

The logo for the CIPR PRIDE AWARDS 2019 Gold Winner. It features the text "CIPR PRIDE AWARDS 2019" in white on a black background, followed by "GOLD WINNER" in large, multi-colored letters (pink, orange, yellow, green, blue, purple).

Category: Outstanding Public Relations Consultancy

Company: Briscoe PR

Number of employees - including executive / support staff - and annual fee income:

Five employees.

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

Less than three years ago one of the two directors of what was then Briscoe French Communications left. It was an amicable split but proved disruptive and unsettling and led to a fall in fee income. Kevin Briscoe, the remaining director, settled the ship and rebuilt, leading to this year's positive upturn in fee income.

The objectives during this period were consolidation of existing clients and a gradual rebuilding to replace those clients that were lost in the split. Throughout this period the company maintained a strong and consistent team of professionals.

A key objective in the current financial year was to rename and rebrand the business - Briscoe French had become very well known as a brand throughout Hampshire which is why we had not raced to make changes. But this year the time was right to give birth to the new business.

Briscoe PR was born in October 2018 with a new website, new social media handles, a new look and feel - but the same level of professionalism, attention to detail and strategic PR support for clients. Our target for this year was to achieve a 30 per cent increase in fee income, with similar targets for the next two years, to re-establish the strength in depth of the business. We will exceed that target this year and the future looks very bright.

A brief overview of business / team strategy:

Our new animal-themed website was designed to give a sense of fun with a hard edge of professionalism, accuracy and advocacy for PR as a profession. We have refined our recruitment strategy to bring in a new director for the business from the travel and cruise sector, and turned our focus to businesses that are a fit with her experience. We have continued to look for senior hires for the business to increase our professionalism and move our business development on to the next level.

We have continued to work in two locations and developed our presence in Plymouth with a satellite office in that city. We have played an active part in the business scene in Devon - exhibiting at business shows for two consecutive years in the city, and winning a Devon Chamber of Commerce award for the use of social media in a campaign.

As a team we have also taken on some pro bono charity work for The Minstead Trust and are seeking to volunteer at the Fareham Food Bank.

We have also moved into a bigger and better head office in Hampshire.

A summary of commitment to CPD and professionalism:

Director Kevin Briscoe is a committed member and supporter of the CIPR. He is a Fellow of the CIPR, a Chartered Practitioner and the vice chairman of the Wessex Committee.

All members of the Briscoe PR team have their memberships of the CIPR paid for by the business and are expected to complete their CPD. The four full members and Kevin all completed CPD by February 2019.

In a bid to further professionalise the profession Kevin has accepted a number of other positions. He is a board member and vice chairman of the Fareham College Corporation, a Trustee and Board Member of The Rainbow Centre for Conductive Education charity in Fareham, and an Entrepreneur in Residence at the University of Portsmouth. Until recently he was also a Governor at Sarisbury Junior School.

Kevin plays an active role in the Wessex Committee of the CIPR, organising events, liaising with members and working on member recruitment schemes.

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

Bronze award win in the national Digital Impact Awards for a campaign with the Royal Hospital School in 2018, winner of a social media award with Devon Chamber of Commerce in 2018.

Significant increase in new business enquiries and new client wins - including a new nightclub for Portsmouth (the first of a new national chain), a major independent school's campaign for bursary applicants from the Portsmouth and Southampton areas, a major regional law firm, a luxury cruise brand and a luxury hotel chain.

These, along with a 100 per cent retention rate for existing clients for the past two years has seen the increase in business and fee income.

This has been a period of significant challenge and change for Briscoe PR and we have come through it incredibly successfully, and probably stronger and fitter for the future than we have ever been.

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

We were hired by the Hampshire Street Food Awards to create and launch this brand new award for the county.

Principal objective was to get 25 entries. The secondary objectives were to:

1. Raise awareness of the awards with 10 pieces of media coverage
2. Get a minimum of 500 visitors to the new HSFA website
3. Develop awareness of the awards through social media and to generate a minimum of 1,500 engagements on social
4. Recruit three high profile judges for the inaugural awards.

Delivery:

We issued news releases at key milestones - announcement/launch; appointment of high-profile judges; key times in the awards cycle.

Monthly calendar of social media content to keep the Hampshire Street Food Awards topical and front of mind in the county.

Engaged with the key target judges we wanted to attract, arranging meetings to discuss the merits of the awards and enlisting their support and advocacy.

Evaluation:

15 pieces of newspaper coverage in 14 publications with a potential reach of 260,539 people (exceeding the objective by 50 per cent).

Featured on radio twice (BBC Radio Solent and Express FM) reaching a further 258,000 people. That's potentially more than half a million people in Hampshire reached by the media campaign.

Social media campaign across Instagram, Facebook and Twitter generated 3,908 engagements - 160 per cent increase on agreed objective.

Successfully recruited high profile chefs, former Masterchef champions and Hampshire restaurateurs Jane Devonshire and Shelina Permalloo. Also recruited high profile Hampshire street food influencer Tom Henson of @TomsBigEats.

Achieved or exceeded all objectives and established Hampshire Street Food Awards as a key event in the Hampshire foodie calendar.

Budget: £5,000

Jeremy Gaskin from the awards said: "From the start Briscoe PR had lots of amazing ideas and strategies to help build the name and reputation of the awards. We have received fantastic coverage in local news and amazing results on our social platforms. We are thrilled with the results and quality of work they produce."