

Basic Information

Region (Check Region):

Midlands

Category:

26. Outstanding Young Communicator

Entry Information

Entrant company name:

Laura England of Stone Junction

Entry title:

TOTAL FOCUS, LETHAL AIM

Entry

Demonstrate your commitment to professional development and your career growth:

Laura England joined Stone Junction in June 2015, after three years in a marketing apprenticeship at Midlands News Association and one year as an account manager at British America Media.

Six years later and one month later, she's an account director (AD), managing 11 people across three account teams. Her account group manages 21 clients, with a retained fee income of £855,791 PA. In the last twelve months, she has won £221,417 of new business and grown her existing accounts by approximately £15,000.

As part of Stone Junction's four-person management team, Laura transformed our practice in 2020; doubling monthly media coverage and launching our Joined-Up-Content offering, which is transforming the way STEM companies market.

Laura is committed to professionalism and CPD for her and her team. In her second year at Stone Junction, she self-funded a CIPR diploma to help develop her skills as a professional and now regularly delivers internal training sessions on everything from 'How to disavow a toxic link' to 'Using Lumen 5 more creatively'. She's won seven PR awards, four as a team leader and three as a team member, including five CIPR awards in media relations and STEM.

Laura is only 27 years old, and she probably wouldn't put herself forward for this award, so I'm doing it on her behalf. Not because she thinks she's too young, or because she wouldn't believe in her achievements, but because she would believe her time best spent delivering on behalf of her clients and Stone Junction; on which she is totally focussed with lethal aim.

Outline your work-related achievements over the last two years and how they contribute to the wider industry:

Laura was crucial in dealing with the threats COVID-19 presented to Stone Junction and its clients. Her response was to ensure that we could deliver results and grow sustainably right across Stone Junction, not just in her own account group. Our bottom line as a business was that no lives would be lost to COVID because of our actions and no jobs would be lost — period.

Alongside this, Laura was the driver behind Stone Junction's introduction of a permanent Work from Anywhere policy, which, coupled with our system of numerically measured and written SMART objectives, puts everyone in control of their own working lives and their own work/life balance, essential during lockdown.

As a result of the hard work of her Laura and her team:

- Turnover increased from approximately £130K PCM to £164K PCM
 - We lost only one client to COVID-19, winning £440,378 PCM since January 2021
 - ZERO job losses, ZERO pay cuts and we reduced our hours on the same pay – another project led by Laura! All bonuses paid, 12 promotions and £103K of salary increases.
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Provide an outline of a work-related challenge you have faced in the last two years, including details of what happened, how you overcame it and what you learnt from it:

In March 2020, Stone Junction was hit by both COVID-19 and the loss of its most senior AD. Laura, and her colleague Jessica Phillips, chose not to appoint a replacement AD, instead sharing their departed colleague's accounts.

By September, coverage for the accounts Laura took over had tripled and, across the company, the same metric had increased from 360 PCM, to 748. They now average 866 PCM. Digital results have grown at a similar speed.

However, Laura was faced with a particularly tough challenge; building trust with Stone Junction's biggest account, which had been won only months before and managed by the outgoing AD.

Laura was fearless and unstinting in doing so – the campaign has now delivered over 1,215 clippings in 26 countries, reaching 1.23 billion people online and 1.25 million people in print. Laura achieved this with good leadership and great client communication, including weekly client meetings, monthly client catch ups with the marketing manager in every single one of the 26 countries and regular internal sessions to motivate the team.

Laura leads by example and inspiration, personally delivering £146,776 of billable client work between June 1, 2019, and May 31, 2021. She isn't afraid of dirty work, but also has an impressive grasp of strategy.

Amy Langton, a senior account executive at Stone Junction said, "As my manager, Laura has taught me so much about delivering exciting PR campaigns. I joined the company remotely at the start of the pandemic, and she went above and beyond to make me feel supported and part of the team at a time when she too was adjusting to a whole new way

of working. I am continually inspired by her professionalism and ability to rise to any challenge.”

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

Europe has eight billion electric motors in use, consuming 63% of its electricity. To manage environmental impact, motors are subjected to the European Commission (EC) eco-design requirements — but these regulations are changing.

From July 1, 2021, the legislation will cover hazardous area motors for the first time. WEG, a global manufacturer of industrial motors, asked Stone Junction to manage pan-European PR and digital on the subject.

OBJECTIVES:

1. Position WEG as a trusted supplier of compliant motors and authoritative industry voice, generating 200 pieces of trade press coverage (June 2020-May 2021) across Italy, Spain, the Netherlands, Belgium, UK and Scandinavia
2. Reach hazardous area professionals, generating 75 pieces of coverage in publications serving hazardous industries
3. Achieve 200 downloads of a motor whitepaper series, communicating legislation to industry leaders
4. Increase awareness of legislation, using video-led LinkedIn campaign, increasing WEG Europe and Middle East’s followers to 12,000 - starting at 8,230

RESULTS

OBJECTIVE ONE

- 473 pieces of trade press coverage — 236.5% of the target:
 - o 49 print clippings — 245% of target
 - o 424 online clippings
 - 1,371,850 online readers
 - 188 backlinks
 - o Coverage in all target countries - UK, Scandinavia, France, The Netherlands, Belgium, Spain and Italy plus the Middle East

OBJECTIVE TWO

- Generated 122 pieces of coverage in hazardous industry press – 162% of original target:
 - This coverage secured a £600,000 contract for WEG and its partner Technidrive following an enquiry from reader of Hazardex magazine
 - Multiple other enquiries from large multinational jaw crusher manufacturers, each one potentially worth a similar amount

OBJECTIVE THREE

- Achieved 263 downloads of whitepapers – 131.5% of target
 - o Generated 233 leads for WEG’s European sales team – remaining downloads were competitors, staff or students

OBJECTIVE FOUR

- o 6,213 new LinkedIn followers – a 75.4% increase
- o Ended year on 14,443 LinkedIn followers – 2,443 over the original target
- o Increased followers from hazardous area industries by 19.54% – surpassing target by 9.54%
- o Mechanical and industrial engineering +1,791
- o Oil and energy +624
- o Mining and metals +302
- o Increased total page engagement by 81.01% — surpassing 20% target
- o Achieved 731,453 organic engagements
- o 50,841 were reactions to video case studies

See supporting documents for further detail.

BUDGET: £77,904

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

Provided
