

**Hot to take your  
business to the next  
level: a PR guide for  
challenger brands**

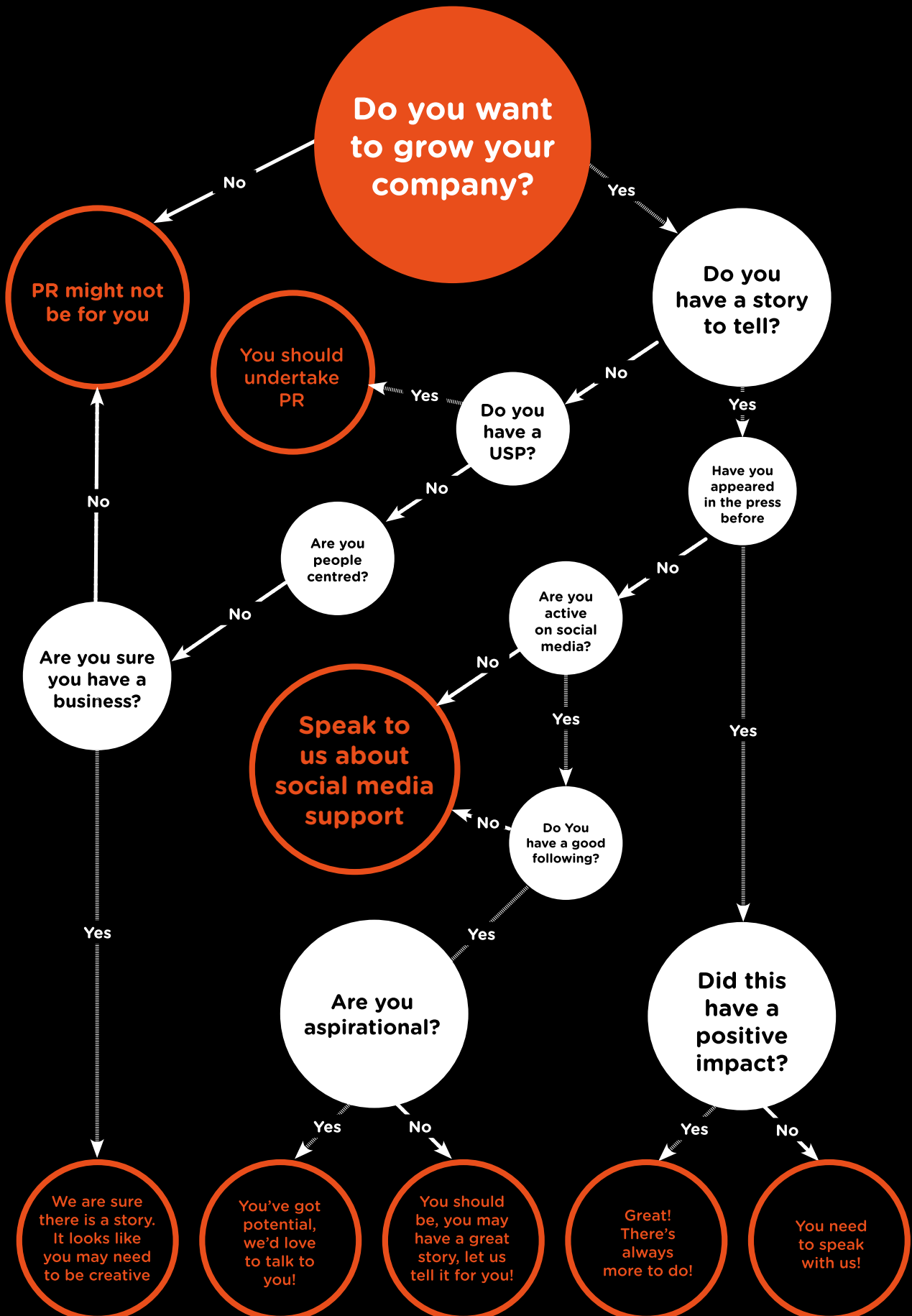
We understand that as a challenger brand, you are often perceived as the little guy or the underdog looking to take on the market leader. You are disruptive in your sector, punching above your weight and want to become known as a thought leader in your industry. You do things differently and have an alternative perspective as to how things should be done.

We know you're ambitious but in a world full of noise, how can you make your voice heard and not be drowned out by the bigger players? We've put together this magazine guide with some top tips and advice to help give you some inspiration.

Why should you listen to us? Well we work alongside challenger brands across a diverse range of sectors every day, providing the creativity, contacts, experience and above all a shared passion to help them tell their story. Like you, we're ambitious too and challenging the status quo is something we do every day.



