



Category: Outstanding Small Public Relations Consultancy

Company: Harris

Business objectives and analysis of performance against budget over the past three years:

We don't just want to work with our clients: we want to become an indispensable part of the team, adding value wherever we can to help clients improve their bottom lines.

Our specific objectives for 2017-18 were:

- To secure at least three new clients, all drawn from within the construction and built environment sector – our core market
 - Result: Secured six new PR and social media clients
- To work more closely with the design/digital arms of the business to the benefit of the PR division and clients
 - Result: all but one of our clients now utilises both PR and design/digital divisions of Harris
- To empower and upskill all team-members and encourage them to become new business ambassadors for the company
 - Result: All members of the team have input in new business activity including pitches and proposals and through our website are given a platform to express their views via blogs and articles
- To create an inclusive environment that encourages and rewards staff loyalty
 - Result: our PR team has been working with the business for a combined total of 28 years

A brief overview of business / team strategy:

Our aim is integration: ensuring that we quickly become an extension of our clients' internal teams.

In a fast-paced industry where companies change PR agencies like jackets, we buck the trend by seeking to retain clients for decades rather than years and investing in creating the type of environment where staff want to work long-term.

We support our colleagues personally and professionally: whether that's offering on the job training and encouraging colleagues to undertake external training, or working with colleagues returning from maternity leave to ensure they receive the support and flexibility they need to retain their talents in the team.

This approach saw us offer a flexible working package to two of our long-serving team-members who have successfully returned from maternity leave

This long-term thinking means that we are able to offer clients the kind of consistency that most agencies can only dream of. And we're flexible enough to move with the times, expanding our services to anticipate our clients' requirements, such as when we first launched our dedicated social media service.

In total, our six-strong PR team has worked with Harris for 28 years, with the newest member joining the company in April 2018.

A summary of commitment to CPD and professionalism:

All new staff are offered CIPR-backed training within six months of their start date – new starter Amy Holmes will undertake her training in summer 2018, with staff actively encouraged to attend both professional and personal development courses – recently, our all-female team attended a women's empowerment conference.

Staff are encouraged to attend regional and national networking and professional training dates. We're regulars at the Third Thursday Club, a networking group in Leeds dedicated to construction and property experts, attending Leeds Beckett University's alumni networking events, and attending CIPR-led seminars and talks.

PR manager, Kirsty Scott, presents CPD seminars with CIM Construction Marketing Group and is part of the drive to launch events in the North of England.

A summary of recent outstanding achievements, including client list growth / retention:

In the past nine months we have gained a total of six new clients.

As well as winning new business at a prodigious rate, we have built on our excellent relationships with existing clients – five of our clients have been working with us for a combined total of 55 years.

Each of these long-term clients has increased their levels of service, whether by expanding the scope of our PR remit to include new services such as content marketing or social media, or by extending the brief to include new parts of the business.

This was the case with Howarth Timber which after 15 years working with Harris has recently tasked us with creating content for its Howarth At Home website.

A summary of a campaign you are particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget:

Senior Architectural Systems is the UK's largest privately owned fenestration system manufacturer and also one of our long-standing clients. In February 2018, we were asked by Senior to create a 12 month marketing campaign that would support the launch of a new range of aluminium doors and windows specifically developed for domestic projects.

Our objectives:

- Raise the company's profile with installers working in the domestic market,
- Promote the use of aluminium windows and doors as an alternative to UPVC
- Generate new business leads.

We identified social media, PR and trade press advertising as the most appropriate channels for the campaign. Research into Senior's target market highlighted Facebook as the core platform and helped us to create a targeted list of media titles for on and offline activity.

We deliberately avoided product-based advertising, and created a bold style of imagery that would work well across print, digital and social media. The strong service message of the advert is reinforced through PR activity and social media, with the use of infographics and clear 'calls to action'.

Although only half way through, the campaign has already generated a regular level of exposure and press coverage across the trade media titles. Social media activity has also seen more engagement, with a 10% increase in the number of page followers on Facebook from February to May 2018.

Most importantly, the campaign has generated tangible sales leads. When asked, all new customers reported seeing the #AskforAli message on Facebook or in the trade press.