

# WILDERNESS PR

*The small PR agency with big agency thinking*





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# WILDERNESS PR

## FACTFILE

A boutique consumer and lifestyle Public Relations consultancy, based in East Sussex, [Wilderness PR](#) specialises in raising brand and product awareness. Experts in devising and implementing influential consumer communication campaigns that make the right 'noise' to the right people.

Wilderness PR takes a fresh approach to growing reputations, helping businesses and brands be seen and heard. Offering an up-close, personal consultancy, with non-executive style advice, WPR is used to working remotely, but as an extension of an in-house team.

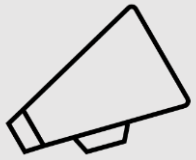
We are passionate about working with Sussex and Kent based brands and businesses that have a national reach.

Wilderness PR works with trusted third-party collaborators including graphic designers, photographers, videographers and web designers, employing them on a freelance basis as and when clients require.



# WILDERNESS PR

## SNAPSHOT



Consumer,  
lifestyle, travel PR



Networkers



Forward thinkers



Efficient



Newshounds



Strategic campaigns



Storytellers



Creative thinkers



Growth



Collaborators



## YOUR WILDERNESS PR TEAM



Sarah Jones,  
Founder and Director

Twenty years ago, **Sarah** graduated with a BA Hons in Public Relations and has worked in the industry ever since. Her former years were spent honing her skills in top London PR agencies for brands including **Müller Dairy, Hamleys, Disney Consumer, Galaxy Chocolate (MasterFoods), MTV, Pizza Express** and **Vauxhall Motors**.

Sarah is an expert in devising and implementing influential media campaigns that make the right 'noise' to the right people. She really knows what makes a news story and **pitches to the media on an ongoing basis** with great success.

Sarah has evolved with the changing communications' landscape, but has **extremely strong media relations skills**, a lost art within many PR agencies nowadays.

Never relying on media contacts or big budgets behind campaigns to secure column inches, traction and success, Sarah's most high profile and influential campaigns have been whilst working for herself.



## YOUR WILDERNESS PR TEAM



Evie Kennedy,  
PR executive

Evie joins the Wilderness PR team as a FL Senior Account Executive and is a passionate advocate of travel and lifestyle brands.

Building on her degree in journalism, in 2017 Evie began specialising in luxury travel PR, with clients including the **Jumeirah Vittaveli**, **SeaDream Yacht Club**, **The Chatwal New York** and **Scubaspa**.

Evie has also spent the last three years handling the PR activity on travel-focused and consumer accounts such as **Visit Wales**, **De Vere Hotels**, **San Francisco Travel Association** and **Mulberry Cottages**.

Evie's creativity, storytelling and strong relationships with key editors and influencers allows her to raise awareness and grow clients' reputation by implementing consumer driven campaigns.

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# WILDERNESS PR

## WHAT WE OFFER

- Expert PR practitioners with **25 years' combined experience** across multiple sectors and industries.
- **Media relations at the core.** We know what makes a news story and how to secure the column inches it deserves.
- Effective communications **across all channels** including digital and print.
- A fluid approach to PR that is **as reactive as it is proactive.**
- **Creativity, relevancy, purpose and passion.**
- We work with our clients as well as for our clients. We're used to working as an **extension to an in-house marketing team.**
- PR ideas that are **achievable and WORK.**
- **Straight talking** - clear and transparent is what we do best.



# WILDERNESS PR SERVICES



## PR

- Consumer PR strategy
- Media relations - Campaigns and press office
- Press release writing and pitching
- Copy writing and content generation
- Crisis and issues management
- Event planning and management
- Consumer and press events



## MARKETING

- Marketing strategy
- Local press advertising campaigns
- Social media management
- Video marketing
- Third party collaborations and partnerships
- Influencer marketing
- Email marketing



## DESIGN

- Website design
- Graphic design
- Logo design and brand identity
- Print design