# Do You Need PR?



# A Day In The Life Of A Challenger Brand Client

06:00



The alarm goes off and before you're out of bed, twitter is being checked, emails are being read and the daily papers are being collected and delivered directly to your agency's office.

07:30



On the commute your Account team are scheduling their next brainstorm session to talk about how we can build a campaign around your latest product and make sure your key messages are delivered through the media with a bang for maximum impact. Already ideas are being formulated, ready to debate, shape and deliver.

08:30



Before the press take to their desks, we're in the office reading the morning papers and looking for news stories that you can respond to. Hijacking the news is just one way you can get your name out there, by responding to the relevant stories of the day with your expert insight and opinion. Why should your competitor be stealing the limelight? If they don't react to a story, you should, and if we see something that can create an opportunity for you, we'll be on the phone to your PA before you've boiled your first pot of tea.

09:00



The team sit down and discuss priorities for the day. Contact lists at the ready and excel sheets open, phone numbers are being dialled. The hot topic of the day is YOU and they want to tell everyone there's a new challenger in town with a story to tell.



11:00

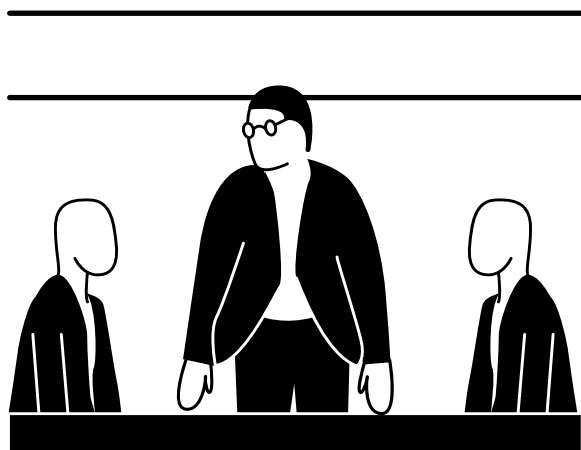
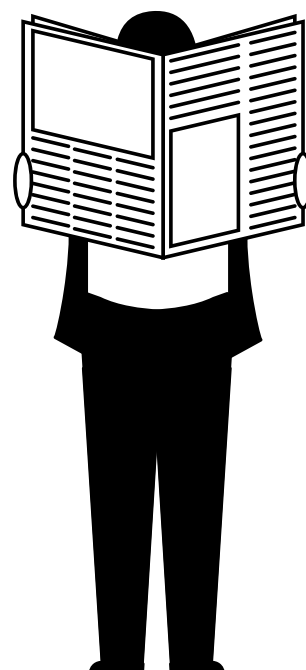
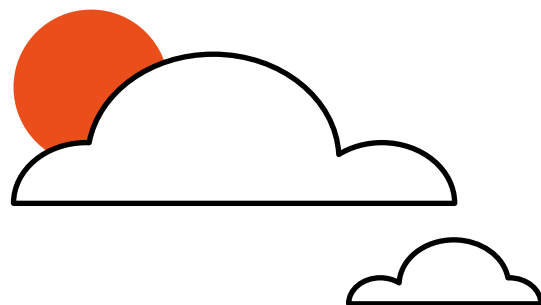


The team are still on the phones and have an opportunity for you with a national publication that wants to talk to you about changes in your industry. There's a deadline of 5pm to turn around ten questions but you're on the road about to seal a deal with an investor. So the opportunity doesn't go to waste, the PR team call you and ghost write your answers so they can get back to the publication ahead of time and ensure you and your business are featured in the newspaper the next day.

13:00



A national broadcaster also wants to interview you about the story and have asked to interview you in person at their studios. The team arrange this after your investment meeting and send through a brief to help you prepare whilst you're on the road.



14:00

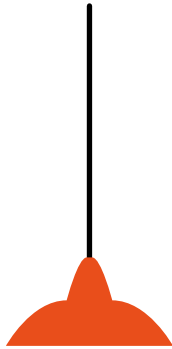


So the world knows you're on top of the story, your PR team communicate a response through your social media channels and respond to all direct messages and questions on behalf of the brand. Your PR team are now part of your business and think like you and your employees and so can adopt the right tone of voice to project messages in the way you need them to be presented.

15:00



The team are writing up copy for the national media opportunity, when you inform us you've spilt ketchup down your shirt. DON'T PANIC! You can survive the investment meeting and make a joke of the mishap, but know you need a clean shirt for your big TV interview. The agency's intern is already on Oxford Street buying you a fresh new shirt and a member of the account team will meet you at the studios, with a fresh shirt to change in to. PHEW! Crisis averted.



