



Maximise your
broadcast potential



MEET THE EXPERTS



PHIL CAPLIN
DIRECTOR, GOOD BROADCAST

Phil Caplin has over 15 years' experience working with brands to deliver broadcast coverage on TV, Radio and Online. His specialism is understanding brands and how broadcast can be best used to deliver key messaging across top tier coverage. He is passionate that brands utilise every possible broadcast medium to engage with their stakeholders including the latest in broadcast and social media techniques. Phil has worked with some of the leading brands in the world including GSK, HSBC, Bosch and Nationwide.



DARREN RUBACK
BROADCAST CONSULTANT

Darren has worked in PR for 10 years with the majority of his experience in Broadcast PR. Darren has run the media team at two broadcast agencies as well as account managed leading clients including AVG, Lipsy, Worcester Bosch, Emoov, Missing People and HSBC. His contacts with both regional, national and international broadcast media is second to none.



JACK BAINE
BROADCAST CONSULTANT

Jack is a senior journalist and editor with more than twenty years' experience at the BBC working in a range of departments including BBC World News TV, BBC Radio 1 Newsbeat, BBC Radio 5 Live, BBC Radio 4 and BBC Radio 2. Created programmes on television, radio and digital platforms that have reached millions of people in the UK and around the world.



PHILIPPA BYWATER
DIGITAL SPECIALIST

Philippa is a digital native, previously spending 8 years in the fashion industry, building a personal following of 40k followers on Instagram. Since joining Good Relations she's been working with clients including Pilsner Urquell, Bob Martin and SUBWAY. She's also worked previously as Head of Editorial at a start-up, where she helped build the company's social media following and blog from scratch.

35

HOURS OF HEART 106.2 LISTENING PER WEEK



4000+

PIECES OF BROADCAST COVERAGE AND COUNTING...



2

BAGS OF MAOAMS A WEEK



46

YEARS' BROADCAST EXPERIENCE



4

COOL PEOPLE



72

HAPPY CLIENTS



OUR CLIENTS



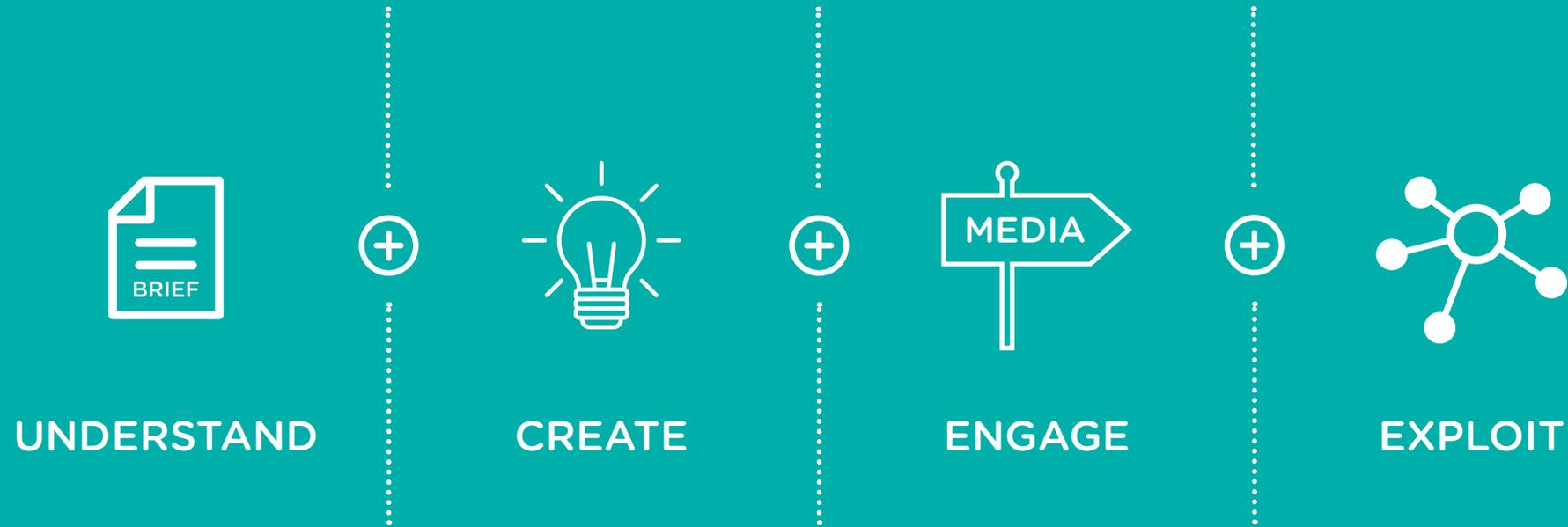
WE'RE PART OF THE



VCCP
PARTNERSHIP

A CHIME COMPANY

What is Good Broadcast?

