

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, who are 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 **itches 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

Competitions

Forward Features

Copy writing

WILDERNESS PR HIGHLIGHTS

Affinity
Luxury lifestyle magazine



LITTLE WHISPERS

Cabins and Castles is a handpicked collection of holiday homes in and around Sussex and Kent, from beach boltholes on the Sussex coast to hidden lodges in the quintessentially English countryside. Cabins and Castles selects the properties to ensure guests are comfortable in their home away from home.

The holiday homes range from larger family homes to cosy and romantic lodges, cabins and shepherd's huts. Most recently, Cabins and Castles has welcomed 'Little Whispers' to the portfolio, an exquisitely designed, immaculately styled retreat in the South Downs village of Lodswoth, an ideal base to cosy up in front of the fire after a day exploring Cowdray Park, home of the Polo.

Everywhere the host's brilliant eye for colour and detail is apparent; rich, vibrant Farrow & Ball hues are offset by cool, calm greys and off-whites. The grey Shaker kitchen is accessorised with glamorous gold-toned handles, and the generous, plum-toned sofas - perfect for relaxing in - are dressed with plenty of cushions in complementary

shades, and fluffy throws. Not that you'll need them, once the cosy wood burner is fired up and roaring.

Little Whispers has been carefully planned with guests' needs in mind - from the thoughtful selection of cookbooks on the kitchen shelves, luxurious bed linen, selection of books and board games for rainy days, and well-equipped kitchen. The outside terrace and space is equally dreamy. Although you are conveniently on the edge of a village, you would never know it - the views are of uninterrupted fields, woods, and over to the South Downs. You may even see some deer grazing in the field below the house on quiet mornings. Add delicious breakfast supplies (including, by prior arrangement, the owner's own homemade sourdough!), an excellent village pub just a couple of minutes' walk away, and all of the beauty of the South Downs on your doorstep - and you may find you never want to leave.

For more information or to book, visit www.cabinsandcastles.co.uk/little-whispers

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21 Christmas staycations to book now, from a private pub to a log cabin in the forest

If you're looking to get away this winter, there are plenty of options to have a perfectly cosy Christmas away from home

Bosham Cottage, West Sussex

A pretty, thatched, flint cottage that puts you in prime position for coastal strolls. It is in the village of Bosham in Chichester Harbour, and the sandy Witterings are close by.

Inside, there are original features aplenty, a stove in the sitting room and dining table that seats five. There is also a roll-top bath to sink into after a bracing walk.

£1,700 for one week from 21 December for four. Bookings can be postponed or cancelled with a refund in the event of lockdown. cabinsandcastles.co.uk/bosham-cottage

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: Inews.co.uk, Your London Wedding Magazine, The Sun, Affinity Magazine, OK! Magazine.
- Weekly social media schedules to help raise awareness of Cabins and Castles to leading industry influencers and to increase online presence. Growing the brand's Instagram audience.



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 gets talked about within the UK cider world. All work is focussed on driving sales and making the brand the most talked about Sussex cider.
- Creation of the annual 'Apple Appeal' to generate apple donations for the cider making.
- New website to maximise direct to consumer sales.

Awards:

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

WILDERNESS PR

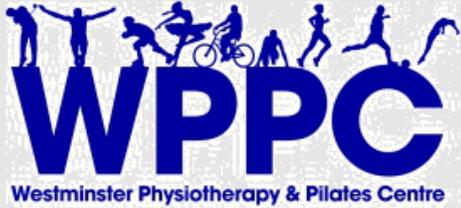
HIGHLIGHTS



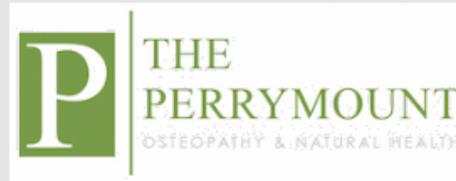
Nyumbani UK

- 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. Click here to [read](#).

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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