16:00



The team call you to run through the broadcast questions to make sure you're fully prepared ahead of your interview. You'll be on the sofa with two other experts, so fighting for your air time is key. The copy for your print interview is approved and submitted.

16:30



Not every day will bring news relevant to you and your industry, so it's important to plan strategically. The PR team have a brain storm session bringing in members from different departments to share and discuss ideas as to how they can ensure your brand name is positively portrayed in the media. Surveys, thought leadership pieces, PR stunts, feature ideas, infographics, videos, podcasts and radio days are all discussed. The aim of all ideas is to convey your key messages to your target audience, whilst keeping you front of mind in the press.

18:00



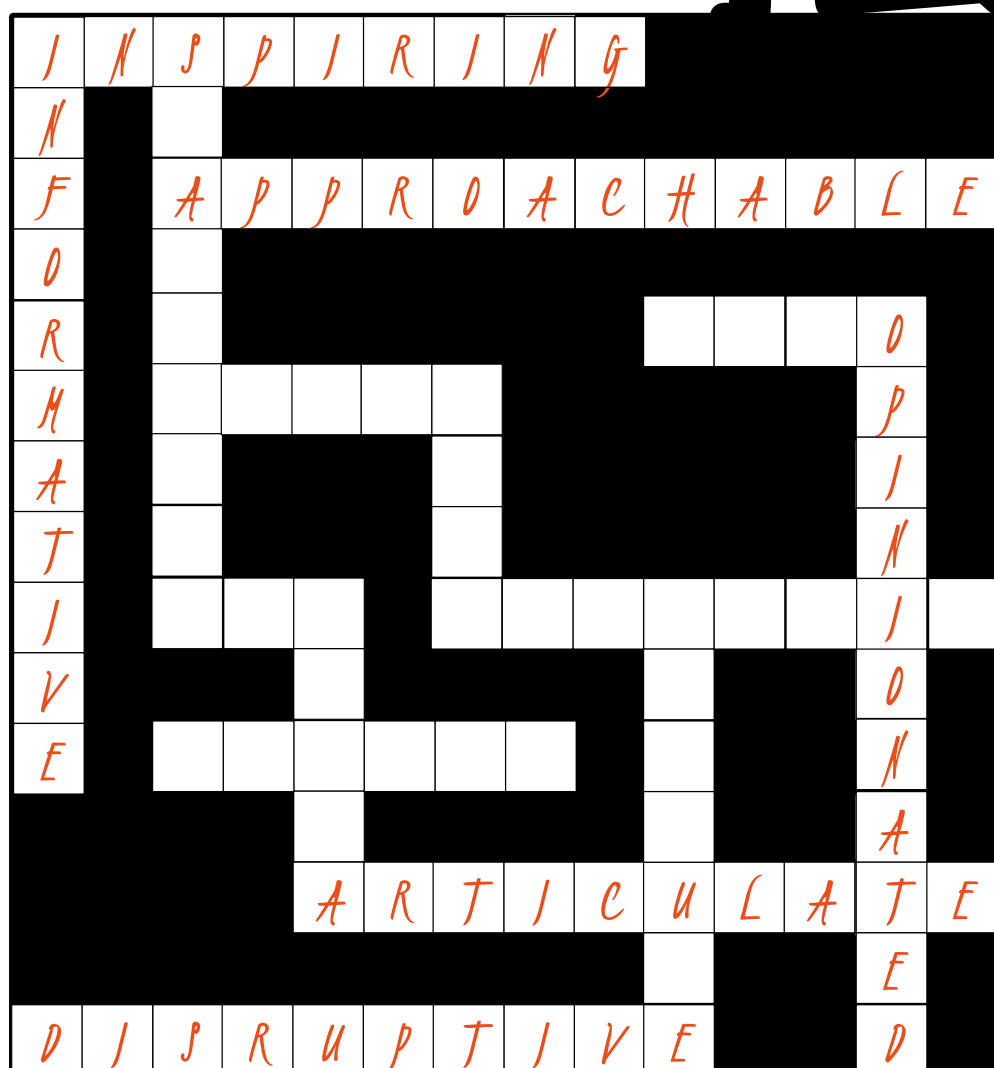
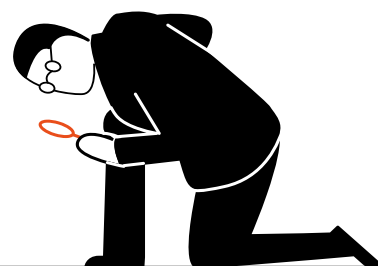
The big TV interview. The new non ketchup stained shirt is on and you've been fully briefed. Glass of water in hand, three key points up your sleeve, you deliver your point of view perfectly. The agency have set the Sky Box to record and there's a DVD on its way to you in the morning.