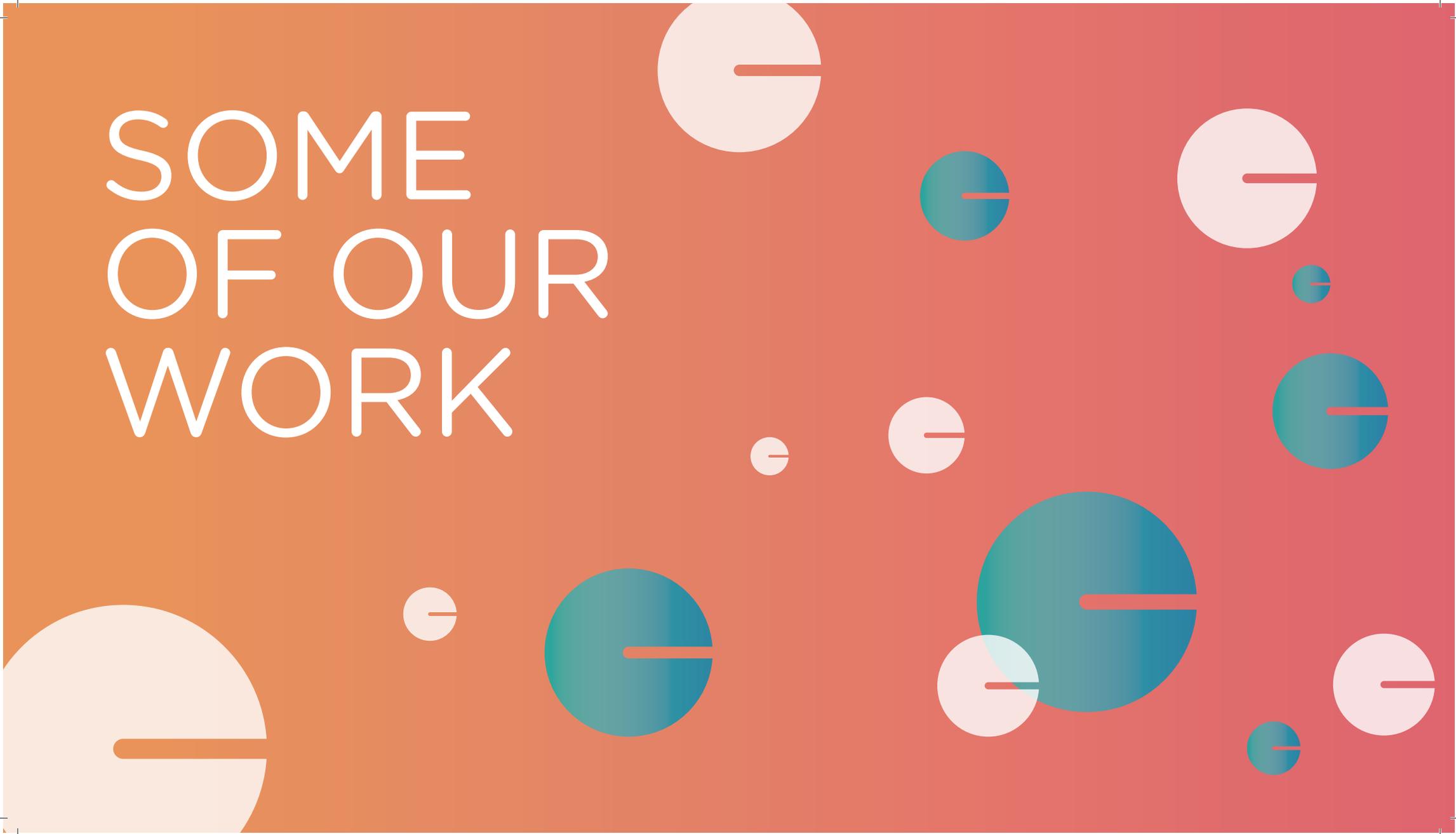


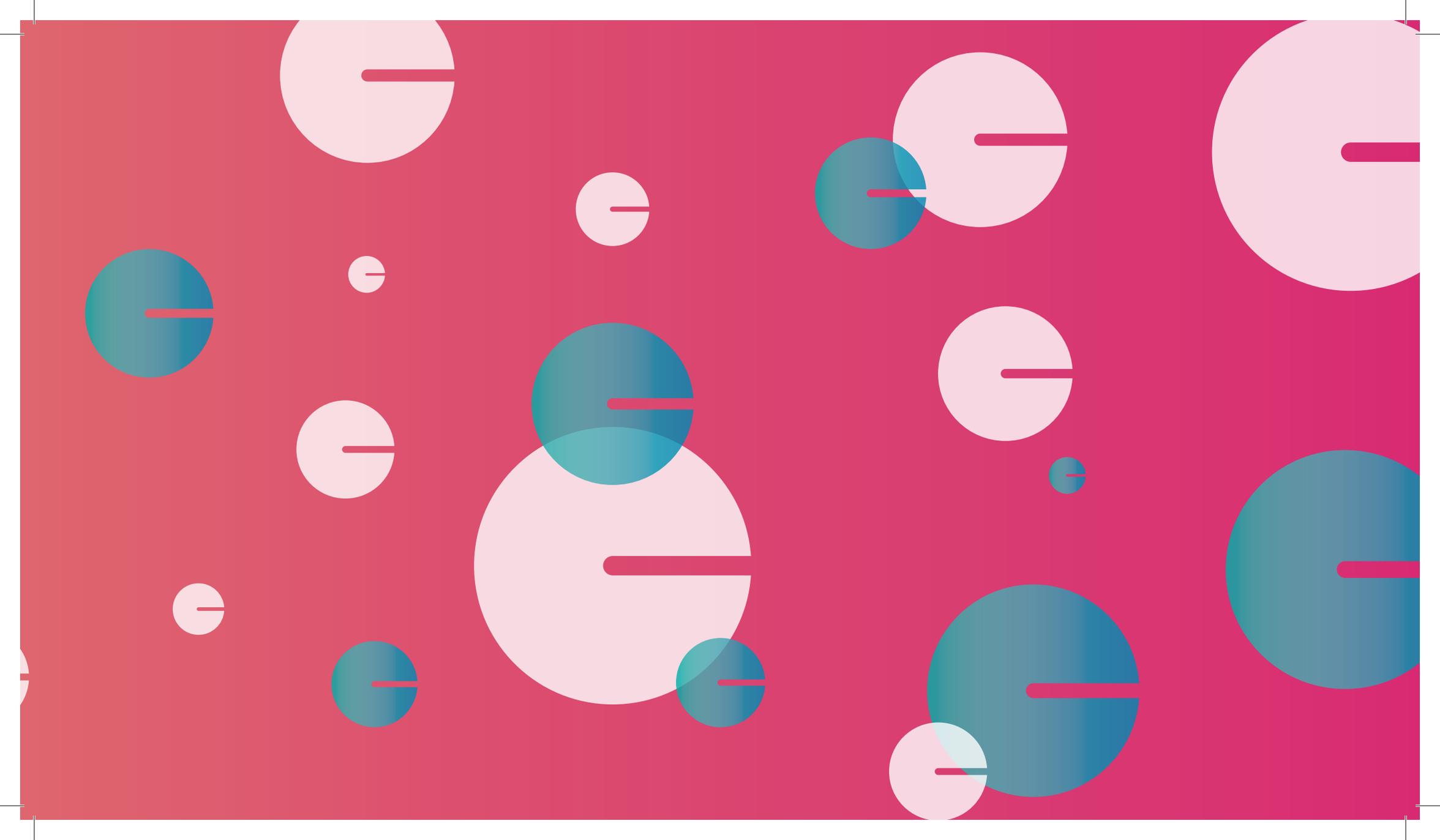
End-to-end broadcast PR service built on 46 years of heritage engaging with TV and radio professionals

Checklist for a perfect broadcast strategy

- ✓ Understand audience
- ✓ Understand programming
- ✓ Forward plan
- ✓ Stand out headline
- ✓ Offer flexibility

SOME
OF OUR
WORK





The B&Q logo consists of the letters 'B&Q' in a bold, white, sans-serif font, centered within a solid orange square.

