



FOCUSED TARGETED COMMUNICATION

Public relations is a results-driven tool that stands alone in the context of the wider marketing mix and brings tangible benefits to businesses through increased sales and profitability. It can be dovetailed successfully with advertising, marketing and direct mail campaigns to add value and create a synergistic outcome.

Our shorthand definition of public relations is that we get our clients into the newspapers, and on radio and television. Given a little more time, we explain that public relations is all about reputation management.

A professionally-executed public relations campaign involves communicating clearly and honestly with a company's many target audiences in a way that builds trust and understanding, thereby protecting and enhancing that organisation's hard-earned reputation in the marketplace.

And that is precisely where we come in. We are experienced and committed communications professionals – quick off the mark and flexible in our approach – who relish the challenge of generating effective media coverage for our clients. Clients who are running successful businesses, and have neither the time, inclination nor media contacts to achieve what we consistently accomplish on their behalf.

Several of our clients, who previously handled their own public relations, found that the time constraints of running a successful business meant that they spoke infrequently to the media, and on a rather haphazard basis. Unable to establish meaningful relationships with the media, their public relations efforts tended to become hit and miss affairs with mixed success and little media coverage.

With our wealth of media contacts and understanding of how the media operates, we will work closely with you to ensure that your company – rather than your competitors – receives the attention and media coverage it so richly deserves.

WE ARE USED TO THE 'HYPE' OF PUBLIC RELATIONS BUT HERE IS A COMMUNICATIONS COMPANY WHO DELIVER. CONSUMMATELY PROFESSIONAL AND EASY TO WORK WITH, PR CONTINUUM ARE RESULTS-DRIVEN ON YOUR BEHALF. THEY MOVE RAPIDLY AND ARE ABLE TO HANDLE A COMPLEX BRIEF INVOLVING MULTI PARTNER AGENCIES AT A STRATEGIC LEVEL WHILE AT THE SAME TIME PRODUCE PRACTICAL RESULTS ON THE GROUND. WITH CREATIVE IDEAS, A LARGE MEDIA CONTACT BOOK AND WIDESPREAD RELATIONSHIPS ACROSS BOTH THE PUBLIC AND PRIVATE SECTOR, PR CONTINUUM IS ABLE TO CONSISTENTLY GENERATE INTEREST AND COVERAGE FOR SOME QUITE INVOLVED, THROUGH NOT ALWAYS MAINSTREAM, ISSUES.

JULIE TAIT
DIRECTOR
GLASGOW GROWS AUDIENCES



WHY PR CONTINUUM?

We are an award-winning consultancy that aims to provide ethical, effective communications support for our clients, building long-term relationships so that our clients' business, and our own, continue to grow.

We work with a wide range of clients, drawn from the worlds of architecture, design, property and interiors, to business-to-business, financial and professional services, IT and technology, and the hospitality, arts and entertainment and cultural sectors.

We offer a full complement of strategic, innovative communications and design services, including:

- > Media relations
- > 24/7 Press Office management
- > Strategic communications planning
- > Crisis and issues management
- > Product and media launches
- > Conferences and event management
- > Design and production of annual reports, newsletters and product brochures
- > Corporate identity and brand development
- > Web design and copywriting
- > Internal communications
- > Media and presentation skills training
- > Sponsorship consultancy

What can you expect when working with us?

- > We will always be open and honest, operating to the highest principles to earn and maintain trust
- > We understand our clients' needs, and put to work our full range of marketing and communications skills to achieve maximum results on their behalf
- > We will not represent clients with competing interests. We respect our clients and for that they respect us
- > We strive unfailingly for success, and believe ourselves to be the kind of organisation that clients will recommend

Our clients consistently tell us that we are very quick to grasp the issues facing their business. That we respond immediately to their needs, with commitment, creativity and professionalism, delivering a first-class service with little input required from them.





PR CONTINUUM REALLY DO LIVE UP TO THEIR BRAND VALUES - THEY ARE A NATURAL CONTINUATION TO THE IN-HOUSE TEAM AND ARE AN EXTREMELY FLEXIBLE AND CAPABLE RESOURCE. OVER THE YEARS I HAVE FOUND THE TEAM AT PR CONTINUUM PROFESSIONAL, ENTHUSIASTIC AND, WITH A KEEN INTEREST IN OUR BUSINESS, ABLE TO IDENTIFY OPPORTUNITIES AND OFFER ALTERNATIVE VIEWS ON THE CHALLENGES.

SUSAN BLACK
NATIONAL PUBLIC RELATIONS MANAGER
NTL

SO WHAT HAPPENS NEXT?

Undoubtedly, your business will benefit from the heightened media profile and enhanced reputation delivered by an effective public relations programme, executed by PR Continuum.

We have a proven track record of success in achieving effective media coverage – one which also brings a flexible, enthusiastic and ethical approach to working with our clients. We will work as an integral part of your management team, on a long-term retainer or one off project basis, as best fits your needs and budget.

From the outset, our team will establish a set of measurable objectives to be met by the end of the project, as well as a planned work programme, with clearly identified initiatives and accompanying delivery dates.

PR Continuum relishes the opportunity to introduce our enthusiastic, creative and professional team to represent your company's interests to the media.

It is our business to understand your business, as our important, valued and respected client.



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Thanks to Bang & Olufsen, Glasgow