



Business & Enterprise North East (BE-NE)

BE-NE is the organisation that delivers 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 objectives are: to position BE-NE and each of its service brands with their target markets; provide a consistent reporting framework to allow Business & Enterprise North East to review activities periodically and to work closely with the communications team and appointed full service marketing agency to provide a PR strategy that complements the wider communications strategy.

Approach

Press Ahead produces a regular flow of case studies, profiling businesses successfully assisted by Business Link and the other BE-NE service brands. We also deliver a series of business advice columns, which we use to target the regional business media, as well as ensuring that BE-NE chief executive, Alastair MacColl, and other key BE-NE personnel are positioned as voices of authority in the region. This is supported by the issue of commentary pieces that react to the current news agenda and other ad hoc news releases announcing key BE-NE developments.

Results

Press Ahead continues to deliver 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 cuttings, we ensure that the content is on message and positions BE-NE 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. To date the return on investment, in respect of the AVE of coverage achieved, has been 23:1.