



CASE STUDY

“AKA PR have been a great help in gaining positive coverage and turning round the pre-conceived assumptions about Skipton Properties with the local and regional press. The team are thorough, willing and enthusiastic and their support has been crucial to organising our successful 20th anniversary event and planning an exciting 21st birthday charity ball.”

Sarah Barraclough, sales director, Skipton Properties

Client: Skipton Properties
Budget: Retained client

Objectives:

- To change the perceptions of the company in the surrounding area and counter the regular number of negative press stories.

Strategy :

- To issue a regular stream of positive 'good news' stories focusing on the company's contribution to local communities and charities plus celebrating its longevity and reputation as top quality builders.

Activity;

- Organise key anniversary events for the local area and invite industry peers and local dignitaries.
- New development releases and case studies in local and trade titles.
- Publish a magazine to celebrate 20 years in business to circulate to new customers, suppliers and local industry peers.
- Publicise current charity initiatives and increase sponsorship opportunities.

Results: During the two years AKA PR worked with Skipton Properties the level of positive coverage generated far outweighed the number of negative stories published. With increased awareness of the company's charity support and sponsorship Skipton Properties was seen as a key supporter in the local community.

