



CIPR PRIDE AWARDS 2013

Region: Home Counties South
Category Name: Outstanding Young Communicator
Entry Title: Ruth Chrisp, Account Manager
Name of Entrant Consultancy: Wildwood Public Relations Ltd

Overview of Experience

I have been working in the public relations industry since I graduated university in 2007. I studied journalism at Staffordshire University with the full intention of being a journalist once I completed by course. However, the lure of PR grabbed me almost as soon as I graduated!

I was offered an internship at London-based Mary Lally Associates and quickly found that PR was the career for me. Working at a fast-paced fashion agency definitely gave me a good grounding in PR and I quickly learnt the basics. The internship turned into my first job in PR and I became a Junior Account Executive after just three months. Keen to develop my knowledge in PR, I moved to Taylor Alden Ltd as Account Executive and developed my understanding of B2B and consumer campaigns. In 2011, I moved to Wildwood PR where I am now Account Manager. As a trusted member of the management team, I am also helping to drive the company's expansion, managing its growing European agency network, motivating and mentoring employees within the agency and contributing ideas for key strategic initiatives, with responsibility for implementation.

Why I should win this award

I work on a number of clients for Wildwood, all requiring a slightly different approach and a detailed understanding of their business. My clients are mainly based in the HVAC and lighting industries, this requires me to have specialist knowledge of the market sector and understand the features and benefits of complex products. Over the last two years, I have fully immersed myself into clients' businesses so I can completely understand their needs and therefore produce exciting and thought-provoking editorial for product pieces and technical articles.

Working at Wildwood has not only developed my PR knowledge but it has given me the opportunity to manage and motivate the company's growing partner agency network across Europe. For example, our client Havells-Sylvania, a leading, full-spectrum provider of professional and architectural lighting solutions, has offices worldwide and Wildwood's remit is to run a B2B PR campaign across eight different countries in Europe. I am responsible for providing each agency with tailored PR material that can be easily adapted and distributed to generate media coverage that supports the local Havells-Sylvania business offices in their region. It is my responsibility to ensure the success of each agency against monthly media targets. In the UK, my role is to support the corporate UK Head Office, positioning Havells-Sylvania as an industry expert and leader in all things lighting. It's a big responsibility, technically an incredibly long way from my very first experience in fashion PR and one I thoroughly enjoy.

I play a role in developing Wildwood for the future and implementing new ways to improve the working efficiencies. I have recently been instrumental in changing the way we monitor coverage and provide this information to clients. Under my guidance, the company has gone from receiving clippings through to post to receiving them digitally, thus lessening the time it takes for team members to process end of month reports.

I am passionate about what I do – I still get just as excited to see coverage come today as I did when I started. I know what we do helps our clients and knowing we placed the right piece of coverage, in the right magazine, at the right time to build their business makes me proud to work in PR.

Endorsement

Jeff Hayward, Director at Wildwood PR

It's no accident that Ruth's impressive progress at Wildwood has coincided with the company's most successful three-year period. During this time, she has shown herself to be a PR natural, equally capable of running technically challenging B2B campaigns in niche sectors as she is in planning and executing high profile industry events for more than 300 guests. She is respected and appreciated by clients and media for the professionalism of her approach and her ability to deliver and maximise the effectiveness of campaigns, where budgets and timescales are tight, yet expectations high. Her serene calmness under pressure and multi-tasking skills are also hugely valued. Her growth at Wildwood has seen her take on increasingly greater responsibilities, particularly in terms of improving business efficiencies and employee management and motivation. She is a rock at Wildwood, and we couldn't do what we do without her!

Example Campaign

Client: Havells-Sylvania

Project: One Beam of Light

Havells-Sylvania has been a client of Wildwood PR for two years and I recently managed a 10-month project entitled 'One Beam of Light' for its Concord brand, one of Europe's most respected Architectural lighting brands for Retail & Museum Lighting.

Havells-Sylvania was looking for a new and creative way to reach their target audience of architects, specifiers and lighting designers and along with lighting Designers, Light Collective, came up with One Beam of Light. The concept was to use participants' imagery to create a collection of stunning and inspirational photographs that start with a single source of light, stripped to its minimum, then shaped in such a way to create a truly unique picture.

Wildwood helped assemble the curator's panel which included lighting designers and visionaries: Keith Bradshaw of Speirs & Major, Gerd Pfarre of Pfarré Lighting Design, Matt Clark of UVA and Terence Woodgate of Studio Woodgate. Through our PR and marketing initiatives, over 360 entries were submitted which were scrutinized by the Curation Panel to create a top 30 for an exhibition. Entries were received from France, Spain, Italy, Germany, The Netherlands, Greece, Russia, USA, Mexico, Brazil, Chile, Venezuela, Singapore, Taiwan, Australia and the UK.

We provided appealing press releases for the trade media across Europe and created compelling copy for the project website (www.onebeamoflight.com).

The One Beam of Light exhibition took place at London's Institute of Contemporary Arts (ICA) on The Mall from Tuesday 16 April to Saturday 20 April 2013. It opened with a hugely successful VIP and press launch event attended by 182 guests, including 17 media. The ICA was the perfect venue for the project, due to its reputation for supporting radical art and culture, as well as challenging perceived notions and stimulating debate, experimentation and creativity. Over the five days the exhibition was open, 4,217 people visited.

Over 74 pieces of coverage were achieved across five countries and the website received over 11,412 visits, with an average time spent on the site of 3 minutes 22 seconds, achieved 41,941 page views. Using the #OneBeamofLight hashtag, we created a conversation on twitter about the project and the event at the ICA.