



admire *PR*



HOW WE WORK

ABOUT US

At Admire PR we are fiery at heart. We help our clients stand out like a candle in the dark.

We work as part of your overall marketing strategy. We look at your company targets, all the marketing you have in place, your customers and desired customers and build a campaign to help you to achieve your objectives as a business owner.

We price based on your desired outcomes and guarantee our results.

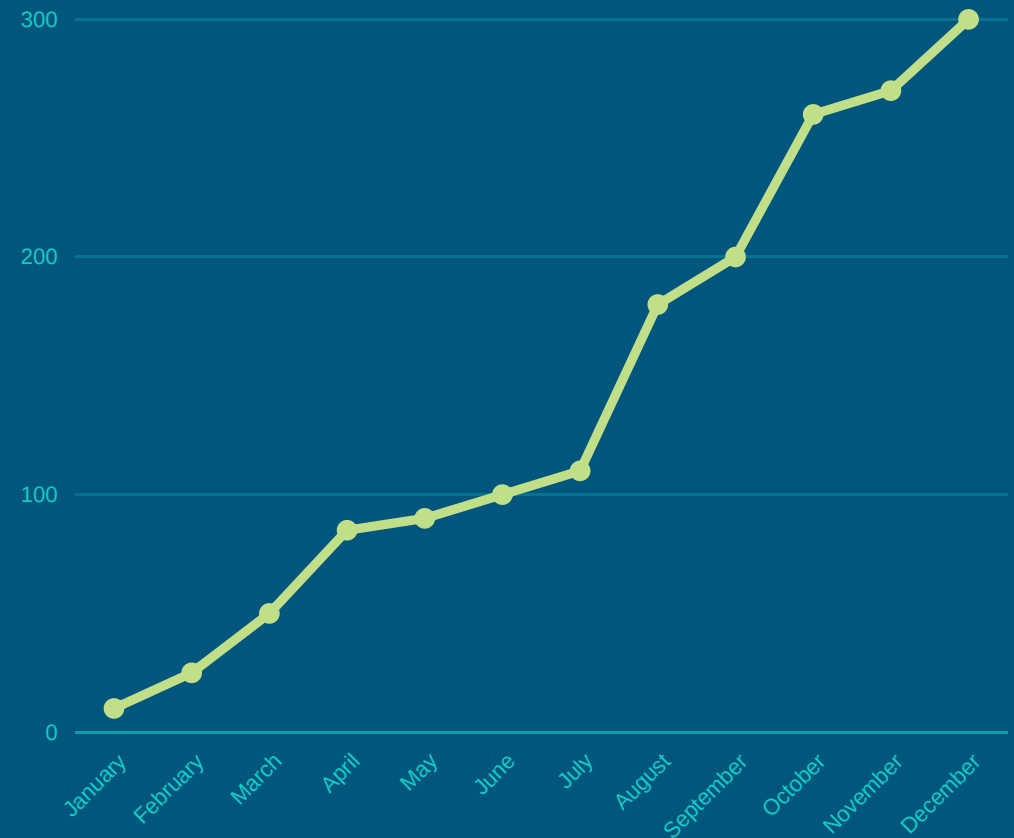


MEASURABLE MARKETING

It is vital for any organisation, whether corporate or charitable, to be able to prove the value of their efforts into PR. It needs to work - it needs to help the organisation meet their objectives.

This value of press coverage can be measured in various ways such as increased enquiries and/ or donations (in a charity situation) as well as measuring website visits and social media followers. It is our job to help pre-qualify these leads into your business so that they are a strong fit to your value, mission, and product or service.

As PR professionals we can use measurements to evaluate the coverage such as reach, coverage views and AVE (Advertising Value Equivalent).



PROBLEM SOLVERS

WE CAN HELP IF:

- You have insufficient consistent brand awareness or sales, negative reputation, lack of consistency of media coverage and social media.
- You have a marketing plan but are unsure if it's comprehensive enough.
- You have a website, a product and or a service.
- You have some social media – but you want to know if you are doing enough. Are you getting through to the right people?
- You feel like you are not getting the recognition you deserve. More of your audience need to be aware of the good stuff.
- You have knowledge to share.



KEY TERMS

Estimated Coverage Views - An estimate of how many total views the piece of coverage will get over it's lifetime.

Domain Authority - This is measured out of 100. Sites with greater influence have a higher score and a greater chance of your coverage being seen on Google.





The blind dressage rider competing against sighted people

Blind dressage rider, Nicola Naylor, competes nationally and internationally in para and non-disabled events. But how does she do that if she can't see?

Although dressage is difficult to perfect, Naylor says one of the biggest issues for her is the simple matter of knowing whether the horse is positioned straight or not.

She has developed a variety of techniques with her trainer, Daniel Watson, to assist her with this and achieving the predetermined movements in the arena.

Produced by Adam Bloodworth and filmed and edited by James Stewart for BBC Ouch.

SPORT

Nicola Naylor

BBC coverage of para dressage rider Nicola Naylor.