Our coverage for B&Q wasn't exactly black and white, more fifty shades of grey

With the film of Fifty Shades of Grey due for release and key scenes taking place in a DIY store, we identified a unique opportunity to connect B&Q to the launch. The idea was simple. We engineered a 'leak' of an internal memo, advising all B&Q staff to swot up on the Fifty Shades story line and expect customers' questions regarding unconventional uses of certain DIY products, creating a sense of controversy and intrigue among media and the general public.

Written firmly with tongue in cheek, it advised that "Queries may be unusual and sensitive...but staff are reminded of

B&Q's commitment to assist customers in a polite, helpful and respectful manner...". It then went on to advise that copies of the book would be sent to stores for staff to borrow.

Perfectly timed to coincide with the increasing noise around the film we landed blanket broadcast coverage in national media before going global. In 48 hours we have achieved more than 23 pieces of coverage with broadcast highlights including ITV's Lorraine and Loose Women, Sky News Sunrise, Capital FM Heart FM, The Today programme on BBC Radio 4, LBC, TalkSport and Reuters. B&Q confirmed the story was its biggest

in its 46 years of trading, reaching nearly 40 million UK adults (the equivalent to 78% of the population).

Unprompted brand recall jumped to 98% from 93% week on week and B&Q saw an unprecedented increase in footfall to store the week following the campaign. The success of the idea was summed-up by one national newspaper editor who simply tweeted "The PR's are winning."



4 awards
won



Editorial
coverage
on Towie



23 pieces of
broadcast
coverage



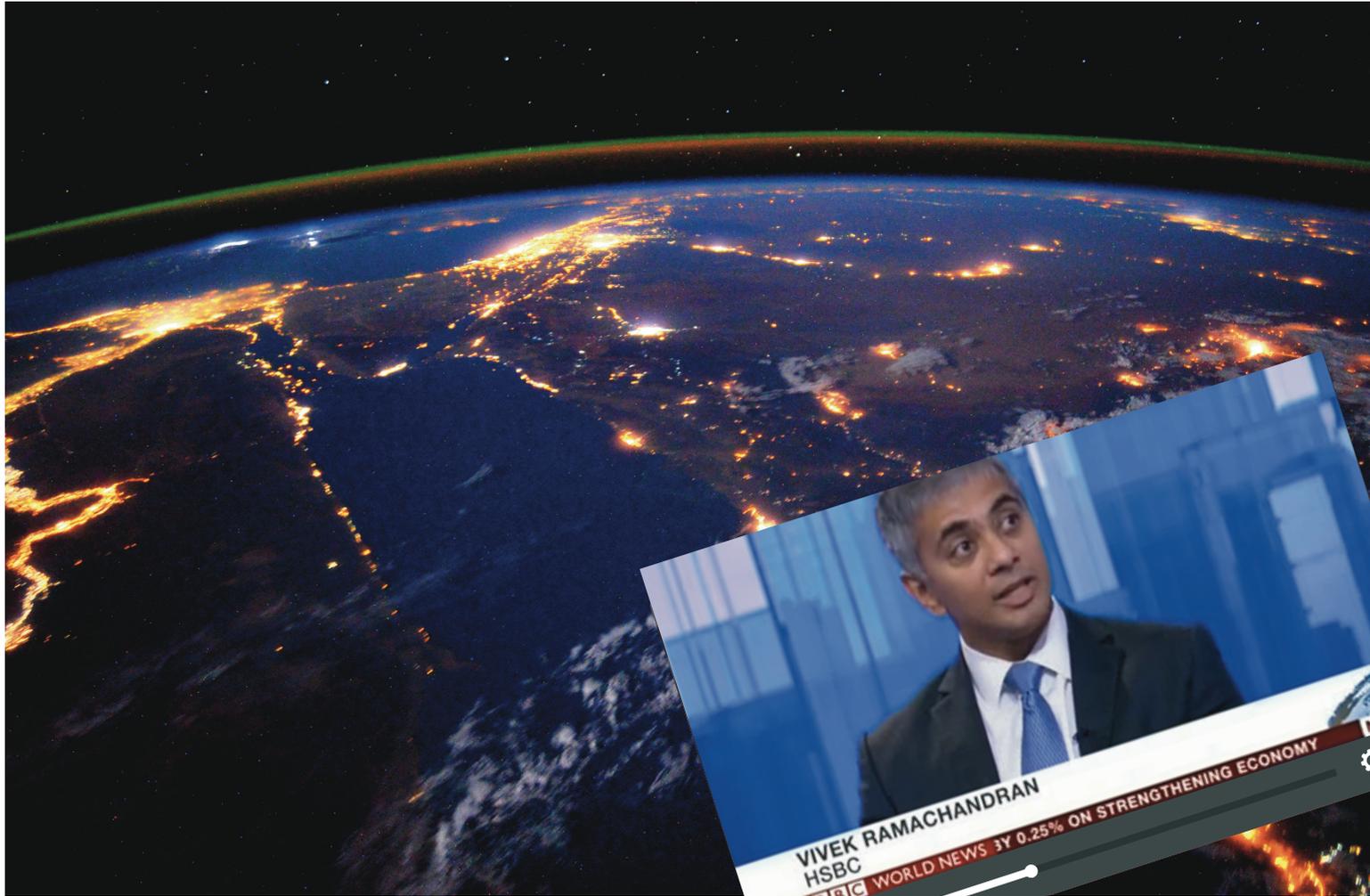
Launch of the annual Global Trade Forecast