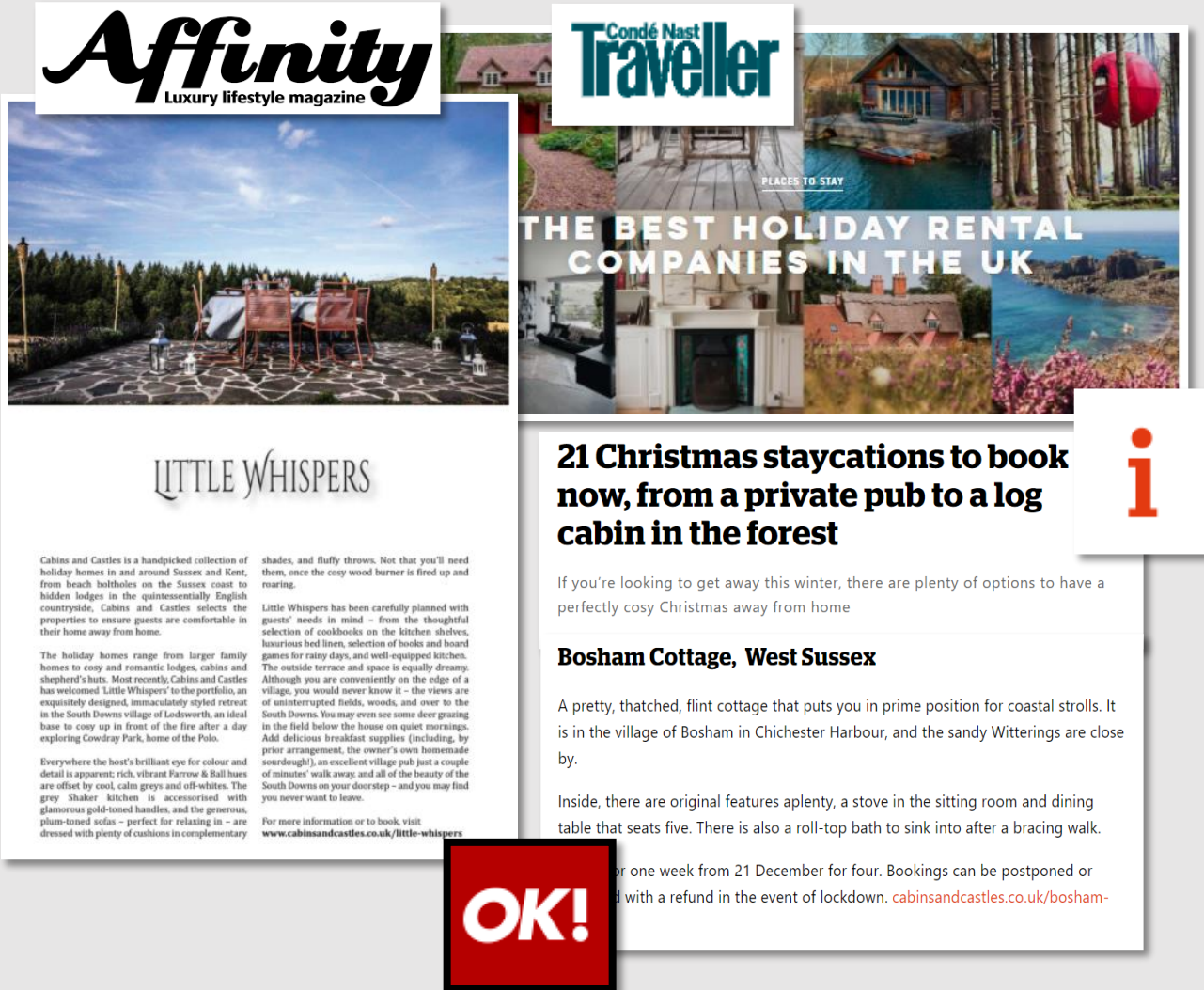


# WILDERNESS PR

## PRESS OFFICE FUNCTION

Organisation and execution of media missions	Securing profile opportunities for senior team members	Seek any relevant award and sponsorship opportunities	Third party collaborations and partnerships	Creation of bespoke media lists that are updated regularly	Research and investigate relevant podcast opportunities
Blogger and influencer work	Organising and hosting media events	Weekly and monthly reporting of PR activity and press coverage	Media meetings and networking events with print and online journalists, including influencers	Broadcast Opportunities	Creating relationships with ambassadors and advocates
New product launches	Piggy backing relevant news stories and topical news hooks, online and print	Photocalls and photoshoots	Social media management	Proactive and reactive statements, quotes and fact box info	Event planning and management
Issuing company news to trade and industry press	Fast turnaround for reactive and proactive media pitching	Crisis communications and issues managements	Email marketing	Forward Features	Copy writing
			Competitions		

# WILDERNESS PR HIGHLIGHTS



## Cabins and Castles

- Raise awareness of Cabins and Castles, a Sussex based holiday let company in the UK, to national, regional and local press.
- Examples of news coverage secured since October 2020: [Inews.co.uk](https://www.inews.co.uk), [Your London Wedding Magazine](https://www.yourlondonweddingmagazine.co.uk), The Sun, [Affinity Magazine](https://www.affinitymagazine.co.uk), OK! Magazine and [Conde Nast Traveller](https://www.condenasttraveller.co.uk)
- WPR#s Instagram activity in the past three months has attracted 2,000 new followers alone through various strategic campaigns, collaborations, content creation, interactivity and posting.

