

**THE  
CANTILLION KING  
APPROACH  
TO  
PRESS AND PUBLIC RELATIONS**

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## 1 INTRODUCTION

- 1.1 This document presents Cantillion King's approach to press and public relations.
- 1.2 Following this introduction we undertake a Promotional Audit to be briefed on definitive background information and identify specific promotional objectives.
- 1.3 If appropriate, we also like to talk to your customers, installers, distributors etc to ensure that we achieve a balanced view of your market and the influences that affect it.

## 2 THE IMPORTANCE OF PR

- 2.1 The strength of a planned and sustained Public Relations campaign is its ability to communicate, inform and educate through the perceived impartiality of the press.
- 2.2 A creative PR campaign will also reach audiences that cannot be reached cost-effectively through advertising. In short, PR will make a positive contribution to the promotional effort by reaching the parts advertising cannot.
- 2.3 These aspects of PR are important to reach and influence the widest possible audience.

### 3 PREPARING THE GROUND

#### 3.1 The Promotional Audit

Our promotional Audit looks in-depth at your company, its products, markets, etc and includes interviews with sales staff, customers, and distributors if appropriate. This is followed by a review of objectives and preparation of a strategic proposal to meet them.

#### 3.2 Background Notes

Before beginning PR activity Cantillion King will produce background notes covering a better understanding of your business and are used in a number of other ways:

- As a reference for future editorial material.
- As a file reference for distribution to key journalists.
- For inclusion in press information packs.

#### 3.3 The Company Spokesperson

We will agree a Company spokesperson who can be quoted in press releases and will be prepared to meet the press on visits, for interviews, etc.

#### 3.4 Preparation of Candidate Media List

As mentioned, an important objective of the programme is to reach the parts advertising cannot. To extend the campaign beyond the scope of an advertising budget we review all relevant business sectors.

Within each sector there will be several authoritative publications that can be targeted for press information.

#### 3.5 Establishing the Core Proposition

An important objective of the Promotional Audit will be to establish a Core Proposition. This will sum up in a few words the most motivating or differentiating thing that can be said of your company and products.

The Core Proposition then becomes the focus for all promotional activity.

## 4 A PR PROPOSAL TO STIMULATE THE MARKET

Clearly your promotional objectives will not be achieved by simply issuing press releases. Yet with a great deal of information to communicate to a large number of people, public relations should be an important part of your promotional strategy. To influence the widest possible audience and reach the broadest possible range of publications, PR must:

- Be planned and carefully targeted
- Present your messages in greater depth
- Challenge conventional solutions
- Stimulate

### 4.1 Planned Targeted and Tailored Press Releases

Hundreds of press stories, features and releases are submitted to the media every day. To ensure that every press opportunity is fully exploited the story should be immediately identified by the editor as relevant for his/her publication.

We make sure that each press release is carefully targeted and tailored by making it relevant to each candidate media sector.

### 4.2 Pro-active PR for In-depth Editorial Coverage

PR planning at Cantillion King means regular contact with trade press editors to change press release opportunities into extended features.

The stories are offered on an exclusive basis in advance of press releases. Meetings are arranged with important editors. Suggestions for articles are presented for consideration.

### 4.3 Challenging Conventional Solutions

Where possible press relations should be used to challenge conventional solutions in key product or market sectors. This helps to differentiate and provide positive reasons for customers to buy.

### 4.4 Stimulating Product PR

We will ensure that the PR programme is carefully regulated and that news releases are never dull!

Each item should be newsworthy, stimulating and genuinely interesting. Photographs and applications information will be used to add interest to product stories and ensure that quality enquiries are generated.

## 5 MEETING STRATEGIC OBJECTIVES

At Cantillion King we have four strategic objectives for all of our Clients. They are Branding, Positioning, Communicating and Supporting Sales.

These are best achieved with a combination of marketing tools including advertising, PR, literature, direct mail, sales promotions, exhibitions, etc.

However, PR makes its positive contribution to each of the objectives in the following ways:

### 5.1 Branding

Branding makes a company famous in its marketplace and requires a combination of impact and frequency. To achieve this is really the job of advertising, which can be designed with impact and bought for frequency.

However, PR will contribute by providing brand support. This will be achieved by ensuring that the newsworthiness of your products is exploited to produce sufficient quantity and variety of material to provide frequency. There are also several ways in which additional impact can be achieved:

- Impact Through Photography

If photography is of a high standard and visually interesting, editors are more likely to accept it to improve the look editorial in of their publications. We ensure that your products provide opportunities for interesting photography and colour should be provided every time.

