

CIPR PRide Awards - 2021 Entry
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To be considered, entries must be submitted online.
This document is for reference only.

PRide Awards

Contact Information

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<i>Job title:</i>	MD
<i>Company:</i>	Catapult Public Relations Ltd
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<i>Are you entering on behalf of, or in association with, any third party?:</i>	No
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<i>Town / city:</i>	Poulton-le-Fylde
<i>County:</i>	Lancashire
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<i>CIPR member?:</i>	Yes

Basic Information

Region (Check Region): North West

<i>Category:</i>	27. Independent PR Practitioner of the Year
Fee (based on Category selected)	
<i>Standard fee deadline:</i>	06/22/2021 11:59 PM
<i>Standard fee (£ - ex VAT):</i>	65
<i>Final fee deadline:</i>	06/29/2021 11:59 PM
<i>Final fee (£ - ex VAT):</i>	140
<i>Entrant company name:</i>	Jane Hunt, Catapult PR
<i>Entry title:</i>	
The Essence of PR	
<i>An overview of your experience, your commitment to professional development and how you contribute to the industry:</i>	
<p>I proudly scooped Catapult's 43rd and 44th awards in 23 years this June, winning two national CIPR Excellence Awards and exceeding '70' runners-up accolades with another finalist position, despite supporting clients with only extremely modest budgets. I also won a PRMoment award.</p> <p>During the pandemic, I enhanced skills via two-day courses - '2020 Sorted' and Cambridge Social Media – underwent Mosaic podcast training and Content Cal content training. I attended a virtual travel writers' seminar.</p> <p>I put all previous crisis training theory into practice and worked 11-hour days to 'be there' for clients. I actively communicated how PR could assist stricken businesses. I offered free PR support to some.</p> <p>I provided work experience for an MA student and my projects kept smaller designers trading.</p> <p>In my eyes, my industry contribution constitutes having 'been there' for every one of my 20+ clients, not just for work but to listen to worries, dilemmas and mental health issues. They could talk whenever needed. I was more than just a PR consultant. I guided decisions and delivered huge encouragement. That, to me, is the essence of real PR contribution.</p>	
<i>Outline your work-related achievements over the last 2 years, including your business objectives and/or plan:</i>	

2020's objectives:

- increase fee income to £102k (average day rate = £350)
- increase copywriting business share from 5-10%
- retain all existing clients/win two
- develop pet PR niche
- win a PR award, for 'benchmarking'
- increase social media content

Following Covid-19, success seemed unlikely.

Current situation:

- fee projection 2021 - £128k; £110,00 (2020)
- copywriting share = 25%
- 100% client retention
- 13 new clients (6 project; 2 pet)
- quirky pet video
- two CIPR Excellence 2021 Awards; 2020 shortlistings x 2
- PRMoment award 2021 – Best Travel Campaign
- 3 PRMoment awards' shortlistings 2020
- two PRCA DARE Awards 2020 – Best Media Relations and Campaign Challenges
- two current PRCA DARE shortlistings
- amazing feat - topping Northern Marketing Awards 2020 table (Best PR, Best Travel, Best Retail campaigns)

- new podcast & Instagram identity

Provide an outline of a work-related challenge you have faced in the last 2 years, including details of what happened, how you overcame it and what you learnt from it:

The challenge was Covid. I was entitled to no financial support and had just upgraded offices. Over 80% of my clients are in hospitality, coach insurance, non-essential retail or tourism. I feared the worst.

Day 1, I completely panicked. I went into overdrive, being positive, suggesting positivity to clients, pushing creative ideas and working like a Trojan. I quickly emailed out strategies and created masses of client content. I increased, rather than decreasing marketing and training activity and adopted social media positivity strategies. I pushed clients forward, rather than leaving them in limbo. I remembered a primary teacher's words. "There's no such word as can't."

I single-handedly run Northumberland Day and was determined to keep it alive. I did, delivering the UK's first virtual county day.

I then spread business positivity in my own county via an uplifting Lancashire Day initiative, creating social media posts for free download and sharing.

Living alone, but caring for a vulnerable parent nearby, I used nature for mental health support. From a new garden-facing office, I watched birds, appreciating their resourcefulness. I had no bird-feeders. I now have seven, plus a squirrel feeder. Nature sustained me. I am repaying it.

I learned to work harder than hard and be intentionally positive. I have emerged stronger than the financially 'supported' and earned clients' eternal gratitude, as they are stronger too, due to successful/award-winning campaigns.

