

# shepherd PR

**We tell your story...**  
in print, video, social media and online



## oeAD Case Study

### Introduction

Shepherd PR's expertise in sustainable construction in the UK was used to promote OeAD's Green Building Solutions course,

which is held as a summer school over three weeks at the BOKU University of Natural Resources and Life Sciences in Vienna.



**We increase awareness of Austrian companies in the UK**







## Background

The OeAD-Housing Office - which won the Austrian Climate Protection Award in 2013 and the Environmental Award of the City of Vienna in March 2015 - operates the Green Building Solutions course under a not-for-profit arrangement.

The course is designed to appeal to a broad range of construction and property professionals - both students and those in post - who are looking to broaden their knowledge of sustainability. This includes, but is not limited to, architects, construction managers, project managers, building engineers and surveyors.

## Activities

The team at Shepherd PR planned out a campaign to reach a targeted audience of architectural and construction professionals, to encourage them to find out more about the programme.

Press releases were produced which promoted the course to potential students and set out the programme's unique values - namely that the course was taking place in the Vienna - a pioneer in sustainable construction - and that the subject was the Passivhaus, a concept of which Austria has world-leading knowledge.

As many of the students were from a younger

audience, we also provided engaging content for the OeAD social media channels. This included copy and updates for Facebook. As Twitter is not as widely-used in Austria as the UK, Shepherd PR also managed this channel on OeAD's behalf, as well as managing the content.

## Results

Shepherd PR achieved high rates of coverage across an important range of titles. These included RIBA J, Architects Datafile, Specification and Building Talk.

Highlights also included tweets from the Austrian Embassy, lecturers in sustainable construction at UK

universities, green building organisations, manufacturers in the industry and professional organisations.

In total, more than 70 items of carefully-targeted coverage were achieved, generating a Return on Investment well in excess of 300 per cent.

## Outcome

Based on this success, OeAD invited Shepherd PR to the Green Building Solutions summer school to further develop our knowledge of the programme. We have now been asked to promote next year's course for 2016, based on the strong results of our first campaign.



## 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.