

Prose specialises in creating targeted and cost effective public relations campaigns to support your business objectives. Whether you're targeting a b2b or consumer audience, we deliver a focused PR campaign underpinned by sound commercial considerations.

Heading up Prose, Julia Schurer has more than twenty year's media relations experience across a broad range of sectors; including housewares, garden, building and DIY.

Prose knows how to make your business stand out in a crowded marketplace. Positive media relationships are founded on an understanding of your market and strong communication skills that support journalists in their work.

But it is not just about who you know, it is also about what you know. As part of your team, we aim to understand your business thoroughly.

Whether we are writing a press release, preparing a case study, an article or a company newsletter, we can ensure that you and your products are portrayed in the best light.

PROSE

why pr? There is little doubt that both traditional and new media can have a profound impact on the way your customers perceive you. The job of PR is to ensure that this relationship is a positive one.

Managing your key messages through the various media is where PR companies come in. They can make sure that information on your company and its products are communicated in the most effective way. This ensures accurate and positive news coverage that will impact upon many levels of your business, including enquiries, web-traffic and ultimately sales.

Words, once they are printed, have a life of their own.



why Prose? What sets us apart from many other PR agencies is that we have been on both sides of the fence. Having worked in marketing management on the client side for many years we know what clients want and expect – because we wanted those things too. No financial surprises, full consultation and most of all an understanding of other elements in the marketing mix. We look at the bigger picture, ensuring that you receive excellent results and real value for money.

services

We offer a range of services designed to help your company communicate both internally and externally. Not every option will be right for your business, it is about focusing on the right things that will add real value.

Internal Communications include:

- Newsletters/eazines
- Intranet
- Team building events

External Communications include:

- Key message development
- Effective press releases
- Case studies
- Articles and features
- Newsletters/eazines
- National and international launches
- Regional roadshows
- Third party endorsement of your products/services
- Exhibition PR Support
- Promotions including linked partnerships
- Social networking including blogging and Twitter

We act as a press office for most of our clients. We handle media enquiries promptly and proactively issue targeted press releases to meet forward features and company objectives. Effective follow-up maximises the results.

We also handle other aspects such as brochure content and the writing of sales material, liaising with photographers, designers and printers, as required, to ensure consistency in content and style.

clients

Our experience spans numerous industries and market sectors but if we had to hone the list it would look like this:

**Garden Leisure · DIY · Building · Housewares
Giftware · Cookery · Health and Safety**

Clients are local, national and international, including:

Ladderstore.com uses PR to open up new markets for its access equipment products. Establishing a relationship with the Health & Safety Executive has been fundamental to enhancing the company's credibility.

Holland's leading candlemaker, **Bolsius**, employs Prose to support its brands through regular press and additional marketing activity.

Kelkay operates in the garden sector. Prose was recently recommended to Kelkay by the editor of a leading publication and is now undertaking a trade PR campaign.

Chilford Hall is a conference and exhibition venue. Prose acts as its Marketing Department, undertaking promotional activity and supporting its sales function.

Scheurich is Germany's leading ceramics manufacturer and undertakes PR in the UK on an ad hoc basis in support of its attendance at exhibitions.

Client Coverage

Articles have been placed by Prose in a number of wide-ranging printed and on-line publications including:

The Independent
The Sunday Times
The Daily Mail
BBC Good Food
BBC Good Homes
House & Garden
Ideal Home
Good Housekeeping
Essentials Magazine
House Beautiful
Living Etc
Prima
Evening Standard
Woman & Home
Woman's Weekly

Your Home
Health & Safety at Work
Rospa
The Builder
Warehouse & Logistics News
Roofing Today
PSLG Building
Master Builder
Insite
Garden Trade News
DIY Week
Hardware & Garden Review
Garden Retail
Progressive Gifts & Home
Gifts Today

can Prose work for you?

You could of course ask one of our existing clients – we will gladly give you their contact details. Alternatively, here are testimonials from some of our clients, past and present:



"Your dedication, professionalism and leadership managing our European PR efforts resulted, for the first time in our company's history, in a clear and comprehensible presentation of Weber's Public Relations goal and image across so many foreign markets and cultures." Jeff Stephen, Vice-President Export, Europe, Weber-Stephen Products



"Working with Prose Ltd to create greater awareness of our products through press and on-line activity, has proved to be very beneficial for our business. In many of the markets where Julia is promoting our products and services to prospective customers we are seeing a direct response through increased sales. Her overall commitment and her understanding of our products and our business mean she is a great asset to our team. I cannot recommend her highly enough." Gail Hounslea, Managing Director, Wardworth Ltd



"Working with Julia is a pleasure, her professional approach and good network with the garden trade press has added value to our brand's position in the UK. She also provides invaluable input on our press release scripting, understanding very well the finer points of getting a message across from a written document, to the final printed material that our customers read." Keith Turbett, International Business Manager, Scheurich GmbH & Co. KG

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PROSE

PR Consultancy