

CIPR PRIDE Awards, 2013 Outstanding Freelance Practitioner

(1,000 word text entry only)

OVERVIEW:

I opened TippettPR in 2010 with the aim of providing a boutique, “blended to order” service to travel clients needing senior level attention, solid basics, reactive crisis management and a booster layer of fresh campaign creative tailored to their strategic business/brand objectives. I have over 20 years experience in public relations, including senior agency roles in Paris (where all duties were performed in French) and the UK. Past clients include Louisiana State Tourism, Alamo Rent A Car, Doral Hotels & Resorts, Cyprus Tourism Organisation, Loire Valley Tourism, Greater Miami CVB, Massachusetts Tourism, Texas Tourism, The Mills Corporation, Washington DC CVB and Canada 3000 Airlines.

I spent 10 years at specialist travel PR agency First Public Relations Limited. I joined the business as an account manager and was promoted to Strategy & Business Development Director, before being headhunted by Virgin Holidays. During my tenure as Head of PR, Promotions & Sponsorship at Virgin Holidays I oversaw all internal and external communications, also managing several high profile product launches, including the V-Room at Gatwick, Virgin Holidays Cruises and a luxury sub brand partnership with HIP Hotels.

200 WORD STATEMENT:

In the 3 years since launching my freelance practice, I have secured and added clients, all based on referrals from journalists and industry peer recommendation. The practice has been profitable from its sixth month, increasing each year. Alongside basic daily services, I have created original client campaigns:

- Travel’s First Blogathon whose editorial was entirely digital, resulting in targeted uplifts across the resort client’s social media accounts, broad blog resort content and case study recognition in PR Week.

- The Caribbean's First "Sleep School"
- A 12 month full page editorial column in a leading magazine for Hairstylist client Errol Douglas
- Tourism Toronto's first shoot by ITV Daybreak crew, attending the Film Festival, filming VTs also showcasing the city's attractions for travellers.

Client feedback has illustrated that my freelance objective of delivering a "blended to order" scope of work specific to each client's overall marketing/ commercial mix is being realised. My pledge of one simple price that provides senior strategic experience with personal accountability for a hands-on delivery has been noted by current clients and those for whom I have delivered projects. In 2011, I secured a client outside of my primary sector (Hairstylist Errol Douglas MBE), based on his observations of my campaign management for another client.

SHORT CURRENT CLIENT ENDORSEMENT:

"Karen has been working with us since she launched her company . She single handedly put LaSource on the consumer UK media map with the sleep school concept mixed with solid basics drawing on her media relationships, revolutionising its position in the market. She has since delivered the Blogathon concept to our Barbados property and has an Olympic swimmer lined up for another 'first' on our private island this Summer. Karen's results are world-class; the proof of which can be found in the exemplary coverage we have received to date. Karen works tirelessly to achieve the best results in an often saturated editorial marketplace, and we simply could not find a more skilled dedicated and professional person. I cannot put a value on Karen's importance to our company - she is simply priceless. My team love her involvement, passion, honesty and friendship".

PAULA WHITEHEAD, UK MANAGING DIRECTOR,
ELITE ISLAND RESORTS

RECENT CAMPAIGN EXAMPLE – SLEEP SCHOOL GRENADA

WHERE/CLIENT:

LaSource Resort, Grenada (Elite Island Resorts)

WHEN/HOW LONG:

November 2011 (launch)- June 2013 (last session)

LaSource Grenada, known originally for holistic spa-inclusive holidays, required a differentiator to ensure that a brand space it had occupied as an originator was maintained in the face of “add spa” moves from other resorts.

OBJECTIVES

- Consolidate LaSource’s positioning as a “Holistic All Inclusive” proposition based on measurable solution focused stays
- Tap into new audiences using holiday time to start/ stop habits
- Communicate the benefits of setting new habits overseas out of daily routine
- Generate large audience editorial on travel and health pages

STRATEGY

Leading UK Insomniac specialist, Dr. Guy Meadows, was approached to bring his Sleep School concept to its first and only overseas location.

Dr. Meadow’s approach to insomnia, based A.C.T., provided a “first overseas” as well as a fresh approach to a common problem.

Statistics were used to illustrate the extent of the insomnia problem in the UK, it’s impact on lives and the benefits of tackling with new techniques.

The value of an already spa-inclusive fitness break at LaSource was given a fresh platform by communicating the price of a 5 day workshop with Dr. Meadows in the UK, which was free of charge with a stay booked over the dates of his residency at resort.

Kuoni UK, was secured as travel partner for an in-resort first person article press launch. Coverage was secured to appear in the key holiday consideration period of January-March. Articles appeared with ample time to book before Dr. Meadow's future residency dates.

RESULTS

- 52 pieces of coverage - Including multiple DPS national features
- Guest bookings specifically for future sleep school residencies
- ITV Daybreak month long "expert" residency secured for Dr. Meadows to boost profile
- A portable concept moved to other resorts within the resort client portfolio