

Welcome to Artisan PR

Delivering professional, affordable, Public Relations campaigns and providing clients with account director service at all times.

Outstanding Small Consultancy CIPR Pride Awards 2007/8

Small Team of the Year CIPR PRide Awards 2006/7

Small Team of the Year CIPR PRide Awards 2005/6

"Artisan is a very creative team with a great nose for news. The sort of agency you'd hire yourself!" Judging Panel, CIPR Pride Awards

INTRODUCING ARTISAN PR

**Artisan PR was founded in 1999 by its joint Directors,
Yvonne Bruce and Karen Finlay.**

A small, independent Scottish consultancy, Artisan was established to deliver professional, affordable public relations campaigns and provide clients with Account Director level service at all times.

The offer has proved a success and Artisan has attracted some of Scotland's top companies to its client list and won a number of Awards for its campaigns both within Scotland and across the UK.

- **Outstanding Small Consultancy CIPR Pride Awards 2007/8**
- **2007 Outstanding Small Consultancy – Winner
CIPR Pride Awards 2007/8**
- **2007 Not for Profit Campaign Silver Award - CIPR Pride Awards
2007/8**
- **2006 Small Team of the Year - CIPR Pride Awards 2006/7**
- **2006 Best Low Budget Campaign UK Winner - CIPR President's
Grand Prix**
- **2006 Best Low Budget Campaign – finalist CIPR Pride Awards
2006/7**
- **2006 Best Use of Photography – finalist CIPR Pride Awards 2006/7**
- **2005 Small Team of the Year - CIPR Pride Awards 2005/6**
- **2005 Low Budget Campaign - Gold Award - CIPR Pride Awards
2005/6**
- **2005 Use of Photography - Gold Award - CIPR Pride Awards 2005/6**
- **2005 PR Excellence - Commended - Marketing Excellence Awards
Scotland**
- **2005 Best PR Campaign - Finalist - Drinks Business Awards**

- **2004 Low Budget Campaign** - Silver Award - Scotland IPR PRide Awards
- **2004 Integrated Campaign** - Finalist - Scotland IPR PRide Awards
- **2004 Use of Photography** - Finalist - Scotland IPR PRide Awards

- **2003 Best Small Consultancy** - Silver Trophy - Scottish PR Awards
- **2003 Award for Creative Marketing** - NewWays

- **2002 Best Community Campaign** - Commended - Scottish PR Awards

PEOPLE

KAREN FINLAY - Director

Karen has over 16 years public relations experience gained within a consultancy environment in Northern Ireland and Scotland. A Politics graduate from Queen's University in Belfast, she has extensive experience of both business to business and consumer PR. Former Account Director with one of the UK's top agencies, Karen was responsible for the launch of The National Lottery in Scotland and Northern Ireland and has worked on many of the UK's top brands.

YVONNE BRUCE - Director

Yvonne has worked in public relations for over 14 years in a mix of in-house and consultancy roles spanning the public and private sector. The first four years of her career were spent as press officer for the West Midlands Regional Health Authority, and Edinburgh City Council where she gained extensive hard news and crisis management experience. Whilst Account Director for a leading UK agency, Yvonne initiated the Glenfiddich Spirit of Scotland Awards scheme which won the UK Consumer Campaign Sword of Excellence Award from the IPR in 1999. She holds a BSc in Biological Sciences, Communication Advertising and Marketing Certificate and is a Member of the Chartered Institute of Public Relations.

SERVICES

Artisan PR specialises in developing balanced public relations programmes for clients aimed at communicating key messages about their goods and services to specific target audiences. These programmes tend to reflect a mix of media relations and promotional activity and often include elements of the following services:

- Media Relations - news releases, features, picture stories, press trips
- Media Promotional Activity: competitions, advertorial, radio promotions, media sponsorship
- Exhibitions
- Sponsorship development
- Product sampling
- Newsletters and other promotional literature
- Corporate Hospitality
- Research

HOW WE WORK

Unlike many public relations agencies, Artisan PR works on a fee only basis with all operational costs being billed direct to the client (this avoids any handling charges and ensures that the client pays the minimum cost at all times). In addition, Artisan PR operates open book accounting providing, as part of any proposed PR activity, a detailed breakdown of the time anticipated for every aspect of the programme in addition to comprehensive end of month reports that outline exactly what activity has been undertaken for a client.

All work undertaken by Artisan PR is fully evaluated utilising a system tailored to meet each individual client's needs.

CLIENTS

Artisan PR has experience across a wide spectrum of business sectors including: utilities, finance, FMCG, manufacturing, public sector, retailing, tourism, property and food & drink. The agency works on behalf of clients throughout the UK and has developed a reputation for particular expertise in the fields of **Tourism, Food and Drink and Retailing**, which is reflected in the current client list.

- The Balvenie Single Malt Scotch Whisky
- Glenfiddich Single Malt Scotch Whisky
- O.V.D. rum
- National Museums Scotland
- Gretna Gateway Outlet Village
- SCOT Sheridan
- Edinburgh Woollen Mill
- 7 Stanes mountain bike trails
- Baxter's Retail

SAMPLE CAMPAIGNS

Artisan PR has worked on a diverse range of campaigns on behalf of its clients.

