

# PR POWER

Public relations plays a major role in getting the HomeForm brands into customers' minds during the Sales and throughout the year. When you read stories about the Company's products in the lifestyle mags, chances are it was Willoughby PR that made it happen. **Account Director Kelly O'Hanlon** shows how it all works

## IMPORTANCE OF PR

"The decision to buy a kitchen, bathroom or bedroom can be a long process and customers need inspiration, advice and guidance. Press coverage helps give them this – it brings the brands to life and creates credibility.

Good PR really helps to improve the reputation of the brands. When Willoughby first took on Moben, there was a perception in the media that the quality and the product range wasn't what it should be, so our first task was to improve the customer's perception through the media.

We're getting a bigger share of

space. Ideal Home recently had a spread of around seven or eight pages and they came to us to provide expert comment – all the magazines and newspapers love to have expert comment, so we always make sure we have lots to give!

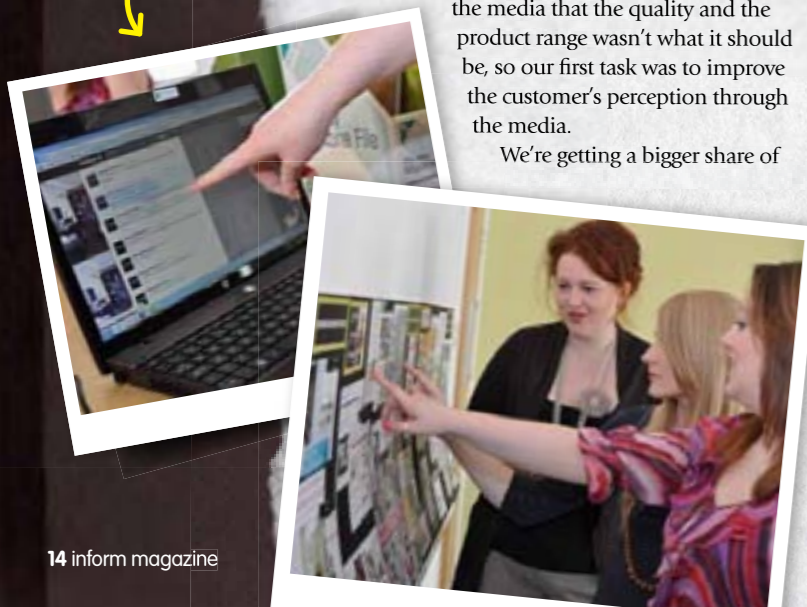
In the past year, we have achieved 387 pieces of coverage for HomeForm and its brands.

The key is getting the right journalist contacts, but all journalists and titles have different ways of working so you have to get to know them all. For example, some titles are working six months in advance, but newspapers might need something that day. And some journalists prefer things to be written so they don't have to change anything, while others want reams of information that they can digest themselves, and then others want quick facts. So you've got to be on the ball and understand the needs of the particular journalist or title you're working with.

And we've got to make sure we've got a great set of photography to supply to journalists because lot of the lifestyle magazines are image-led."



Social media like Twitter is an important tool in getting the message out



There are huge clippings files to keep track of all mentions of HomeForm in the press



Holly  
Kelly



Rebecca  
Emma

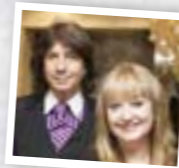


Emma flicks through the magazines to check coverage of HomeForm brands - and the competition

## summer sale

"The Summer Sale are a huge part of the Company's year and our PR strategy has to reflect that. As ever, Laurence has been a tremendous help and he's been giving one-to-one briefings with journalists on what he has been doing with the new ranges throughout the brands. Obviously, this year is particularly important because we've got the relaunch of Kitchens Direct as well. So we've just held a 30th birthday party for Kitchens Direct and we had David Newell [Group Design and Development Director] on hand to talk journalists through the thinking behind the transformation."

## BRAND AMBASSADORS



"Having Laurence on board really helps. Last year's Inspiration Tour was particularly helpful for getting coverage in the regional press who were excited that he was visiting their town. That's really good for getting local people into the Showrooms, whether to meet Laurence on the day, or afterwards because they're more brand-aware.

We get lots of coverage in the home interest press anyway, but having Laurence on board certainly helps to open more doors."

The first date of the Inspiration Tour was the day before Kelly's wedding! For months beforehand, Kelly was planning both at the same time. Luckily, someone else was able to stand in for her at the Showroom

### Meet the team

- KELLY O'HANLON, ACCOUNT DIRECTOR**
- Oversees the whole operation
  - Plans strategy and campaigns for year
  - Negotiates LLB-related activity
  - Prepares end-of-year reviews and proposals

- EMMA VAUGHAN, ACCOUNT MANAGER**
- LLB contact - anything that he needs to see goes through Emma
  - Manages individual brand campaigns
  - Leads the media relations and plans press briefings
  - Monitors coverage of rival brands

- REBECCA WAN, ACCOUNT EXECUTIVE**
- Helps with the tweets and blogs
  - Writes press releases and expert comment
  - Daily contact with the press to secure coverage
  - Compiles weekly coverage reports for HomeForm Marketing

- HOLLY JONES, DIGITAL ACCOUNT EXECUTIVE**
- Oversees Twitter and blog activity
  - Prepares weekly online summary for the HomeForm Marketing
  - Checks social media for negative mentions for customer services
  - Responds to Tweets and builds follower base

LOOK OUT IN THE NEWSAGENTS... FOR COVERAGE OF THE HOMEFORM BRANDS. CHECK THE AUGUST

ISSUES OF : IDEAL HOME • THE HOME • TESCO MAGAZINE, WHICH SHOULD BE ON SALE FROM 1 JULY.