

Case study



News: hard and soft



Awards: finalist and winning positions



Profile pieces: FT, Telegraph, Roadway, Commercial Motor, City AM, The Voice, Real Business and Motor Transport



Opinion pieces & comment in trades & nationals



Client brief:

Raise logistics industry recruitment startup Clearstone's profile with trade and business audiences to attract customers and interest potential acquirers.

Wide approach:

Focus on Clearstone's novel solutions to key issues facing the logistics industry. Capitalise on the unique attributes of the founders. Create 'soft' news to emphasise various aspects of the business

Campaign highlights:

- Large profile pieces arranged in several key national and trade publications
- Several awards identified, entered and won. Highlight: CBI's 'Entrepreneurs of the Future'
- Features arranged in trade media, publicising efforts to address industry issues
- High profile speaker slots arranged
- Rapid reaction to industry news generated further coverage
- Client for over 2 years until sale



The business PR agency