



PR & making it  
work for you!



# What is PR?

## The definition of PR

PR (Public Relations) is defined by the Chartered Institute of Public Relations as:

*Public relations is about reputation - the result of what you do, what you say and what others say about you. Public relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behavior. It is the planned and sustained effort to establish and maintain good will and mutual understanding between an organisation and its publics.*



**Daily Mail**  
The Daily Telegraph



**GoodFood**  
delicious.  
MAGAZINE  
bbc bbcgoodfood.com

And what it isn't.....

Advertising



**Be a devil  
in the  
kitchen**

reddot design award  
winner 2006

**Everyday knives for everyday cooking**  
With years of experience and a detailed understanding of  
consumers needs, Kitchen Devils knives offer quality,  
style, comfort and safety at everyday prices.

Selected lines available from:

ASDA  
part of the M&S group

Argos

Dunelm  
mill

LAKELAND  
The online kitchen & home store

Homecraft Stores  
The really useful stores

RANGE

fair and  
square

**Kitchen  
Devils**

www.kitchendevils.com

all good independent hardware stores, cook shops and department stores

# PR v Advertising

- **Fee v Free**

Advertising – you pay for the size space you want - when you want it

PR – no fee but no guarantees

- **Creative control v no control**

Advertising – you control the content

PR – the control is with the media

- **Impact**

Advertising v PR

- **Cost**

Advertising – usually more expensive than the cost to generate good PR



## So why PR ?

### **PR is a powerful tool that can....**

- Help promote a positive reputation for your business
- Help build and strengthen customer and influencer relationships
- Communicate who you are and what you offer
- Differentiate you from your competitors
- Engage and connect with your target audiences

**Effective PR can offer great value for money .....by helping you build your business - by raising awareness and ultimately driving sales**

# What does PR include?

- Consumer media relations
- Business to business or trade media relations
- Online activity – plus
  - Social media including twitter and facebook
- Events
- Experiential



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# Planning your PR

## 1. Define objectives

- Goals
- Timeframes

## 2. Research

- Target audience
- Channels
- Media

## 3. Develop strategy

- Overall plan
- Tactics
- Milestones
- KPI's

## 6. Evaluation

- Measure effectiveness
- Identify strengths

## 5. Implementation

- Via targeted channels  
and media

## 4. Idea creation

- Concepts
- Overall theme
- Tactics
- Design

# PR Checklist



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- launch a brand or product to the trade or consumers
- build your brand
- drive loyalty
- raise awareness
- drive traffic to your website
- educate

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Remember where your product is sold

## What to say?

- Who you are – what kind of business / product you are
- What you stand for – innovation / great taste / sustainability
- What differentiates you from your competition



# Get the message right

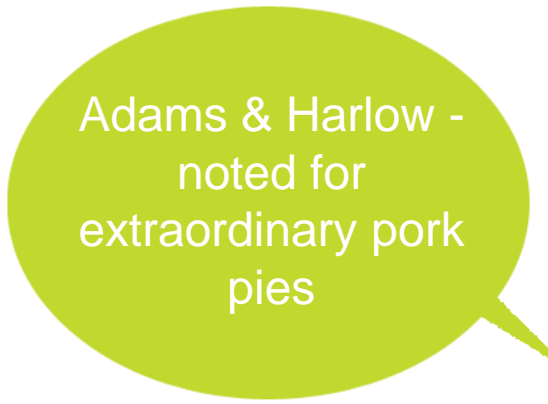
- Develop three to four key messages to sum up your story
- Make sure the tone is right
- Keep them simple
- Use in press releases, on your website, in social media



Rudolph Potatoes  
- all tastes  
catered for



Serious Pig - the  
British charcuterie  
experts



Adams & Harlow -  
noted for  
extraordinary pork  
pies

# Target audiences

- Decide who you want to reach and why
  - Retail buyers, influencers, chefs, business owners?
  - Mums, foodies, the health conscious, the over fifties?
- Get to know them - what matters to them?
- What do they read, listen to or watch?



# The media diet

- Newspapers
- Consumer magazines from lifestyle to educational
- Trade publications – topics from restaurant to retail and farming to food and health
- Radio – including digital
- TV
- Online – from websites to blogs, twitter to facebook plus online news and magazines



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## Know your media

- Read / see / listen to them
- What are their lead times?
- Who are the key contacts?
- What's the best way to reach them
- What are they interested in?

# What matters to media

- Real news
- Relevant information and releases
- Good spokespeople / quotes
- Credible / independent research
- High quality images
- An understanding of their media and deadlines



## Media hooks

- Product news
- News stories
- Case studies
- Interview opportunities
- Facts and figures
- Recipes
- Exclusives
- Events
- Photography



# Online conversations

- Maximise your website – it's your shop front!
  - with consistent messaging
  - effective SEO
  - contact details
  - keep it updated
- Blogs
- Social media



# Social Media



# Monitor and evaluate

- Set clear and realistic targets
- Monitor coverage – for quantity and quality
- Measure web traffic
- Social media – remember its quality not quantity

## In summary

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# Thank you and any questions ?

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