A few examples follow:

- **National Museums Scotland** – Announcement of donation of Jean Muir Collection
- **VisitScotland** – Launch of Autumn Marketing Campaign
- **Borders Banquet** – Event Launch
- **Glenfiddich** - Glenfiddich Gourmet Cookery School for Men
- **National Museum of Flight** – Big Wing Week – Favourite Aviation Film Survey
- **Gretna Gateway Outlet Village** – Launch of Easter Marketing Campaign
- **National Museum of Costume** – Launch of “Hidden Secrets” exhibition
- **Glenfiddich** – Announcing sponsorship of MOD
- **The Balvenie** – World’s Most Expensive Christmas Pudding
- **National Museum of Rural Life** – Arrival of new litter of piglets
- **VisitScotland** – Creation of Borders Dog Ambassador
- **O.V.D. Rum** – O.V.D. Spiced Comes to Scotland

CASE STUDIES

FINAL BOTTLE OF WORLD'S OLDEST WHISKY SOLD TO HONGKONG

Artisan PR discovered that the last bottle of Glenfiddich 1937, the world's oldest single malt was about to be bought by Hong Kong Airport for sale in its duty free shop. The story presented an opportunity to reinforce Glenfiddich's credentials for creating the world's finest single malts - highly desired around the globe - to the Scottish, UK and worldwide consumers.

- Briefing and commissioning of top Scottish photographer to take images to reflect the quality of the product and its Scottish credentials: white gloves, hint of tartan for international use.
- Development of news story suitable for UK and international use - press and broadcast
- Liaison with worldwide news agencies
- Targeting of newspapers, magazines, duty-free specialist press, licensed trade press, radio

The Results

- Over 20 UK press articles including The Times, Daily Telegraph, Daily Express, Sun, Mirror, Mail, Daily Record, Herald, Press & Journal, Yorkshire Post, Edinburgh Evening News
- 15 items of radio coverage, International coverage across Asia, press and broadcast
- All coverage conveyed two of the core three key messages for Glenfiddich : Scottish/independent, Quality, range/innovation
U&A study (June'05) showed Glenfiddich strengthened its associations of independence and innovation with Scottish consumers.
- OTS = 25 million, OTS amongst key Glenfiddich target market (males 35-55) = 2.5 million, EAV of press coverage = £115,000,
ROI: 115:1

THE BALVENE ARTISAN AWARDS

The ongoing growth and development by Artisan PR of a unique awards scheme designed to showcase The Balvenie single malt's USP of craftsmanship.

Awards open to those who use a traditional skill or craft
Three awards categories introduced

- Best new start-up business
- Best use of traditional skill/craft
- Outstanding commitment to carrying on a traditional skill/craft

The Results

- Country Living Magazine recruited as a media partner
- Supported by the UK Crafts Council
- Information distribution via UK enterprise network
- Local, regional and national media relations
- Awards ceremony for winners

BORDERS DESIGNER CASHMERE COLLECTION FOR LAMBS

When every tourist area is trying to attract short break visitors for Spring – how do you make the launch of one region's Spring brochure stand out from the crowd and attract the media?

- Take a Spring icon – new born lamb
- Add some regional culture – Borders cashmere heritage
- Locate a suitable scenic farm
- Find a cutting edge fashion designer
- Create stunning designer cashmere jackets for the lambs

The Results

- TV and radio coverage. High profile Scottish press coverage in tabloids and broadsheets: Herald, Scotsman, Mail, Express, Star. Scottish and North England regional press coverage.
- Magazine coverage, campaign images featured in newsletters, on websites etc
- Total OTS= 1,890,000, OTS for key target market profiles = 500,000. Total reach of radio/broadcast coverage= 3,400,000. Coverage EAV with weighting = £66,000, ROI= 40:1
- **Winner CIPR Presidents Grand Prix – Best Low Budget Campaign (2005/2006)**
- **CIPR Best Use of Photography – GOLD 2005**
- **CIPR Best Low Budget Campaign – GOLD 2005**

CIPR Judging Panel “ The agency's fresh, witty approach to a traditional seasonal tourism campaign was successful in conveying the desired messages to attract visitors to the area. The creative photography concept was founded on strong research at low cost and the impactful images resulted in good media coverage in the UK and abroad.”

CIPR Judging Panel 2005/2006

CONNECTING WITH SCIENCE

How do you generate awareness amongst parents, children and teachers of a new Science and Technology Gallery in an Edinburgh Museum before and for its opening?

- Drip feed creative picture stories featuring the exhibits – import a replica astronaut suit from the US
- Conduct a Science Survey – Do you know who discovered what?
- Pre-view the technology behind the exhibits
- Use one key exhibit as a focus – Dolly the sheep (first clone)
- Launch a search in Primary Schools throughout Edinburgh to find sets of identical twins (natural clones)
- Commission mini branded lab-coats and let the twins be the first to test out the exhibits on launch day
- Work all potential routes for media coverage - media bulletins and features

The Results

- Over 45 pieces of coverage including: BBC/STV, Scotsman, Herald, Daily Record, Guardian, Express, Sunday Times, Sun, Edinburgh Evening News, BBC and commercial radio
- **Total OTS 16 million, EAV with weighting £340,000, ROI 21:1**
- Shortlisted – Best Use of Media Relations CIPR Pride Awards 2006

CIPR Judging panel “We loved the creative use of clever photography to ensure this campaign attracted maximum media interest. This campaign really put the museum on the map.”

CONTACT

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