THE OUTWARD BOUND TRUST

press ahead

The Outward Bound Trust

The Outward Bound Trust is an educational charity that uses outdoor experiences and challenges to help and develop young people. For over 65 years, the organisation has been inspiring thousands of people to unlock their potential, raise their self-esteem and prepare them to face their future with confidence.

Objectives

The main objective is to raise the profile of The Outward Bound Trust and the services it offers, among its key audience groups.

Approach

Press Ahead works closely with the marketing team at The Outward Bound Trust to identify news hooks and PR opportunities. As well as looking to the Trust's individual centres for news stories, Press Ahead works with the events team and Patron's Company Members to enhance and amplify their communications.

Results

Press Ahead has delivered significant coverage in the outdoor press, with regular editorial secured in titles including TGO, Outdoor Trade & Industry, Outdoor Enthusiast, Country Walking and SGB Outdoors. We have also achieved coverage in trade titles including the Times Educational Supplement, Sec Ed, Design Week and Marketing. As well as niche titles, we have targeted media outlets local to each of the Trust's five centres and indeed national consumer outlets, including The Times.

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