

CIPR Excellence Awards 2010

Award Category 23: Outstanding Small Consultancy

Agency: **Jargon Public Relations**

Introduction:

Jargon Public Relations was launched by Simon Corbett in June 2008, a few months before the UK's worst recession in economic history began.

Prior to launching the agency Corbett spent his eight year PR career at three global public relations agencies: The Weber Group (WeberShandwick), Porter Novelli and Edelman, focusing primarily on the technology industry.

Business Objectives:

Jargon PR was set-up to provide outstanding reputation management consultancy for technology and corporate companies.

When launching the agency Corbett felt that many PR agencies were focusing too heavily on new media services such as social media and viral campaigns. Despite their importance, Corbett believed there was an opportunity for a new agency, focussed on media relations excellence, to enter the market.

The business objectives for the first two years were to:

- Secure business turnover of £200,000 within two years
- Achieve a client balance between start-up's, midsized and publically quoted businesses
- To be named within the PR Week 'Top 40 Tech Agencies' league table to generate credibility
- Undertake interesting and exciting public relations campaigns that make a difference to a clients business

Campaign Success:

Campaign: InvisibleHand – Changing the way consumers shop on-line

InvisibleHand is an add-on for the web browser Firefox. It is free to download and integrates into the user's browser. InvisibleHand notifies the user if the product they're browsing for on-line is available at a lower price from another on-line retailer. The campaign with Jargon PR began in August 2009 and ran for five consecutive months.

- Background
 - o 159,000 add-on's available for the web browser Firefox in August 2009. 606 new add-on's launched in August 2009
- Objectives
 - o PR campaign had to achieve blog and media cut through to raise the profile of InvisibleHand, drive downloads of InvisibleHand and encourage users to use InvisibleHand for all future on-line shopping
- Strategy
 - o The campaign strategy was based around clarity and credibility of message. Noise from Firefox blogs, fuelled by the account team, began. The InvisibleHand technical team contributed to noise in the blogosphere by acting as spokespeople. Gizmodo and Lifehacker, the two main on-line consumer news sites, picked-up the on-line buzz. The mainstream media, including national newspapers and consumer technology publications/web sites followed and continued to drive awareness
- Results:
 - o InvisibleHand was downloaded and installed over 40,000 times in 5months. The total cost of the campaign was £8,200
 - o Over 40 articles generated across all media (print & on-line) with an AVE of £76,600
 - o InvisibleHand received overwhelmingly positive feedback from key industry and media bloggers
 - o The total audience reached is estimated at 12.5million
 - o No other marketing/communications activity took place during the five month PR campaign
 - o On-line endorsements by key industry and media bloggers have continued to generate downloads after the conclusion of the campaign. In June 2010 InvisibleHand had over 300,000 downloads
 - o InvisibleHand customers continue to use the software for on-line purchasing, there is over 40% repeat usage
 - o 100% of the blog/media coverage has been positive

Outstanding Achievements:

- Year Two business turnover: £200,000
- Zero business debt
- Jargon PR has made a profit each month since it was formed
- 18 retained clients
 - o Start-Up's
 - CONFIDENTIAL
 - o Mid-Sized
 - CONFIDENTIAL
 - o Public
 - CONFIDENTIAL

- PR Week Top 40 Tech PR Agencies: Named as No 37 (Edition Date: 11.6.10)
- Four full time employees (1 x MD, 1 x AM, 1 x AE, 1 x JAE)
- 250+ Twitter followers
- Simon Corbett appointed part time CIM Lecturer

Achievement Evaluation:

Since Jargon PR launched in June 2008 the company has successfully achieved the objectives set and has:

- A second year turnover in excess of £200,000
- Achieved a client balance between start-ups, mid-sized and publically quoted businesses
- Was named within the PR Week 'Top 40 Tech Agencies' league table
- Has worked on a range of interesting and exciting public relations campaigns such as:
 - Air2Air - launching the Dragafly X6, a state-of-the-art £20,000 remote controlled helicopter. 12 pieces of national press coverage generated, verses a £5,000 campaign budget.
 - Drayfus Training & Development - securing a place in the final of the Educational Investor Awards for this new-to-market special needs software company. Significant brand credibility generated verses £500 awards fee.
 - Bodet - managing the ongoing reputation of Europe's oldest time and attendance clock system manufacturer. When biometrics became an topical industry issue, a by-lined article with an AVE of £2,600 was placed in Biometric Technology Today. More than a 100% return-on-investment verses the monthly budget.
 - CentraStage - launching this UK based remote desktop management vendor to the IT & channel press achieved 12 editorial articles in the target channel and technology media over three months verses a budget of £2,000.
 - i365 - winning the TechWorld 2009 Award for Archiving/Backup Product of the Year, generated highly credible product endorsement. 46 positive editorial articles over a 9month period were generated. The campaign budget was £1,500 per calendar month.

Why are we special?

Jargon PR launched a few months before the worst recession in economic history began. At a time when many agencies were making redundancies and cutting back Jargon PR has flourished by winning new clients, employing new team members and gaining a place within the PR Week Top 40 Technology Consultancies league table within two years.

We are a highly motivated new agency that is determined to continue to grow. We are well positioned for the future with a strong local reputation throughout Berkshire, a committed and hard working team and long term client contracts offering financial stability which we will use as a springboard for future growth.

In 2010-2011 we expect fee income to increase between 40-50%.