your organisation writing for us has been like having a full-time copywriter as a member of the team, enabling us to achieve consistency in our marketing material. You have provided a true value-for-money service.”

CHARLES L. GAY, MANAGING DIRECTOR, SHREEVEPORT

“Your hard work has given us an exposure in a variety of consumer and travel trade media which we would not have otherwise received and has provided a most useful basis for future promotional activity.”

CHRISTINE HENNESSEY, SALES AND MARKETING MANAGER, ROYAL OLYMPIC CRUISES

About **Da Vinci Public Relations**

With a head office in Canterbury, Kent, and an office in London, we are a full-service public relations consultancy which helps organisations meet their strategic objectives and grow their business.

Our locations allow us to offer a first-class service to clients in London, the rest of the UK and Continental Europe. We also handle projects for clients in North America, Australia, Asia and Africa.

Our clients, past and present, include the following organisations

- Abbey National
- ACI
- Act Financial Systems
- AIT
- American Express Bank
- Applix (UK)
- Barclays Bank
- Business One Irwin
- Canterbury Web Services
- Cantor Fitzgerald
- CEDAR International
- Charteris plc
- Company Watch
- Continental Cycle Drive
- Cranfield School of Management
- CWCS
- Datamonitor
- Deloitte & Touche Central Europe
- Domain Dynamics
- Dow Jones Telerate
- Dubin & Swieca
- Easy I
- Elsevier Advanced Science Publications
- Equity International
- Erwin Brecher
- Euraplan
- Euromoney
- European Fund Manager
- Fiserv
- Ford Finland
- Fraser Green
- FT Management
- FT Management Reports
- Futures & Options World
- FX&MM
- Garrick Media
- Global Asset Management
- Global Custodian
- Go Native
- Goodwill Communications
- Halpern & Woolf
- Hermes Softlab
- Hewlett-Packard Company
- IBC
- ICIT
- IDOM Ltd
- Integriion
- Intelligis
- International Thomson Publishing
- James Capel Private Banking
- Labatec Pharma, Switzerland
- Little, Brown
- Longman
- Market Link Publishing
- MBA International
- MCA Communicates
- Midland Bank
- Ministry of Finance (Poland)
- NatWest Markets
- Neville Pundole Gallery
- Nexus Payment Systems
- Nine to Five
- Nyman Linden & Co.
- Pearson Education
- Pendragon
- Pitman Publishing
- Professional Liability Services
- Quotron
- Reeves & Neylan
- Reuters
- RHR International
- Royal Bank of Canada
- Royal Olympic Cruises
- Simon & Schuster
- Small Landlords Association
- Speedware
- Standard Chartered
- StatPro
- Strategic Asset Management Systems (SAMS)
- Sungard Asset Management
- Swallow Information Systems
- The Daily Telegraph
- The Economist Group
- The Garrick Corporation
- The IDOM Group
- Total Systems plc.
- Unisys
- VISA
- VistaSource
- Wafabank (Morocco)
- Whitehall Leisure

Da Vinci Public Relations is a highly effective and cost-efficient PR consultancy that can play a major role in helping your organisation meet its strategic objectives. Our team of experienced consultants operates a wide range of focused techniques that can be precisely tailored to your organisation's business development needs.

If you would like to find out more about how PR can improve your organisation's performance and profitability, please contact us for a no-obligation discussion:

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Please view our website www.davincipr.com
for information about Da Vinci Public Relations,
our consultants' biographical details and specialisations.



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