- Interesting Applications, Famous Customers

By featuring interesting or unusual applications, major contracts or famous-name customers your company can achieve additional prestige and credibility by association. Editors are also more likely to be attracted by a story which is interesting, supported by good photography and features a major project or household-name company.

### 5.2 Positioning

Positioning is important to ensure that your company is differentiated from other manufacturers and suppliers. Customers and potential customers should also understand these differences, know your product ranges and have an accurate perception of your positioning in the market.

### 5.3 Communicating and Educating

A continuous flow of information is an important objective to educate the target audience and one to which PR is ideally suited. However, communications can be improved and clarified by recognising the importance of the Core Proposition and taking a very single-minded approach to reinforcing and supporting it.

PR can be used effectively to communicate at corporate and product level. From a by-lined feature article to a personnel press release, from an applications story to a general press release announcing improvements or additions to your range.

### 5.4 Supporting Sales

Because press stories are often viewed as unbiased editorial endorsement, they are perceived as being more "believable" than advertising claims. It is therefore not unusual for PR stories to generate higher numbers of sales enquiries than advertising.

Also, editorial stories tend to be specific to applications, products or both, so enquiries are often of better quality than the equivalent volumes generated by some other forms of promotion.

Thus PR can be used to support the four strategic objectives.

## 6 MEETING KEY COMPANY OBJECTIVES

There are a number of ways in which PR will help achieve key objectives.

### 6.1 Challenging Conventional Solutions

To maximise PR coverage we prepare feature articles to position your Company as experts - with the expertise and product range to challenge conventional solutions in your field. Typically, the features review products and the major design and installation benefits to emphasise your positioning in the market.

We will take great care to place these features exclusively with the authoritative journals.

### 6.2 The Company at Work

An understanding of the benefits of your Company and its products is essential to educate potential customers and the press.

If appropriate we arrange press visits to your factory to help demonstrate and explain the benefits.

### 6.3 Profiling the Company

Press visits will also be used to place in-depth profiles of the Company with the leading trade publications.

The Profiles will help to reinforce your expertise and will cover Company history, product development, production facilities, product information and aspects of sales and marketing.

Press visits will allow editors to interview senior management and develop their own stories.

## 7 MEETING TACTICAL OBJECTIVES

There are a number of ways in which PR can meet tactical objectives.

### 7.1 In-depth Articles

We place great emphasis on high profile editorial in our PR programme. As previously mentioned we contact key editors to offer detailed articles on subjects of tactical importance to their markets.

### 7.2 Product Press Releases

An important element of the press relations programme is the issue of general press releases. Some of these will be planned, others will be opportunistic, eg commenting on industry trends etc. All press relations activity, including press releases, is approached creatively by Cantillion King - each story is given individual attention and issued, wherever possible, with high quality photography.

It will be important to achieve and maintain regular exposure in the editorial columns of appropriate publications. Although the story in many cases will be the same, the style in which it is presented will be changed to make it relevant.

### 7.3 Planned Editorial Features

Regular features in the trade and business press will provide opportunities to promote your company and products. We prepare a comprehensive list of relevant features for each month and contact magazine editors to discuss providing press material, comment etc., to ensure that you are represented.

We also offer special material to expand an opportunity into a lead article or feature and we supply high quality photography and other relevant material to maximise coverage.

#### 7.4 Exhibitions

We co-ordinate the design and build of exhibition stands for a number of clients and this service will be available if required.

Additionally, PR will support your attendance at exhibitions in the following ways:

- Press releases are issued to all publications previewing the exhibition.
- Press packs are prepared for the press office. These will include product information, photography, background information, etc.
- Where appropriate, we arrange for editors to visit your stand and are on hand to co-ordinate interviews.
- Follow-up press releases are issued to all publications reviewing the exhibition. Editorial opportunities created at the show will also be followed through.

#### 7.5 Newsletters

There are excellent reasons why we consider newsletters to be an important part of the PR mix.

As we know, there is often a considerable job to do in educating a target audience, firstly to ensure they know a company's products and then to ensure they specify and buy them.

We also know that with many projects there can be a delay between a specification and the actual purchase. A newsletter, published at least twice a year, helps to bridge the gap.

We include a number of interesting or high profile "applications" to stimulate specifiers and buyers, and a mix of product and technical information.

