

shepherd PR

We tell your story...

in print, video, social media and online



e<xtremities[®] **Case Study**

Introduction

Shepherd PR is well-known and respected by the UK media. Our client, internationally-renowned outdoor gear specialist Extremities[®], values our expertise in reaching

potential customers across the UK - particularly through regional media and key targets within the outdoor publications sector.



We increase awareness of Austrian companies and the Austrian tourism industry in the UK





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300% return on investment from 90 items of carefully targeted coverage.

Background

Shepherd PR has worked closely with Terra Nova and Extremities® for a number of years.

We use our knowledge, expertise and creativity to deliver PR campaign ideas and implement them successfully.

For example, Extremities create highly regarded technical gloves and strive to be a major player in the media. By promoting their products, encouraging key journalists to test their gear and writing high quality material that journalists value we achieve a high profile for them and help them hit their targets.

Activities

At peak sales times for products the Shepherd PR team plan campaigns which target traditional publications and online media. To position the brand as a major player in the marketplace Shepherd PR's in-house video team produced a Technology of a Glove video to help raise the profile of Extremities in an innovative yet informative way.

In addition we wrote and issued press releases on associated products to portray the company as an exciting brand.

This ensures that the media not only engage with the

brand but also know that they have a PR company who understand their particular needs and provide material that is perfect for use in magazines, newspapers and online (where links can lead directly back to the website to drive sales).

Results

As a long-standing client Extremities expects great ideas and great coverage for its premium outdoors gear. Year after year Shepherd PR exceeds their expectations with coverage in national publications such as Ski+Board (Ski Club of Great Britain) magazine, The Great Outdoors, Field and Rural Life, BBC Countryfile Magazine; highly respected websites such

as Live for the Outdoors and Outdoors Magic and Go4aWalk.com.

Outcome

The Return on Investment is vast and the Advertising Value Equivalent of the coverage achieved by Shepherd PR runs into tens of thousands of pounds.

Our client also entrusts us with the management of PR for their other internationally renowned brand Terra Nova Equipment which holds multiple Guinness World Records for their award-winning camping equipment.

To see Shepherd PR's Extremities video, visit www.extremities.co.uk - latest news section.

Sectors

Shepherd PR Austria offers tailored media relations services to ensure maximum financial return on your investment. We offer specialist services and expertise in the following sectors.

Construction and Manufacturing

The UK construction and manufacturing sectors are highly successful and present great opportunities for Austrian businesses to provide services and products.

Construction is one of the largest business sectors of the UK economy and government statistics show almost three million people are employed in the industry.

More than 2.6 million people in the UK work in manufacturing and, in 2013, the sector accounted for £147.7 billion of national economic output.

Our PR, social media and video teams work extensively with construction and manufacturing sector clients and understand how to reach new audiences and clients through targeted media campaigns.

If you wish to reach the construction or manufacturing sector, our expertise can help you.

Tourism

Shepherd PR has a unique insight into both the Austrian and UK tourism markets.

British people love to travel abroad.

Members of Shepherd PR's own management team have been regular visitors to the Salzkammergut and Tirol for more than 25 years.

According to UK Government statistics, 774,000 UK citizens travel to Austria each year, but there is a great opportunity to attract many more to the seven beautiful regions of the country year round.

Neighbouring Germany enjoys more than two million visits from British citizens each year, while Spain has 12 million British visitors annually.

By developing innovative, targeted PR campaigns in the UK media, Shepherd PR believes a great opportunity is waiting to be uncovered for Austrian tourism industries.

Sustainability

The UK Government has developed challenging targets for sustainable construction in communities, individual buildings, materials, products and services as well as in managing waste and the environment. This means sustainability is a rapidly growing industry.

Austrian businesses are renowned for their pioneering sustainable construction and manufacturing industries and Shepherd PR believes excellent new markets and opportunities can be opened up in the UK through the targeted use of PR.

We work with many construction and manufacturing clients to promote their businesses to UK customers and have the expertise to do the same for Austrian clients.