



“ Over three years Proud PR has delivered extremely professional, value for money campaigns across a wide spectrum of media - from the FT, to CNBC World Business, trade and consumer publications as well as local media. They are fun to work with, and always deliver on schedule.

David McRobert, Managing Director, PremiAir

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CLIENT CASE STUDY

PremiAir

PremiAir offers the largest and most comprehensive business helicopter charter service in the UK. With over 160 employees it operates from South-East bases at Denham near Uxbridge and Blackbushe near Camberley.

The brief:

To drive the use of helicopters for executive business travel all year round and flatten out seasonal 'peaks and troughs' created by the social and sporting calendar.

The answer:

Having not previously employed PR, PremiAir's campaign kicked-off with a headline-driven research project. Working with its specialist research partner, "Corporate Travel for Business Leaders" was published in February 2005. The report highlighted key themes such as the importance of face-to-face meetings, time wasted on contingency plans or stuck in traffic and how busy executives feel about travelling by helicopter. Based on the findings, a series of press releases, by-lined articles and interviewed generated widespread coverage across business, travel trade and consumer titles including a page in the FT.

Other hits included The Guardian, Office Secretary, Business Travel World, Executive Traveller and Business World to name but a few.

Once the research project was over, a proactive PR programme commenced. This included an ongoing schedule of meetings and interviews with the Company's top tier press contacts, in order to establish and build relationships with PremiAir's most important media.

The Results:

A new relationship with Buying Business Travel magazine ensured that an appropriate category was created in order for PremiAir to enter the magazine's prestigious annual awards! Other key highlights include the commission of a TV news item about the rising popularity of business helicopters. The five-minute World Business piece was aired on CNBC Europe, NBC America, Star Asia and around 60 airlines.

For more information:

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