

## CASE STUDY

**Client:** FTBA  
**Budget:** Ongoing retained client for the past 10 years

**Objectives:** To raise awareness of the furnishing trades' only dedicated charity among those working across the furnishings sector at every level - i.e. to reach those able to help raise funds as well as those in need of financial assistance or a respite break

**Strategy & Plan:** To promote FTBA fundraising events and initiatives and examples of 'giving'.

**Activity:** AKA PR, which has strong links with the furnishings sector, has always worked as an integral part of the FTBA's small team of employees. While not a strictly 'pro bono' account, activities on behalf of the charity have been significantly over and above those of the usual client-PR agency arrangement. In addition to a regular programme of press releases to all relevant trade titles highlighting FTBA events, other fundraising initiatives and beneficiary case study stories, the agency also:

- writes, negotiates and arranges the design, print and distribution of an annual newsletter
- negotiates free advertising in a number of trade press titles of the charity's annual Christmas Card Campaign
- negotiates special features in trade press titles
- prepares advertising and posters to support FTBA events and initiatives
- has regularly assisted and taken part in FTBA events



**Results:** The FTBA has enjoyed widespread support among a good cross section of trade press titles, many of who now run free adverts in support of the charity's events and aims. During a period when the nature of charitable giving has significantly changed from regionally based volunteer groups to more high profile, nationally organised events, this increased profile has helped secure vital sponsors for shooting, sailing, golfing, fishing and karting championships.



***"Public relations is such a nightmare, so it was a great relief to find a PR company who not only know the furnishing industry and had excellent contacts with the trade press, but were also quick to appreciate our own needs."***

***Jonathan Seddon-Brown, retired CEO Furnishing Trades Benevolent Association***