

Case Study: **RBWN**

The Brief

The Real Business Women's Network (RBWN) is a networking organisation designed to bring leading women in business together, to actively cross-refer leads and help grow one another's companies.

RBWN launched in Wimbledon in March 2007, and was closely followed by the boroughs of Richmond, Wandsworth and Kingston. The organisation plans to launch across the rest of London throughout 2007, with a national roll-out in 2008.

Publicité was charged with generating local press coverage, to help raise awareness of RBWN in the relevant boroughs. Additionally, the company will soon commence work on a national business profiling campaign, in the run up to 2008.

Strategy/Objectives

The objectives of the campaign were:

- To raise awareness of RBWN amongst local business women
- To develop relations with key local media for ongoing press liaison, in terms of forthcoming dates and RBWN activities
- To boost media relations activity for RBWN members, and work to assist their profile (in addition to the main RBWN spokesperson)

Tactics

For the first four launches of RBWN across South London, Publicité undertook extensive local press activity. As follows:

- Press releases were created for each area, and included commentary from the venue manager also.
- The local press were invited to attend the launch event, or to send a photographer.
- Selected media were offered to run a competition for a reader to win a free place to the RBWN launch event.



“Publicité has worked with RBWN since its launch. At all times, the company has delivered targeted and ‘on-message’ press coverage. Furthermore, Katrina has gauged a real understanding of our business, and has demonstrated with ease the way in which PR can help to underpin our growth plans.”

- All journalists were invited to interview Tanya Dhew, the founder of RBWN.
- Publicité advised the client on the need to have a 'profile' or famous speaker at each launch, to encourage a greater level of press coverage.

Results

To date, coverage of each event has appeared extensively throughout the local media. This has included interviews with Tanya Dhew, but also with some of the members, who in turn have been quoted in the press. Coverage has included:

- The Wimbledon Guardian
- Time & Leisure
- Richmond & Twickenham Times
- Wandsworth Guardian

Testimonial

"Publicité has worked with RBWN since its launch. At all times, the company has delivered targeted and 'on-message' press coverage. Furthermore, Katrina has gauged a real understanding of our business, and has demonstrated with ease the way in which PR can help to underpin our growth plans."

Tanya Dhew, founder of RBWN



Publicité Ltd
236 Merton Road
Wimbledon
London SW19 1EQ
Tel: 020 8543 6582
Mobile: 07809 028711
Email: info@publicite.co.uk
www.publicite.co.uk