Estimated Coverage Views - 332K

Domain Authority - 96

Laura Tomlinson

Horse and Hound coverage of Olympic dressage rider Laura Tomlinson.

Estimated Coverage Views - 4.12K

Domain Authority - 65



'I'm very pleased with the timing': British Olympic gold medallist announces pregnancy

British Olympic dressage rider [Laura Tomlinson](#) has revealed that she is pregnant with her third child.

H&H columnist Laura and her husband, the international England polo player Mark Tomlinson, are expecting the new addition to their family in the middle of January. The couple already have a four-year-old daughter, Annalisa (pictured with Laura, above), and one-year-old son, Wilfred.

"Mark and I are excited to be expecting our third child in mid-January, and **I'm very pleased with the timing, as it will hopefully allow me to be back in**



Prince Harry talks 'candidly' to teenager about losing a parent

Prince Harry took time out from a royal engagement to sit down and speak to a teenager who like him shares the experience of losing a parent at a young age.

The Duke of Sussex spent 10 minutes "sharing an experience" with the young person, who became emotional talking about the loss of a parent.

Harry and Meghan met the teenager during a visit to the Empire Fighting Chance charity in Bristol - which combines non-contact boxing with education, mentoring and therapy.

As the young person became upset, Harry asked everyone to leave the room so he could speak "candidly".

CHARITY

Empire Fighting Chance

ITV coverage of the Royal visit to Empire Fighting Chance

Estimated Coverage Views - 35.7K

Domain Authority - 91

Tree Aid

Bristol 24/7 coverage of Tree Aid's World Environment Day Campaign.

Estimated Coverage Views - 1.3K

Domain Authority - 58



FEATURES / CLIMATE CHANGE

TAKE CLIMATE ACTION BY GETTING INVOLVED IN LIVE ART

As part of World Environment Day on Wednesday, June 5, a live and interactive art installation will highlight the importance of planting trees to combat climate change.

[TREE AID](#) is taking over College Green from 8.30am to 2pm, encouraging people to paint a tree sapling on the piece. Eventually covering the entire structure, made of 100 per cent recycled wood, the installation will spell 'TIME' in large letters to highlight that now is the time to act on climate change.



Funds for churches raised by foot and pedal power

THE brilliant weather for the annual Ride+Stride event has led to another successful year of fundraising for the county's churches.

Ride+Stride is organised each year by Gloucestershire Historic Churches Trust and early indications suggest some 600 enthusiastic people from more than 100 churches took advantage of the glorious sunshine to travel between churches in the county by bike, foot and car.

One pair of participants, Chris Witham and Andy Cole cycled more than 42 miles and visited 15 churches on their route.

Meanwhile, Charlotte and Kate of Charlotte's Tandems, a charity that lends out tandems to those less able to cycle, saw an amazing 25 churches and chapels during their cycle ride.

Jonathan MacKechnie-Jarvis, chair,am of Gloucestershire Historic Churches Trust grant committee, said

CHARITY

Gloucestershire Historic Churches Trust

Gloucestershire Live coverage of Gloucestershire Historic Churches Trust's annual fundraiser 'Ride + Stride'.

Gloucestershire Live Monthly Newspaper Readers - 9 Million

Marmalade Trust

The Scottish Sun coverage of Marmalade Trust's Loneliness Awareness Week

Estimated Coverage Views - 9.84K

Domain Authority - 83



Perth OAP, 90, and schoolboy, 10, treat each other like old buddies after striking unlikely friendship

TWO unlikely pals have formed a unique bond despite a staggering age gap of 80 years.

Old soldier Roy Melville's eyes light up every week when ten-year-old Kian Donnelly arrives for a game of draughts or to push him around the gardens of his care home in his wheelchair.

The unique relationship between the primary school pupil and his 90-year-old mate has been highlighted as part of the UK's Loneliness Awareness Week.



The Utterly Inessential Beach Shopping List: From ocean-inspired drinks to a Dragon paddleboard for the entire family to enjoy

Bored of being in the office? Well, this weekend is your chance to drop everything and jump on a train down to our gleaming coastline. Alexandra Fraser rounds up a few of the utterly inessential things that you should probably, potentially, but definitely not absolutely, bring with you.

Beaches! Seaside! Never mind that we may be hurtling towards a time when London could feel like Barcelona and Barcelona could feel like the surface of the sun. Never mind that my lavender plant is, as I type, dying on my windowsill

PRODUCT LAUNCHES

Tom and Teddy

Country Life coverage of Tom and Teddy

Estimated Coverage Views - 3.16K

Domain Authority - 65

Go Faster Food

Triradar coverage of Go Faster Food's new energy snack.

Estimated Coverage Views - 230

Domain Authority - 51



Kate Percy Launches Fruit Pursuit

New from Kate Percy's Go Faster Food is a delicious energy snack with a fruity twist.

