

# Rewired PR

## Outstanding Small Consultancy

### Introduction

Birmingham based Rewired PR was established in **June 2008** by former **Birmingham Young Professional of the Year**, Ruth Ward. Having worked as an Account Director at Willoughby PR for four years, and a Director at Neon Communications for three, Ruth decided to establish her own consultancy to provide a specialist approach to clients across the **creative, arts and leisure** sectors.

This sector is **worth over £1 billion to the region's economy**, and research suggests that the West Midlands could **see 250,000 new jobs** in the creative and cultural sector over the next seven years. Culture, the arts and leisure destinations make the West Midlands a vibrant and exciting place to live and work, but **the region has not always enjoyed a strong reputation** in these fields.

Rewired PR works with individuals and organisations to **improve their profile** and, in turn, **raise awareness** of the West Midlands region as a hub of pioneering creative work, and a top visitor destination.

In addition, as the media landscape continues to undergo a rapid evolution, Rewired PR offers clients particular expertise in both **traditional** and **new media** opportunities with which to support their continued communication and promotion.

### Business Objectives

Rewired PR has the following business objectives:

- To offer strategic level PR, marketing and events consultancy for the creative, arts and leisure sectors
- To offer clients expertise across all channels of traditional and new media
- To support and develop young talent
- To support and promote the creative industries and leisure sector in the West Midlands
- To grow a sustainable business with a solid turnover

In the 12 months since inception, Rewired PR has grown from a team of one to employ three full time members of staff and two freelancers.

### Example of Particular campaign: The Big Picture

The Big Picture was an innovative arts project devised by Arts Council England West Midlands. It was created to build a detailed portrait of the West Midlands, its people and communities. People from across the West Midlands were encouraged to take photos and

submit them to the online gallery [www.inthebigpicture.co.uk](http://www.inthebigpicture.co.uk) in a bid to create the largest photo mosaic in the world.

Rewired PR was selected to support the unveiling of the world's largest photo mosaic in August 2008 by generating local, national and international press coverage

A media partnership had been agreed with the BBC in the months leading up to the launch. It was important for us to manage this relationship alongside generating additional coverage from other TV and media channels.

Coverage for the mosaic unveiling was secured in both national tabloids and broadsheets including The Sun and The Times, as well as regional media, BBC Midlands Today, ITV Central, Birmingham Post and Mail, Express and Star, and international media.

The total Advertising Value Equivalent (AVE) for coverage achieved in August 2008 for the Big Picture mosaic unveiling came in at over £1.4 million.

## **Outstanding achievements**

### **Client base**

Since it was established in June 2008, Rewired has built an impressive client base including: Cadbury, Birmingham City Council, Wolverhampton Art Gallery, and Birmingham Ormiston Academy. In March 2009, Rewired PR won a five way pitch to secure the PR tender for Retail Birmingham, the privately funded organisation that represents over 1,000 of the city's retailers, from independent stores to Bullring, Selfridges and Harvey Nichols.

### **Support for external organisations**

In addition, the Rewired team sits on the boards and committees of the following organisations: Creative Republic, Birmingham Future, Cure Leukaemia Art Auction, Birmingham Hippodrome.

Rewired PR supports selected projects with pro-bono PR consultancy each year. In 2009, Rewired will be supporting Birmingham Book Festival for its 10<sup>th</sup> anniversary.

### **Developing young talent**

Rewired PR is a firm believer in supporting young talent and developing the next generation of PR professionals. We were one of six Midlands PR agencies to support B-Hive in 2009, a new scheme to offer students from the West Midlands a paid-for work placement in leading PR and advertising firms. We also offer placements for students from GCSE to university age.

## **Evaluation of achievements including analysis of performance**

<b>Client/Project</b>	<b>Highlights</b>	<b>Value of coverage achieved</b>
The Big Picture mosaic reveal, August 2008	The Times, The Sun, Midlands Today, ITV Central, Birmingham Post and Mail, Adelaide Now (Australia)	£1.4 million
Wolverhampton Art Gallery/Utmost Fidelity Exhibition  October 2008 – February 2009	The Spectator, World of Interiors, British Art Journal, The Art Newspaper, Tate Etc and Leisure Painter.	£93,000
Screen WM, Tormented Premiere, May 2009	Radio 1, ITV Central News, BRMB, Kerrang! Radio, Birmingham Post, Sunday Mercury	£260,000
Bass Festival, April - June 2009	Sunday Times Top 100 Festivals, Design Week, Eye Magazine, Metro, Birmingham Post, BBC Radio Derby	£320,000

### **The reasons the team is special. What makes them stand out?**

We are a passionate, hardworking, and dedicated team who pride ourselves on our creative approach, professionalism and results.

We play an active part in our local business community, giving advice and support to external organisations wherever we can, and investing and supporting young talent.

*"A refreshingly different PR agency with a huge talent, immense dedication and personal but professional attitude to work. Ruth and her team have been an absolute pleasure to work with, delivering outstanding results and adding value at every stage."* Big Picture Project Manager, Kerry Endsor

*"Tara and Ruth delivered an exceptional event in a very short space of time and with a very tight budget. They delivered a high level of media coverage and ensured that the film premiere we were supporting went with a real bang on the night."* Boris Worrall, Head of PR and Communication Accord Housing

*"Rewired PR are not only professional but passionate, driven & great to work with. They listened to our objectives, understood them, and then used their expertise, experience & contacts to deliver outstanding results. They were an integral part of the success of the event!"* Gemma Courtenay, Festival Director for Taste of Birmingham 2008fc