A successful day, but tomorrow, this will be yesterday's news. There's no time to rest, tomorrow is another day and in order to challenge, you need to stay front of mind.



# What Makes A Thought Leader?

We know that you embody your brand and are passionate about what you do. Being an entrepreneur and a thought leader often go hand in hand but being great in business doesn't necessarily mean you're a natural thought leader. Having an opinion helps, but getting it across and ensuring it is delivered through the right channels is a separate skill. Thought leadership articles in the form of opinion pieces, features, letters to editors and insights is something we do every day. We can help you understand the process, ghost write content and pitch it to the right publications. So what is it that makes you a thought leader? Here's a few qualities that are a must!

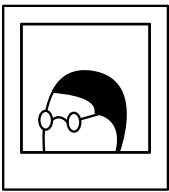


# 5 Top Tips For Better Brand Social Media

Social media – something that no challenger brand can reasonably expect to live without. Do it right, and you can build up a fantastically relevant audience, but do it wrong and you face ridicule – or worse. Here are a few quick hints and tips to bear in mind when managing your brand's social media pages...

1

## A picture tells a thousand words



Use fun, relevant images to illustrate your point – be they brand-related or just fun posts to showcase your brand's personality. People are more likely to engage with an image, resulting in 'likes', 'shares' and 'retweets' which help you to reach a still wider audience. If you're using a stick image, be sure to ensure it's copyright free, too.

2

## Get the balance right

It's important to post regularly, but don't flood your channels – try to aim for a minimum of twice a week and a maximum of once a day. Keep an eye on the news and also on any hashtags that are trending at the moment. Use social media more when there's something relevant for you to comment on and ease off when things are quieter in order not to inundate your audience with irrelevant information.

3

## Engage with your audience

Ensure all messages and comments are replied to promptly so that your page appears professional and informative. If you reply to messages quickly and in a manner that's helpful and polite, your followers will see your social channels as a viable source of information and support. Remember to include a 'call to action' in posts too – ask people to like or share on Facebook, and re-tweet on Twitter if they like what they see. This helps your audience feel part of the brand and helps you to see what works.



4

## Ask for help!

Social media seems simple – after all, it's available to everyone and it's so user-friendly that you don't have to be a technical genius to use it. But there's a big difference between using it and using it well. Enlisting the help of social media experts means that you'll get help with growing your channels with relevant followers and also advice on what kind of content works for your brand. It's worth talking to an expert when you set your channel up even if you're planning on running it yourself, as they'll be able to perform a competitor audit and show you the correct way to manage your page. Even something as seemingly innocuous as a Facebook competition is surrounded by red tape, so if in doubt, just ask.



5

## THINK before you POST!



Consider your audience. People are visiting your page because they are interested in what you've got to say, or in your product or service. Every time you post, keep in mind exactly who your target audience is and what they're going to be interested in. It's good to keep things varied, but if your target audience is 17, sharing the company's latest financial results probably isn't going to go down well. Likewise, if you're trying to sell a service to huge corporate companies, 'ready for the weekend' tweets probably won't be of interest. It's vital to decide on your tone of voice and know your target audience inside out before your first post.

