

## Case Study: **Raising the CEO's profile**

### **The Brief**

Intrepid Investments is an overseas property company, which focuses on helping private investor clients to make high-performing bricks and mortar investments in key emerging markets.

The company appointed Publicité in January 2007, and one of the major areas the PR agency opted to focus on was raising the already high profile of Intrepid Investment's CEO, Scott Huggins, ex-BBC presenter for the programme 'Get A New Life'. The agency saw that his experience and knowledge of the industry brought with it the opportunity to bring Intrepid Investments into the foreground on all issues relating to overseas property investment.

### **Strategy/Objectives**

The objectives of the campaign were:

- To launch and raise awareness of Scott Huggins, by offering him as a commentator on all issues relating to overseas property investment, including markets and investment vehicles.
- Developing and improving relations between Scott Huggins and key target media.
- Raising awareness of Intrepid Investments, Intrepid Homes and Intrepid Syndicates amongst relevant target audiences.

### **Tactics**

Publicité took a full briefing from Scott Huggins and the marketing team at Intrepid on what they believed were the key industry issues. From there, a series of opinion articles were written and pitched into target media exclusively.

A proactive stance was also taken on features activity, where Publicité pitched Intrepid Investments, and Scott Huggins as a spokesperson, into relevant overseas property and finance features in the media.

Scott was also pitched into relevant business publications for one-page profile pieces.



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The profiling campaign continues.

### Results

To dates, coverage has appeared across a wide range of business and lifestyle media, and has included:

- A one-page profile piece of Scott and his overseas property portfolio in the Mail on Sunday.
- Q&A-style pieces in Business 550, City AM and Square Mile.
- Quotes in relation to the property market in Hot Property, A Place in the Sun and Real Business.

To date, the press coverage has generated an increased number of hits on the Intrepid Investments website. For example, on the day The Mail on Sunday coverage, the number of hits to the website more than trebled.

### Testimonial

*"I have worked with a number of PR agencies in the past, some good, some not so good, some just plain bad. Publicité is without doubt the most successful agent I have used.*

*"Katrina is always professional, and combines this with diligence, hard-work and creativity to make my company news-worthy; all washed down with a large dose of humour. She manages to deliver that holy-grail of PR ends - actual results - time and again. I only hope she doesn't get too busy with other clients as I'd hate to think she might be too busy to help Intrepid in the future. So, hands-off, the rest of you!"*

*Scott Huggins, CEO, Intrepid Investments*



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