Well known for her Go Faster Food recipe books for athletes and her original range of Go Bites®, Kate's colourful new varieties are hand-rolled in freeze-dried fruit powder. The all natural and vegan-friendly bites come in three zingy flavours: Raspberry & Cacao, Strawberry & Cashew, and Blackcurrant & Blueberry. With 3 balls in each pack, all have no added sugar, are high in fibre and gluten free. The Blackcurrant & Blueberry flavour are ideal for those who require an additional protein source in their diet. Perfect to keep in your gym bag, handbag or as a snack at home.



How to use innovation as a powerful marketing tool

By [Shelly Greenway, partner and strategist at strategic brand innovation consultancy, The Strategy Distillery](#)

'What if the best form of marketing wasn't, in fact, marketing?'

What always surprises me in working with big companies is that innovation is primarily considered a growth tool – less talked about as a way to build brand equity. That's usually seen to be the domain of big advertising campaigns that supposedly land enduring brand values.

But what if the best way to transform people's perceptions of a brand is to change the way they experience it?

B2B

The Strategy Distillery

Business Leader coverage of The Strategy Distillery.

Estimated Coverage Views - 1.74K

Domain Authority - 45

ActionCOACH Bristol

North Somerset Times coverage of ActionCOACH Bristol's Gary Keating.

Estimated Coverage Views - 1.27K

Domain Authority - 47



Backwell businessman awarded senior partnership at business coaching firm

Gary Keating has been awarded senior partner status by ActionCOACH for the Bristol area.

After a career working in the South West, and Hong Kong, Mr Keating decided to retire to Backwell in 2011.

In November 2015, he decided to come out of retirement and signed up with ActionCOACH to help pass on his extensive knowledge to businesses in the area.

Mr Keating said: "I've endured and enjoyed a lifetime of good and challenges in business.





The Technology Behind TEDxBristol - how Newicon is supporting the city's leading ideas

Dare to Disrupt. That was TEDxBristol's theme back when Newicon started working them in 2017 — and it was the hook that drew them into a long and exciting partnership.

This year the partnership with TEDxBristol has developed even further. Their theme for this year's highly anticipated event is Reflect, Rethink, Reboot — and this is echoed in the work we're now doing for them.

Mark Probert, Digital Strategy Director at Newicon explains,

"We started working with TEDxBristol back in 2017 because we shared their mission, dare to disrupt, and wanted to help make the event a success. And we continue to work together today -

B2B

Newicon

bbp Media coverage of Newicon's partnership with TedxBristol

Estimated Coverage Views - 2.93K

Domain Authority - 37

Lexia Analytics

Reconteur coverage of Lexia Analytics "How to apply data science to marketing and sales" article

Estimated Coverage Views - 1.61K

Domain Authority - 62



How to apply data science to marketing and sales

We live in an age where driverless cars will soon fill our streets, Siri is on every iPhone, traders rely on algorithms, Alexa runs our smart homes and the mass automation of labour will impact everyone. The McKinsey Global Institute estimates the total potential impact of artificial intelligence at around [\\$13 trillion](#) in additional economic output. Data analytics capabilities have become essential.

Given such numbers, plus the omnipresent media buzz surrounding data, the call for today's marketers and sales professionals is clear. Borrowing the words of Andy Grove of Intel: *"Only the paranoid will survive!"*

AWARD ENTRIES

Entering awards has so many advantages for a business and a team. They can provide amazing opportunities for PR and promotion as well as giving you a chance to network with key people in the industry. Award entries also give you a chance to give back to your team by thanking them for their hard work.

72% of the companies we enter for awards get shortlisted, so let us help you increase your chances of reaching that gala dinner.



AWARD WINS AND NOMINATIONS

MTM Awards

Life Media - Media, Digital & Creative Award
Winners 2019

Bristol Life Awards

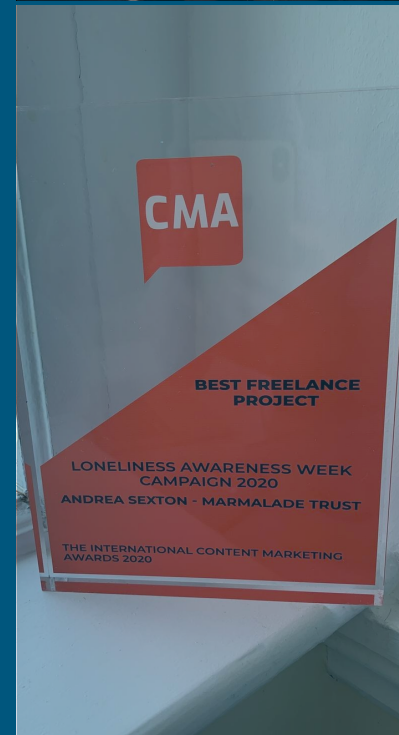
3 clients nominated in 2020

South West Business & Community Awards

6 clients shortlisted in 2021



Bristol Life
AWARDS 2020



CONTACT US

If you would like to discuss how PR can fit in with your marketing strategy then get in touch.

We offer an initial free consultation and would love to hear from you.



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<https://www.admire-pr.com>

