

## **CIPR PRide Awards 2011**

<b>Region:</b>	East Anglia
<b>Category:</b>	1 – Corporate and Business Communications
<b>Title:</b>	Breathing Buildings – Expert Positioning & Product Awareness
<b>Client:</b>	Breathing Buildings
<b>Organisation:</b>	Pier

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*David Wilkinson, Finance & Operations Director, Breathing Buildings.*

### **Introduction**

Breathing Buildings is a young, dynamic engineering company specialising in natural ventilation design and consultancy.

A spin out from a major research programme at Cambridge University, Breathing Buildings was established to develop and commercialise the low-energy 'e-stack' mixing ventilation system, which, since being commercially introduced in 2007, has won an increasing number of industry awards.

With a highly academic team including seven PhD's, an MBA and a handful of masters graduates, the company is driven and passionate about having an impact on the energy consumption of the built environment through the introduction of its 'e-stack' system and highly regarded consultancy on all aspects of 'greening' buildings.

## Brief & objectives

Pier was briefed to undertake PR to:

- Increase awareness of the 'e-stack' system
- Position Breathing Buildings as the natural ventilation experts
- Build Breathing Buildings' profile as experts in 'greening' buildings
- Raise the profile of Breathing Buildings both locally and nationally
- Provide a cost effective and impactful PR resource
- Achieve online coverage in order to assist with Breathing Buildings SEO activity

## Strategy

Pier focused on a targeted media relations campaign to promote Breathing Buildings' unique position in the market. Award wins, green technology events and high profile contacts including former CEO of Tesco, Sir Terry Leahy, all provided angles to promote Breathing Buildings and Pier made the most of every opportunity to maximise exposure for Breathing Buildings and boost its expert positioning.

## Implementation

Pier has worked closely with the team at Breathing Buildings to create PR activity that has really helped to deliver strong coverage for the company. Pier has used a combination of news announcements, feature targeting and selling in feature and opinion pieces to secure coverage.

The team at Pier has worked hard making sure that every opportunity is assessed for its potential to raise the profile of Breathing Buildings and activity undertaken to communicate the company's expert positioning.

Breathing Buildings' high profile event 'Sustainable Buildings in 2030', which took place at Cambridge University, was a key PR story: demonstrating the important role that sustainable buildings have to play in reducing CO<sub>2</sub> emissions. Pier used the hook that former CEO of Tesco, Sir Terry Leahy was the key note speaker to secure initial media interest, selling in the detail of the event and tailoring information for each sector to secure coverage. This resulted in coverage on Talking Retail and planned coverage in The Retailer as well as coverage across the building and construction media.

On top of the on-going media relations, Pier's ability to respond quickly to opportunities and build strong relationships with key media has been pivotal in securing national press interest – with The Daily Telegraph interviewing Breathing Buildings MD and co-founder Shaun Fitzgerald which resulted in a half page colour feature in their engineering innovators supplement published on 20 July 2011.

## Evaluation and measurement

To date the PR activity has successfully helped to raise awareness of Breathing Buildings and the 'e-stack' natural ventilation system and through key pieces it has gained Breathing Buildings a firm foothold as the experts in natural ventilation.

Key results include:

- 55 pieces of coverage across regional and national media.
- Reach of PR activity to date over 4.2 million.
- Daily Telegraph colour article secured in the Engineering supplement.
- Key pieces of sector coverage achieved in The Daily Telegraph, The Engineer, Heating & Ventilation News, Eco Building Magazine, ABC&D, Talking Retail, Architects Choice, Local Authority Building & Maintenance & British Builder and Developer.
- Extensive coverage achieved around Breathing Buildings Sustainable Building 2030 event
- Print coverage achieved with a PR cost equivalent value of over £160,000
- Extensive online coverage achieved that has helped Breathing Buildings SEO activity

## Final results against objectives

In just 6 months Pier has successfully increased awareness of Breathing Buildings' 'e-stack' natural ventilation system, positioning the company as natural ventilation experts and raising the profile of its 'greening' buildings' expertise. Pier has also created a fantastic platform on which to build further PR activity.

The PR reach of over 4 million demonstrates how Pier has increased the profile of Breathing Buildings and the products and services which they offer, with significant online, local and sector specific coverage helping to build the company's position as experts.

The team has provided a very cost effective PR resource that works closely with the team at Breathing Buildings, offering PR advice and expertise in order to maximize the success of Breathing Buildings' PR activity.

David Wilkinson, Finance & Operations Director, Breathing Buildings, comments: "Pier's impact on our PR has been transformational since they took on the account earlier this year. They have been incredibly helpful in making sure we provide them with the appropriate information and guidance and have generated some excellent coverage on the back of this. I am able to relax about our PR knowing that Pier is one step ahead of my thinking at each point."

## PR budget since beginning of PR activity (February 2011) under £10,000