Provide an outline of a piece of work you have delivered in the last 2 years that you are particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget:

Northumberland-based Langley Castle was largely closed for a year.

Original Brief:

- raise awareness
- achieve no 1 castle positioning
- increase occupancy from 50% to 60%
- increase wedding bookings - 15%

Strategy

Jacobite-linked activity, dog-friendly initiatives, press trips and events - were completely scuppered and became:

Survival Strategy

- positivity in all media messaging
- 'make do and mend' approach – marshalling 'anything' from an empty hotel
- intensive campaign, pre-July 4 're-opening', positioning Langley as the perfect staycation venue
- product/content creation

Creativity

I:

- planned a story about Langley's ghost 'Maud' having Langley's 'exclusive use' of during lockdown. My commitment to researching Maud's genealogy, led to the discovery that Langley's weeping ghost legend was inaccurate. 'Maud' was probably previously unknown 'Agnes'. I recognised huge potential in a Ghostly Mix-up story.

- suggested using Langley's seven-foot-thick walls as the embodiment of 'defences' within Covid-safe staycation stays and adopting a defiant, siege mentality tourism thought-leadership approach
- created children's story characters - teddy 'Langley Bear' and reception knight, 'Gilbert'
- latched on to soap stars filming kisses through screens, to suggest a 'Pooch Smooch' story - Langley's dog-friendly team, unable to cuddle canines, interacting from behind Perspex!
- suggested creating 'Bubble' and 'Key to the Door' Weddings
- promoted 'Weddings for Two' as the 'new normal'
- used 'Gilbert' in a hospitality thought-leadership photo
- picked up on edu-staycations as a possible travel trend and suggested a Horrible Histories-style booklet based on Langley's unique history

Tactics

- successfully pitching ghostly mix-up story to the Sunday Times
- ongoing castle promotion plus Tier 3 twist - using 'I'm a Celebrity's' castle location as a hook
- creation of bullish 'all defences in place' Covid-compliant stay editorial
- launch of 'the world's first Bubble Wedding' and meaningful Weddings for Two
- Covid-compliant Pooch Smooch photo-story
- achieving 96% occupancy rate and promoting that!
- photo-led 'bed knights' call for localised, not region-wide, Tier restrictions
- writing 'Langley Bear and the Snowy Night'; launching new children's story podcast
- researching/writing Langley's own history crammer – Hairy History - with many Key

Stage links

Results

- valuable inclusion in PA's official post-lockdown 'staycation' article
- Having generated various 'defences in place' editorials, the Government lifted our copy, using Langley manager's quote and Langley's photo as the centrepiece of over 300 sponsored travel articles.

We became the staycation campaign 'poster-boy', taking centre stage in all official Government promotion. Guests, from locations nationwide, waved articles during check-in!

- 296 editorial pieces (collected) + TV, radio + hundreds of syndicated articles we could not afford to collect via the cuttings agency
- 96% occupancy (July-September). Up from 50% (2019).
- 23 Bubble Weddings booked (summer 2020), plus 19 Weddings for Two (42% increase)
- Campaign reach: 23.3m (editorials alone)
- 252 links/40 follows
- 780 brand mentions
- UK champion of the edu-staycation with brand-new resource

NUMBER 1 'ENGLISH CASTLE' SHARE OF VOICE

Budget = Fee: £6000

Costs: £90 (free design software used)

Supporting Information

<i>Additional supporting information (images, artwork, clippings and other media):</i>	Provided
<i>Campaign image (If entering individual/team awards, upload headshot/team photo here):</i>	Provided
<i>Company logo:</i>	Provided
<i>Including this entry, how many entries has your organisation made into this year's CIPR PRide Awards? (including multiple entries in the same category):</i>	6
<i>How far in advance did you start preparing your entry?:</i>	1 week
<i>I am aware that if I include AVEs as a metric in my entry, zero will be awarded for the measurement, evaluation and impact section of criteria.:</i>	Checked

How did you hear about the Awards

<i>How did you hear about the awards?:</i>	CIPR email
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Privacy

<i>We'll take care of your data and will never share it. View our Privacy Policy.</i>	Checked
<i>I accept your privacy terms.:</i>	

Marketing Mailings

<i>I am happy to receive information and updates on CIPR Awards in future by::</i>	Email, Post
<i>I am happy to receive information and updates on other CIPR products and services by::</i>	Email, Post

Entry Terms

<i>Please review the rules of entry and tick</i>	Checked
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here to accept:

*Please review the terms and conditions
and tick here to accept the terms:*

Checked
