

**NAME OF REGION:** EAST ANGLIA  
**CATEGORY NUMBER:** OUTSTANDING SMALL CONSULTANCY: 18  
**NAME OF ENTRANT:** KATE MORFOOT (MCIPR)  
JUNGLE PUBLIC RELATIONS LTD (JPR)

*"It is not the strongest of the species that survives, nor the most intelligent.  
It is the one that's most adaptable to change"*  
Charles Darwin

Jungle Public Relations (JPR) - [www.junglepr.com](http://www.junglepr.com) - **identified the challenges** in the year ahead. The team is working more efficiently than ever while working harder to protect our clients and grow their businesses.

- Client budgets are tighter
- Campaigns need to be imaginatively executed on lower fees
- Social Media Engagement needs to be strategic and imaginative because the consumer has more influence relating to the brands, sometimes setting the news agenda with the products or services they use
- Traditional media stories have to be more appealing, more attention grabbing and better assembled
- Press lists need to be accurately managed due to staff changes/redundancies

#### **CORPORATE MISSION**

- Organic growth built on sound business principles.
- Ensure PR activity delivers measurable change that will add value to each client's financial situation.
- Build on our reputation as the most trusted PR contacts and expert team, with the most creative stories, and the best resources for press & clients to use.

#### **BUSINESS OBJECTIVES**

- ✓ Retain clients and attract new business.
- ✓ Expand the company client base by 40% in 2011.
- ✓ Attain JPR's reputation for excellent service, PR results and being able to deliver to budget and deadline.
- ✓ Retain our happy team and attract quality PR professionals to join JPR. (Currently interviewing for a second Account Executive).
- ✓ Offer our clients strategic consultancy without having to pay the fees of a large out-of-county agency.

## **ANALYSIS OF PERFORMANCE AGAINST BUDGET**

- ✓ Client retention is 99%.
- ✓ Jungle PR is committed to attaining extensive, quality PR coverage and delivering value for clients.
- ✓ New business wins have been competitive, often against larger London agencies.
- ✓ JPR has secured 3,372 articles of coverage for clients over the past year.
- ✓ The contribution we make to the marketing mix ensures that our clients' financial targets are met.
- ✓ In 2011, numerous clients have been won by Jungle PR
- ✓ Sales increased by 68% in 2010, from 2009
- ✓ In Q2 of 2011, growth is up 62%

## **OVERVIEW OF BUSINESS / TEAM STRATEGY**

- Now in its sixth year, JPR is an expanding, energetic and dynamic agency. JPR offers strategic PR and expert media relations from a small team who have solid local and national media contacts and strong communication skills.
- JPR is like a family, upholding traditional values at the heart of the business.
- JPR rewards staff who work hard to achieve and fulfil their aims and who meet their goals.
- Client wins meant the company expanded in 2010, employing three full time members of staff, Managing Director Kate Morfoot, Rachael Paddick who was made a Director in May 2011 and Amy Purkiss, Account Executive.
- Creativity is crucial! How to package a sparkling idea is key to making or breaking a story. Working with clients to ring the changes, inspire ideas and produce flowing creativity, is a proactive way of seizing excellent PR opportunities.
- JPR carries out Pro Bono work for charity – the most high profile being the 'Wheatsheaf Ball' for the Royal Norfolk Show & the YANA Charity.

## **OUTSTANDING ACHIEVEMENTS**

JPR has an enviable, high profile client list won through pitches against larger regional and London PR agencies and track record.

This year, JPR won:-

- ✓ Briarfields Hotel, Norfolk
- ✓ Newmarket Racecourses
- ✓ Original Volunteers Holidays
- ✓ www.pubpal.co.uk
- ✓ RAC Breakdown

Retained JPR clients:-

- BeWILDerwood
- Blyth Hotel
- Cinema City & The Dining Rooms
- Cliftonville Hotel
- Kelling Heath Holiday Park
- ipatter.com
- Multi Fab Ltd
- Pensthorpe Nature Reserve & Gardens
- Pleasurewood Hills
- Prato Di Sotto Holiday Villas, Italy
- Vision Wymondham
- William Morfoot Ltd
- Woodforde's Norfolk Ale

### **CIPR**

Rachael Paddick remains Chair of the CIPR in East Anglia. Kate Morfoot is a Regional Committee Member, as Web Officer. Amy Purkiss is an Affiliate Member.

### **Community PR & Sponsorship**

In June 2010, JPR took the decision to sponsor Norwich Theatre Royal's pantomime, 'Jack and the Beanstalk.' This high level sponsorship enabled JPR to implement a Community PR campaign and raise its profile.

The 'Tallest Beanstalk' competition was organised with schools throughout East Anglia, gaining regional press and media coverage!

JPR invited clients and press contacts to pantomime performances as well as organising and hosting a 'Bright Sparks' networking event at Norwich Theatre Royal with an ABBA Tribute dancing band.

### **EXAMPLE CAMPAIGN TO BE PROUD OF:-**

#### **Newmarket Racecourses – Guineas Festival**

The Guineas Festival is the flagship racing event of the Newmarket calendar.

High visitor targets were set and a six week PR campaign to spread awareness and create 'mass market' appeal for horse racing was undertaken, which:

- Reached out to news, sport and features correspondents
- Organised press trips with regional media including the editor of the region's leading glossy magazine EADT Suffolk.
- National TV and radio contacts broadcasted coverage
- The Guineas Festival took place over the Royal Wedding Weekend. Points of difference to appeal to press who were looking for alternative angles were accentuated.
- The competition on Twitter and Facebook asking people to name today's equivalent value of one guinea was highly popular, with over 100 people winning entry tickets.
- Competitions with local newspapers were arranged
- Interviews with the Managing Director at Newmarket Racecourses were organised.

#### **Results:**

- Attendance was 11% up on Saturday and 21% up on Sunday.
- More excitement than ever before was generated on the client's social media sites for a Newmarket race day
- Satisfied customers provided us with excellent feedback

#### **CLIENT ENDORSEMENTS:-**

"We were impressed with our first date in the Jungle! Right from day one the Jungle team were very fast out of the trap and very well organised. They were successful in tracking down some influential contacts and establishing a great deal of goodwill and support. Their enthusiasm impressed all the wild life at Broadland Brewery and we look forward to our next foray together."

**Mike Betts, Woodforde's Norfolk Ales**

"Jungle PR has given Pensthorpe an enthusiastic and personal service tailored towards our specific business needs. PR forms the major part of our marketing plan, being able to rely on their support and judgment has been of great benefit to Pensthorpe."

**Bill Jordan, Co-owner Pensthorpe Nature Reserve**

#### **What Makes Us Stand Out As An Employer?**

##### **Clients**

JPR has an unrivalled client list in East Anglia – it's both dynamic, exciting and challenging, which means JPR is probably one of the most heavily approached agencies to work for.

##### **Passion**

Our passion is based on delivering consistent and reliable services matched by results.

**Teamwork**

The team hold weekly meetings to review strategy, to share and discuss ideas.

**Training, Education & Internships**

JPR provides workplace experience for undergraduates from all disciplines, enhancing their PR knowledge and skills before graduating. In 2011, Daniel Goodrich received a six month internship as part of his PR Degree.

Training and commitment to PR is an integral part of our future. The professional standards we deliver to clients is key to our success.