



Business & Enterprise Group

Business & Enterprise Group is the organisation that delivered the Business Link service in North East England. It also operates the North East England Investment Centre (NEEIC) and the North East England Service Provider Register (NEESPR). All services are designed to offer support and assistance to pre-start, new and established businesses of all sizes across the region.

Objectives

Our PR brief was to: position the group and each of its service brands with their target markets; provide a consistent reporting framework to allow Business & Enterprise Group to review activities periodically and to work closely with the communications team and appointed full service marketing agency to provide a PR programme that complemented the wider communications strategy.

Approach

Press Ahead produced a regular flow of case studies, profiling businesses successfully assisted by Business Link and the other service brands. We also delivered a series of business advice columns, which we used to target the regional business media, as well as ensuring that Business & Enterprise Group chief executive, Alastair MacColl, and other key personnel were positioned as voices of authority in the region. This was supported by the issue of commentary pieces that reacted to the news agenda and other ad hoc news releases announcing key developments within the organisation.

Results

Press Ahead delivered a regular, consistent flow of positive editorial across all regional media titles, as well as contributing to Business Link's national plans. In addition to securing a high quantity of coverage, we ensured that the content was on message and positioned Business & Enterprise Group as playing an increasingly a vital role in the stability of the North East economy through its work with pre-start, new and established businesses. The return on investment, in respect of the AVE of coverage achieved, was around 23:1.

Media > Marketing & Communications