## 8 CONTROL AND ACCOUNTABILITY

- To achieve a cost effective Public Relations programme, close control is required in all areas - from initial briefing to final implementation. Accountability to the Client is an important part of the Cantillion King PR philosophy. Consequently, the following controls are part of our public relations discipline.
- A written proposal is prepared for all campaigns and special projects.
- Proposals are budgeted to include the estimated number of executive days per month required to implement the programme. Fees are quoted annually and invoiced monthly in advance.
- The proceedings of all the meetings and telephone contacts are minuted in a Contact Report detailing actions agreed and responsibility for implementation.
- Each month a detailed report is prepared, reviewing work in progress or for implementation.
- All press/media copy and photography is submitted to Client for written approval before being issued.

### 8.1 Press Cutting Service

To monitor the amount of press coverage generated by the programme we recommend initiating a professional press cuttings service.

Cuttings are forwarded to Clients each month and can also be presented in bound form on a quarterly, half yearly or annual basis.

### 8.2 Fees and Remuneration

Cantillion King operates on an annual fee basis. Fees are based on the number of executive days (7.5 hours) required to service an account. Administration costs such as secretarial resources, costs associated with UK distribution of up to 50 copies of each press release, normal UK car travel, telephone, fax, telex charges etc. are also included.

Other expenditure incurred on behalf of the Client is termed "operational expenses" and will be charged in addition. Normally, cost estimates will be given and agreed for specific projects.

Operational expenses include photography and photographic prints, literature and other print material, entertainment of journalists, overnight accommodation, creative work, celebrity fees, sponsorship, etc. and additional costs for mailing quantities in excess of 50 copies of each press release.

## APPENDIX 1

## THE BASIS OF OUR WORKING RELATIONSHIP

Advertising is about ideas.

First getting ideas and then making them work.

In our initial credentials presentation we have demonstrated our ability to create ideas for existing Clients.

To make the Client/Agency relationship work requires a dedicated team.

The Cantillion King team would consist of the following (as appropriate):

An Account Director

An Art Director/Copywriter Team

A PR Executive

A Production Executive

An Account Executive

## MEDIA SPACE COMMISSIONS

Cantillion King operates media buying in two ways:

1. Cantillion King takes 15% commission from media in line with standard IPA practice, and acts as Broker - invoicing Clients directly for the full invoice amount.

Most UK trade publications pay a 10% media commission to agencies, which is included in costs quoted on their rate card. To this, agencies add 7.65% gross to achieve a net 15%

*Example:* Cost of space bought by Agency @ £1,000.00 would be charged to Client at £1,058.86.

2. Cantillion King takes 10% commission and arranges for publishers to invoice Clients direct, less the Agency's commission. Cantillion King then invoices Clients separately for commission.

*Example:* Cost of space bought by Agency @ £1,000.00  
Publishers invoice: £900.00 (Less 10% Agency commission)  
Agency invoice: £100.00 (For 10% commission)  
Client saving: £58.86

As you would expect, Cantillion King always negotiates the best rates possible and any savings are always passed on to Clients. In addition, we negotiate the best positioning of advertising pages within publications - requiring publishers to specify page numbers where possible.

The best rates ensure maximum frequency for the campaign, the best positions ensure the maximum impact and exposure to the target audience.

## PRODUCTION COSTS

Production covers such items as advertisement preparation, brochure production, video production, exhibition design and build, etc.

All production work undertaken by Cantillion King is pre-budgeted and presented to the Client as a quotation. This quotation will only change if there are amendments, etc. Increases in costs are also notified to the Client. Quotations are required to be approved by Client before production work begins.

Where the Agency is asked to prepare budget figures for speculative work these are presented as estimates. Estimates are subject to confirmation as a quotation before production work is undertaken.

Cantillion King has excellent relationships with local and national production suppliers across a wide range of services. In most cases our quotations are based on the most appropriate costs from at least three suppliers.

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Other expenditure incurred on behalf of Clients is termed "operational expenses" and is charged in addition. Normally, cost estimates will be given and agreed for specific projects. Operational expenses include photography and photographic prints, literature and other print material, occasional entertainment of journalists, overnight accommodation, creative work, celebrity fees, sponsorships etc.

## FINANCIAL REFERENCES

Our Bankers are Royal Bank of Scotland, 45 The Promenade, Cheltenham. For reference, the Manager, Rebecca Bryan can be contacted on 01242 583551.

Our Accountants are Arbuckle Frost and Company of Cheltenham. Ernest Arbuckle can be contacted on 01242 242248.