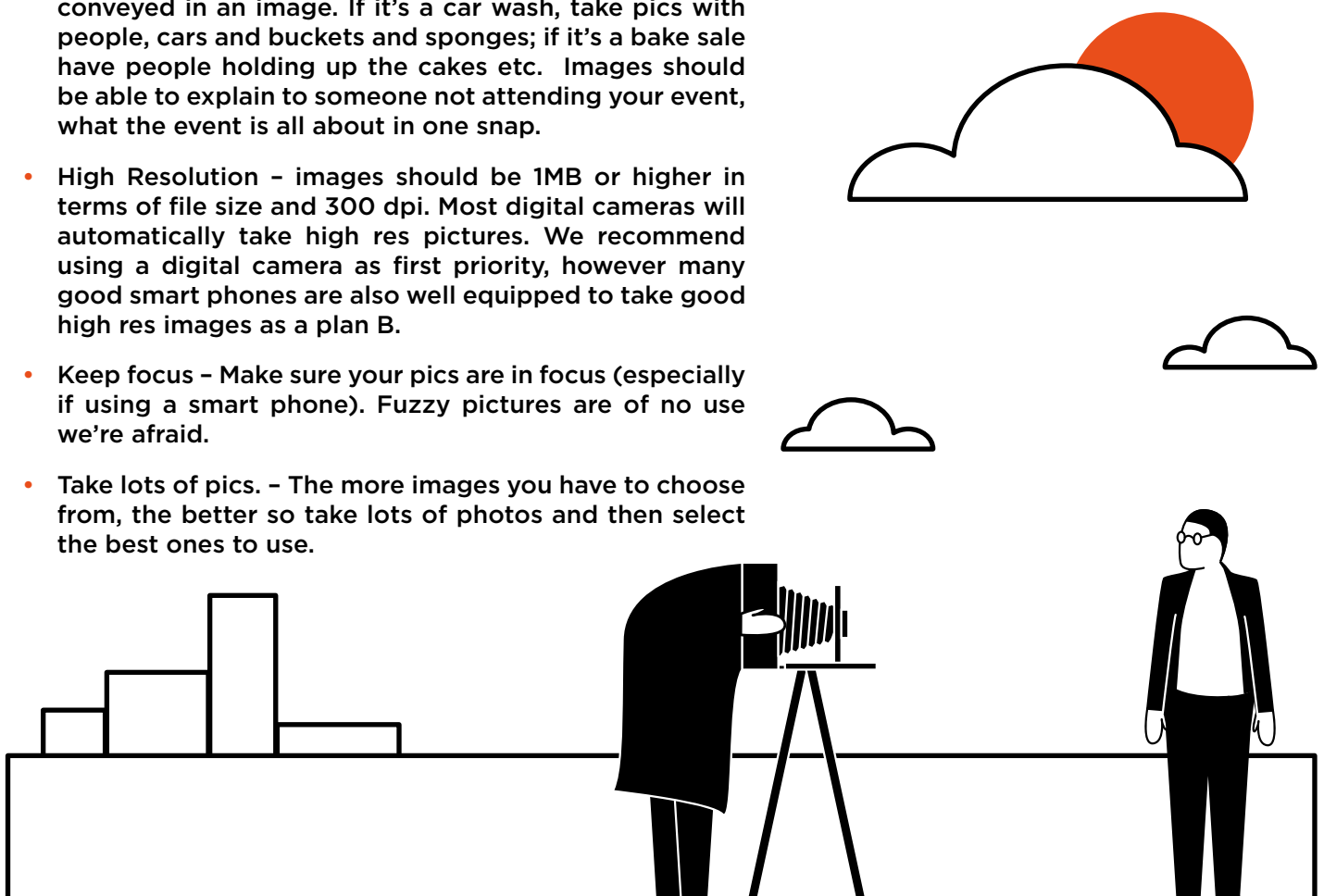
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# Photography Guide

There's nothing that helps sell a story more than great photography. Good quality, high resolution photographs are vitally important to present your people, products and work in the best possible light. Photography is an essential part of any brand and if you have pictures to compliment your story, there is a much stronger chance of obtaining media coverage. Top notch snaps also make for a bigger story when printed on the page and several high quality images can often mean a half page article could turn into a multiple page spread.

Recruiting a tried and trusted photographer is recommended but when they are not available it's important to abide by a few key rules

- Happy smiling faces. Pics need people. Faces need to be looking at camera with big smiles, with everyone in the shot paying attention.
- Frame the shot - pay attention to the composition of the image. Try and make sure the people/product fill the frame of the photo and there isn't lots of wasted space in the back ground or to the left and right of the image.
- Show case your event - take images that represent what your event is all about, so that your story can be conveyed in an image. If it's a car wash, take pics with people, cars and buckets and sponges; if it's a bake sale have people holding up the cakes etc. Images should be able to explain to someone not attending your event, what the event is all about in one snap.
- High Resolution - images should be 1MB or higher in terms of file size and 300 dpi. Most digital cameras will automatically take high res pictures. We recommend using a digital camera as first priority, however many good smart phones are also well equipped to take good high res images as a plan B.
- Keep focus - Make sure your pics are in focus (especially if using a smart phone). Fuzzy pictures are of no use we're afraid.
- Take lots of pics. - The more images you have to choose from, the better so take lots of photos and then select the best ones to use.





**If you would like to find out more about how we can help your brand really challenge, punch above your weight and make some serious noise in the media and online then we'd love to speak with you.**

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