Our brief was to secure national and international coverage for one of HSBC's biggest ever reports into the service sector. We worked with our client to craft a message that had immediate cut-through with the media, and then used our extensive contacts to reach business journalists on a wide range of outlets. Part of the process also involved working with both the HSBC Global and UK comms teams in the days running up to the launch to ensure all the key messages were landed.

We secured interviews on flagship programmes with national and international broadcasters. HSBC's spokespeople appeared on CNBC's Squawk Box, Bloomberg TV, BBC World News' World Business Report and CNNmoney; programmes that are watched by millions of people.

In the UK we secured interviews on the highly regarded Wake Up To Money on BBC Radio 5 Live, Nick Ferrari's breakfast show on LBC as well as the business programme on Jazz FM.

In the UK alone, we reached more than 8 million people on just 4 radio stations. Our interviews on the international broadcast outlets - BBC World, Bloomberg, CNBC - reached tens of millions of viewers across the world.



Global media relations

100m

Audience reach of over 100 million people



Only national coverage delivered across TV & Radio



Sausage FM hits the airwaves with the sounds of sizzle

AHDB has been running British Sausage Week (BSW) for 18 years. In 2016 we were tasked with delivering a creative campaign to shake-up British Sausage Week, change perceptions about 'fatty' sausages and ultimately get people eating more bangers.

We took one killer insight: sausages don't sizzle as much as they used to. This is because the average banger in 2017 is of a higher quality with reduced fat and water content. We knew this surprising fact could be the evidence to prove the quality of meat had improved, so anyone who'd fallen out of love with the sausage would see it in a new light.

Our answer lay in launching 'Sausage FM'. Fronted by pig-farming and former JLS star JB Gill, we launched 'the only radio station devoted to playing the sound of the sizzle'. JB spliced tracks with soundbites such as "next up: the sound of pork and leek sausages

hitting the pan..." and "here they are, Lincolnshire sausages sizzling on high heat!" before counting down the Top 10 sounds of the sizzle and, of course, doing his bit to explain why sausages have changed for the better.

The science behind the show's sizzling success saw JB invited onto TV sofas to discuss the benefits of the banger. The campaign got picked up on Sky News Sunrise and BBC One's comedy quiz show 'Have I Got News For You', hit hundreds more radio stations and went on to make national news in The Sun and The Telegraph among others.

What's more, AHDB data shows that over half of shoppers who were aware of the campaign have actively bought sausages as a result of British Sausage Week.



270 pieces of
broadcast coverage



3 pieces of TV
Coverage

58m

Audience reach of
over 58 million

Deloitte.

