

Name: Ross Stebbing ACIPR

Award: Outstanding Young Communicator 2015

Company: Holyrood PR, Edinburgh

Age: 23

1096 WORDS

Experience

- Two years' experience including celebrity and entertainment PR in London
- Promoted to Account Executive at Holyrood PR after five months.
- Undergoing accelerated development scheme to become Account Manager
- Managing clients including Bupa, Louise Linton, Maison Bleue, CALA Homes East, Blackwood and Can Do Towns Innovation Challenge
- Responsible for intern recruitment and developing junior team members

Ambition

Scotland has positioned itself on an international stage through events like the 2014 Commonwealth Games and historic political moments, including the Referendum.

It's an exciting time to be involved in the changing Scottish media landscape.

It is also an exciting time to be at Holyrood PR, where I am part of a team which jointly defined our shared company vision: ***To run our business by transforming the every day into what makes us proud.***

Both of these factors enable me to pursue my main goals:

- Developing skills across traditional media while finding innovative and exciting ways to explore opportunities presented by social and digital media
- Demonstrating new ways to deliver measurable business value to clients by extending their horizons with new communications platforms
- Telling stories of Scottish clients to a wider and broader audience

While never losing focus on the importance of local and traditional media coverage, what really drives me is the chance to reach further and do more. To transform the expectations of Holyrood PR's clients by showing the potential of trying new things, and delivering positive national and international exposure.

This is something I am extremely proud to have achieved for many of my clients.

Success

Achievements at Holyrood PR demonstrate my commitment to clients and PR best practice:

- Securing **800** items of coverage in a year, creating 910 million *opportunities to see* (OTS).
- Leading the relaunch of culinary hotspot, Maison Bleue, reaching 500,000 social media users, beyond the print and online reach of 5.5 million OTS.
- Conceiving, planning and delivering CALA Home's first digital/bloggers event to reach 100,000 social media users - leading to the sale of a £1 million show home.

- Achieving the most coverage in a single month for a Holyrood PR client - 61 items for Bupa in December 2014.
- Creating a successful brand partnership between CALA Homes and Livingston Designer Outlet – resulting in consistent product placement and retail perks for CALA buyers.
- Securing 20 items of global coverage for project client Kathrin Glock, in titles including Boston Herald, MSN Online and Yahoo News.
- Securing two national Daily Express features for CALA’s Livingston development, Murieston Gait, resulting in a 30% increase in buyer interest.
- Taking Edinburgh housing and care specialist Blackwood from zero media profile to extensive coverage, including in the Financial Times and The Scotsman.

Company Role

- Leading client meetings and implementing PR strategies
- Ensuring clients achieve **measurable** business results from PR activities
- Creative lead on PR campaigns
- New business proposals and attending pitches.
- Developing relationships with writers, journalists, bloggers and influencers
- Handling media enquiries for a variety of clients
- Planning and implementing client events
- Organising photography and video
- Managing social media strategies
- Daily website uploads, developing knowledge of Search Engine Optimisation (SEO) and web analytics
- Managing and developing junior team members and interns
- Regularly attending courses and events to enhance PR skills

Progression

Holyrood PR is fast tracking my professional development, entrusting me with a high-degree of responsibility and the freedom to exercise it. As well as having a clear vision, Holyrood PR’s constant focus is on delivering measurable business results for clients.

All of this has given me the confidence to take on any project.

I have built on the in-house training and development provided by attending various courses and events in order to maximise my skills.

I am keen to share my experiences with aspiring PR professionals. As well as overseeing our intern programme, I recently provided an interview with Scotland’s student magazine, Source, to share my PR insights.

My key business objectives for the year ahead is to develop a company-wide strategy to encourage and promote greater involvement in the CIPR’s CPD programme.

Outstanding Campaign - Louise Linton Breaks Hollywood

Brief	To implement a 12 month, profile-raising PR campaign for actress, Louise Linton.
Objectives	1. Raise awareness nationally and internationally by creating 50 million OTS

	<p>with 75% key message penetration</p> <ol style="list-style-type: none"> 2. Position Louise as a rising Scottish celebrity, yielding further career opportunities. 3. Secure at least five magazine front covers/double page spreads to appear in Louise's online portfolio. 4. Facilitate brand partnerships 5. Double Louise's social media following
Tactics	<ol style="list-style-type: none"> 1. Outreach to journalists across a high readership publications 2. Affiliate Louise with other celebrities to heighten exposure 3. Target influential supplements and lifestyle magazines for front cover features and spreads. 4. Ensure exposure in key business titles, not usually noted for celebrity coverage 5. Achieve organic growth of social media followers through heightened awareness.
Outcomes	<ol style="list-style-type: none"> 1. Total reach of 95 million OTS delivering key messages in 100% of coverage. Campaign generated 132 items of coverage with 50% achieving minimum circulation of 200,000 2. New movie roles secured during campaign, including Eli Roth's Cabin Fever remake and thriller, Odious 3. Secured front cover, double and full page spreads in 12 magazines and publications, including Seven Days, Scottish Woman, Unfiltered, Your Life Magazine, The Sun, No 1 Magazine, Source Magazine, Mail on Sunday, Sunday Express, Edinburgh Evening News and SPA Elemental Magazine. 4. Extensive business press coverage for launch of Louise's production company, Stormchaser Films, including Scotland on Sunday and Business Insider. Louise secured brand partnerships with Travel Plus Airline Amenity Awards, animal charity Any Dog'il Do and Scottish fashion label, Dunmore 5. Pre-campaign social media statistics all under 1000. Current statistics: Facebook 11,000 and Twitter 4900.
Budget	£10,800

"Ross has a very balanced and highly ethical approach to his work and is available 24/7 to discuss strategy and ideas.

*"During our campaign he was quick to see that the little things in my life, such as rescuing a dog, or helping the homeless were in fact human elements. He's not just focused on the glamorous aspects of my work, but the down to earth and every day aspects of my life which tell the bigger story and present a fuller picture." – **Louise Linton***

Statement

I believe I should win this award as I bring great energy and ambition to the PR industry and always look for innovative and creative ideas to bring my clients to the forefront of the news. This is clearly demonstrated by my volume of national and international coverage, and accelerated level of development in just two years.

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