

## **CIPR PRIDE AWARDS 2009**

**Name of region:** Midlands

**Category number:** 21 – Young Communicator of the Year

**Name:** Lucy Kemp, Account Director

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### **Background**

My interest and passion for PR stems from my first full time job, back in 1998. I was fortunate to land a junior marketing role with Bradstone, a leader in the manufacture and supply of domestic paving.

During my time there I worked closely with the external PR agency and slowly began to realise agency life was for me.

However, at this point in time I'd not been to university and didn't feel confident putting my ideas forward to senior members of the team. In order to succeed in this profession I decided to study the subject further.

I graduated with a 2:1 in Marketing, PR and Communications and within one week of completing my course in the West Midlands I moved to London and started as Junior Account Executive at boutique fashion agency, Maverick Publicity.

Quickly climbing the proverbial PR ladder, I became Account Manager for three clients, devising and implementing strategy, planning events and managing two junior members of staff.

After three invaluable years I started looking for a new challenge to further my knowledge and experience of the industry, which led me to a position at Shine Communications, one of London's top consumer agencies.

The day I got offered that job was probably one of my proudest.

### **Shine Communications**

Starting at Shine was an incredibly daunting experience. Not only do they represent some of the best known brands in the UK – Playstation, Bacardi, eBay, Vodafone, Bombay Sapphire, Paramount Films to name but a few – they also breed some of the UK's best PRs.

I felt like a small fish in a very big pond; I'd managed clients and achieved great results but nothing on this scale.

Through my tenacity and willingness to learn I soon cut my consumer PR teeth and found myself managing two of the biggest accounts in the agency, Vodafone and eBay.

This gave me fantastic experience of huge brand building campaigns and further secured my core skills of media and client relations.

During my time there I was praised for both my strong client relationships and the level of coverage I generated.

#### **Client & Journalist Feedback**

"Lucy is an absolute rock on the eBay team at Shine. Without her, we wouldn't have had the stonking year we did in 2008. She really is a complete PR pro on all fronts – from strategic thinking and creativity, to skilled media handling and calm campaign management. Lucy has been a real anchor for the internal eBay team through the past year – and, what's more we absolutely love working with her." **Julia Hutton-Potts, eBay PR Director**

"Lucy has the skill set and professional toughness to succeed even in Afghanistan; North of England will be a piece of cake. I'll miss her." **Jakub Hrabovský, PR Manager, Vodafone**

"You are an excellent PR and will be sorely missed thanks for everything you've helped us with and all the good features." **Derek Brown, Deputy Features Editor, The Sun**

In February this year my PR journey took a new turn when, due to a change in personal circumstances, I relocated to Birmingham.

I was delighted to land the role of Senior Account Manager with the highly creative Seal.

#### **Seal**

In five months with Seal I've quickly established my profile within the agency and secured a promotion from Senior Account Manager to Account Director.

Since joining the agency I've implemented effective working practices ranging from financial account management to daily paper meetings.

It is my passion to coach and grow the talent we have here in the Midlands. I've been lucky enough to work with and for some of the country's top communicators and I hope that in my own way I can bring this to the executives at Seal.

I have given our account executives the tools they require to be the best young PRs Birmingham has to offer.

In order to improve national media relations I've ensured the Birmingham PR team read and analyse national and regional media in daily paper meetings. I've also developed a media relations strategy whereby team members go and meet the media in London and respective local media houses.

### **Seal Campaign Achievement**

On my first day at Seal I was handed the management of a large project, the launch of National Cask Ale Week. This was a mammoth task with huge client expectations, however, working closely with PR Director Jo Mathers, I took the campaign from initial creative ideas to reality.

As with any campaign we were faced with challenges, the main one being working for a group of five organisations all of whom had different objectives and expectations. Effectively managing clients while delivering a campaign and ensuring high levels of media coverage required precise planning and strong team management skills.

Working to a tight budget of £12,000 I devised a comprehensive campaign timeline which delivered over and above all parties expectations.

The campaign launch achieved national coverage appearing in the Financial Times, The Sun, BBC2's flagship weekend show Something for the Weekend and on the Daily Mail, Daily Telegraph and Metro websites.

Utilising my digital expertise I took the campaign to a global audience via the social networking site Twitter we engaged bloggers from across the pond creating international awareness of the event. This was a first for any campaign at Seal.

The campaign was a huge success delivering over 231 pieces of coverage with a PR value over just over £560,000.

My personal coverage highlight was placing a double page spread in the Times (see supporting documents) this required first class media relations, thorough planning and careful budget management.

### **Committed to succeed**

As well as networking with journalists I've taken steps to raise my profile within the Midlands PR community attending events organised by the CIPR and Birmingham Future. I also ensure I get 'out and about' meeting local journalists and have already visited Birmingham Post's offices.

I am a driven individual who thrives on the energy and excitement that this industry has to offer. I believe my experience and desire to succeed for both my agency and client gives me what it takes to be an outstanding young communicator.