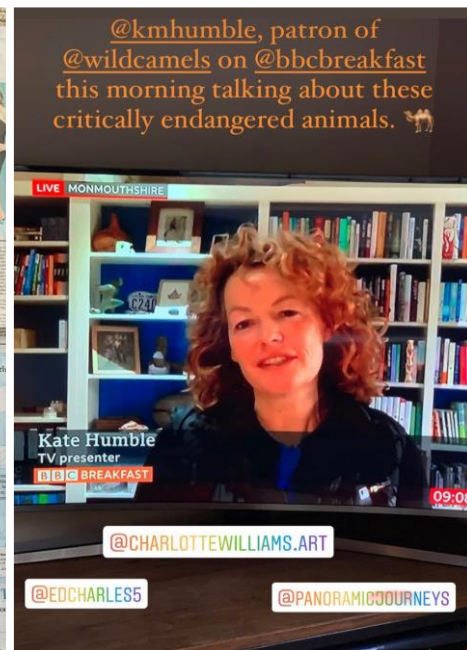


# WILDERNESS PR HIGHLIGHTS



## Wild Camels Charity

- Raised awareness of The Wild Camels charity on the back of the species being a focus on BBC's *A Perfect Planet*.
- This was an ad hoc, two day project that took place four days before the camels were due to be aired.



WPR secured a 1,000 word feature profiling the charity and an interview with its founder John Hare and charity patron Jane Goodall in [The Sunday Telegraph](#).

Broadcast secured included an interview of John on BBC South East, interview of charity patron Kate Humble on BBC Breakfast and the charity being a topic of discussion on Radio 4's Sunday paper review and a mention in Matthew Parris's column in [The Times](#).





# WILDERNESS PR

## HIGHLIGHTS



### Camp Kernow

- Annual coverage in leading parenting and lifestyle titles including *Juno*, *Angels and Urchins*, *The Simple Things*, *Little London*, *Absolutely Mama*.
- Listed in the *Telegraph's* top three residential summer camps in the UK.
- Eight-minute segment on *Countryfile* in 2019 that was aired to an audience of 6.5 million.

# WILDERNESS PR

## HIGHLIGHTS



### Bignose and Beardy Cider

- Content creation, social media management, media relations and partnerships to ensure the brand got talked about within the UK cider world. All work focussed on driving sales and putting Sussex back on the cider map.
- Number of key pieces of editorial in local, regional, national and booze press.
- Creation of the annual 'Apple Appeal' to generate apple donations for the cider making and secure press interest on a local level.
- New website to maximise direct to consumer sales.

#### Awards:

- Sussex Life Awards for best food and drink brand, 2019;
- Muddy Stilettos Sussex best food and drink producer, 2019;
- The Rural Business Awards South East winner for best food and drink brand 2019.



# WILDERNESS PR

## HIGHLIGHTS



### The Telegraph

#### Royal family's favourite portrait painter reveals secrets of the royal sittings

The Duke of Edinburgh confessed to corridor creeping during his courtship of the Queen, though it was the magnificent paintings at Windsor Castle, not his future bride, he was searching for.

By Roya Nikkhah and Royan Nikkhah  
10 February 2013 - 08:15 am



PHOTO: GREGORY PUGH

Meanwhile, asked for her waistline to be nipped or being late, saying she couldn't run with her

## Nyumbani UK

- The notorious bike involved in the Plebgate scandal owned by Chief Whip at the time, Andrew Mitchell was eBayed to raise money for African children's charity Nyumbani UK.
- A media relations campaign generated over 150 pieces of worldwide press coverage, caused a 'Twitter Storm' and most importantly raised £10,600 for the charity.
- Examples of news coverage secured: [The Independent](#), [The Mirror](#), [The Telegraph](#)
- A full page three story in the Telegraph on royal portrait painter Richard Stone who was a patron of the charity at the time was also secured. Read [here](#).

# WILDERNESS PR CLIENTS



THE RAINBIRD CO.



Nyumbani UK & Hotcourses Foundation

The TIME + SPACE Co.



# WILDERNESS PR

## CLIENT TESTIMONIALS

*“Working with Sarah and the team at Wilderness PR has been a great experience. They are full of ideas and constantly going the extra mile to make sure we do the right things at the right time with the right level of quality.”*

**Steve Rabson Stark, Bignose & Beardy**

*“Wilderness PR has been instrumental in the success of Isenhurst Health Clubs. Sarah’s social media work alone has helped us attract nearly 2,000 highly engaged Facebook followers.”*

**Dan Sanger, Isenhurst Health Clubs**

*“Sarah has worked tirelessly to ensure tangible results and has exceeded our expectations of what could be achieved. She is friendly, supportive, has good relationships within the industry.”*

**Claire Coombe, Camp Kernow**

*“Sarah is very well connected, not just with the media but generally. She has added value both in terms of PR and more broadly strategically. Her twenty years’ of experience in PR has been invaluable.”*

**Roz Harvey, Willow & Wild Box**





## The PR Half Hour

Contact us for a free 30-minute consultation  
about how we can help your business get  
seen, heard, talked about and **GROW**.

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