Highlighting employers' attitudes towards veterans

Our brief was to generate coverage around the launch of a major report by Deloitte into problems faced by veterans trying to secure a meaningful job. Figures showed that although 87% of employers were aware of recruitment programmes for veterans, only 24% used them. The report also highlighted why employing veterans was good for British business; showing that ex-military personnel were more likely to be promoted. The study by Deloitte and armed forces charities, Forces in Mind Trust and the Officers Association was one of the biggest of its kind into employers' attitudes towards veterans

We worked closely with Deloitte to extract the strongest possible top line from the study, and secured case studies to give the story a human angle.

We used our extensive contacts to secure top tier coverage on a range of national broadcast outlets. Spokespeople from Deloitte and armed forces charities appeared on Channel 4 News and Sky Sunrise.

We also landed extensive coverage on national BBC Radio networks including reports on BBC Radio 1 Newsbeat, BBC Radio 5 Live, BBC Radio 4, BBC Radio Scotland, BBC Radio Wales and BBC Radio Ulster, all of which delivered key messages for Deloitte.

The story appeared on radio stations that have an audience reach of more than 28 million people, securing highly prized slots on prestigious news programmes.



6 pieces of national radio coverage

28m

Audience reach of more than 28 million people



2 pieces of national tv coverage



The Rise of the Olderpreneur

Aldermore Bank challenged us to help raise their profile and communicate the importance of savings to consumers.

The solution: we developed a campaign to look at the rise of the 'Olderpreneur' a group of over 50's who are finding it increasingly difficult to make ends meet and need to generate extra income due to high living costs and low interest rates. The extra money generated is then used to pay bills, go on holiday and reinvest into savings accounts for day to day living.

To ensure we would attract high level media interest, we enlisted the help of Nick Hower, a man who was Lord Sugar's aide on

The Apprentice for many years and knows a thing or two about business. To maximise coverage, we timed the activity around the final stages of the Apprentice.

Our 'Olderpreneur' campaign created a compelling broadcast story across multiple media outlets. Highlight coverage included a live interview on ITV's Good Morning Britain with Piers Morgan and Susanna Reid and a live discussion on London Live. We also secured 10 radio interviews on regional BBC radio stations. In total we delivered 17 pieces of top tier coverage, reaching over 3.5 million target consumers.



Branded coverage on GMB



2 lords involved on GMB



10 regional BBC stations



Sing-a-long in his garden

We were immensely proud to provide broadcast PR support for the 2016 Sentebale Charity Concert at Kensington Palace, working with Prince Harry and the Sentebale team.

Prince Harry enlisted the help of Coldplay, Joss Stone, Laura Mvula, George the Poet, Nico and Vinz and a Besotho Youth Choir to perform at the charity gig, which was staged to raise funds and awareness for children affected by HIV living in sub-Saharan Africa.

Our brief was to promote the concert to a mass audience.

Through using not just the talent available, but also the choir from Lesotho we were able to achieve broadcast coverage across national and regional TV and radio.

We used one hour of George The Poet's time to deliver 53 radio stations including BBC Radio 2, BBC Radio Shropshire and BBC Cumbria delivering a total reach of 17m.

We secured national coverage on Good Morning Britain with the choir and Prince Seeiso plus had the weather broadcast from Kensington Palace on the morning of the concert.



Live broadcast
at the palace on
Good Morning Britain



55
radio stations

17m

Nearly 17m
audience reached

OUR SERVICES



UK TV & RADIO
MEDIA RELATIONS



GLOBAL
MEDIA RELATIONS



RADIO AND ONLINE
COMPETITIONS



PODCASTING



RESEARCH



MEDIA TRAINING
WORKSHOPS



ONLINE CONTENT
DISTRIBUTION AND SEEDING



LIVE
STREAMING



INFLUENCER
ENGAGEMENT



VIDEO
PRODUCTION



MEDIA
PARTNERSHIPS



POP-UP
RADIO STATION

The background is a solid teal color. It is decorated with several circles of varying sizes. Some circles are white with a horizontal line through the center, while others have a gradient from light blue to pink. The text 'Why Us?' is written in a white, cursive script font in the center. Below the text is a thick, curved brushstroke underline that transitions from orange to pink.

Why Us?



Specialist broadcast team with over
50 years of experience within Broadcast PR

Consultants with a journalistic background from
national broadcast media

Our team develop the campaign creatives
and deliver the media relations too

We never offer the media more than two stories a day
to ensure a higher impact of coverage

Have access to the wider VCCP Partnership to deliver
complementary services



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