

iCG's little  
book of  
everything  
you need to  
know about:

# Public Relations

# Why do I need Public Relations?

PR is one of the most cost-effective ways of getting your product or service noticed and talked about at bus stops, in the car, during coffee breaks, and on and on....

With over 20 years experience of working with the media - we understand how to generate positive column inches, and secure valuable radio and TV airwave time.

It's not PR spin - it's creative thinking.

Got a great product or service?



Problem

Phones not ringing?  
Sales in a lull?



Solution

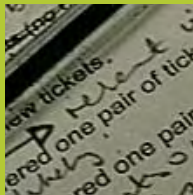
Targeted PR activity that reaches your specific audiences and markets.

# What's involved in a PR project?



## Brief

We don't rush at projects - we spend time with you to find out exactly what your objectives are to ensure that our creative response meets your requirements.



## Concepts

Following your brief, we will present our creative proposal, which is driven by knowing what PR tools can generate editorial and airwave time - whether it's stunts, innovative photography, or bespoke press releases tailored to suit a particular reader or listener profile.



## Feedback

Working with you - we can refine the creative ideas into a hard working and effective campaign. Once we have finalised the plan - the next step is simple - let's get some work done.



## Planners

There are no smoke screens with us. ICG is a transparent agency. At the onset we will provide you with month-by-month activity plans - so at all times you know what we are working on.



## Activity

We also keep you updated on the progress of all activity. You don't have to chase us to see if we have issued a release, booked a photographer, or called journalists to get them interested in your story.



## Review

At the end of each campaign, or at key stages during a campaign, we are always keen to assess the results of our activity through informal or formal review meetings. We don't shy away from accountability.

# OK - I want PR - but what's so great about you?

How many other agencies would let you talk to their clients? You can speak to any of ours and find out why they use ICG.

You'll find that from small start up companies to plcs, we are the PR agency of choice - because people like working with us, and we get results.

Our PR team has worked at big city agencies, and in several newsrooms so we know what makes the media tick - and even more good news - we don't charge over inflated city agency rates based on a postcode.

How far will your budget go?



With costly hourly rates,  
will you get the time you  
really need?



With our hourly rate,  
you can be sure you  
really will get the  
time you need.

# Let's see what you can do then...



## Products

Property, Pizzas, Pet Products - we can turn our minds to anything. But we don't adopt a scattergun approach to PR - our campaigns are bespoke and hard working to create a buzz about your product.



## Services

No matter what your service offer - whether it is grass cutting or legal services - we get under the skin of your business to effectively promote your business to potential clients.



## Communications

Telling your staff what is happening in your business can be just as important as communicating to external customers.

Our copywriters produce informative and interesting articles - that people actually want to read.



## Events

Our team has promoted over 30 events - from car racing, retail and tourist attraction openings to county shows.

# Let's talk...

If we understand the challenges that you face, and can get more under the skin of your business or organisation - then we can develop a focused and hardworking PR campaign to achieve your marketing objectives.

We will be happy to visit you to discuss your requirements, or you are welcome to come and meet the team at our offices.

We promise that it will be time well spent.

Call Peter Cobley  
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