

budget options

the substance underpinning our performance guarantee



emmett & smith
integrated public relations

COMMUNICATIONS STRATEGY DEVELOPMENT

IntelligenceHarvest^{TM *1}

Comprehensive diagnostic session which identifies key stress points and business intelligence deficits resulting in the delivery of an InformationRouterTM

poa

PROptimisa^{TM*1}

Consultancy and diagnostic approach to optimise the utilisation of PR within your current business model

poa

PartnerBreakthrough^{TM*1}

Interactive discussion designed to secure emotional and intellectual collaboration between your marketing communication partners

poa

PREssence^{TM*1}

Consultancy and group implementation activity to identify and develop messaging platforms and establish corporate credo and competitive advantage

poa

Strategic Counsel led by Lorraine Emmett

as required

£235 per hour / £1600 per day

CAMPAIGN PLANNING

	FREQUENCY	COST	HOURS	TOTAL
Programme Design				
Campaign development *2	2 days @	£1600.00		£3,200.00
Action plan – produced by Account Director @£90 per hour / £700 per day *3	3 days @	£700.00		£2,100.00

EXEMPLARY IMPLEMENTATION

Credentials Activity

Company backgrounder	1	£70.00	5	£350.00
Spokesperson biography (1 per individual)	1	£70.00	5	£350.00
Tactical messaging (throughout campaign) *4	52	£90.00	1	£4,680.00
			sub total:	£5,380.00

Announcements (incl. 12 releases in campaign)

Story validation (qualify story robustness)	12	£70.00	1	£840.00
News release production (research, writing and approvals)	12	£70.00	5	£4,200.00
Media distribution list manipulation	12	£50.00	1	£600.00
			sub total:	£5,640.00

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	FREQUENCY	COST	HOURS	TOTAL
Topical Comment (incl. 12 statements)				
Topic identification & investigation	12	£90.00	1	£1,080.00
Comment production (research, writing and approvals)	12	£70.00	5	£4,200.00
Distribution list manipulation	12	£50.00	1	£600.00
Reactive media relations (per/wk)	52	£70.00	2	£7,280.00
			sub total:	£13,160.00
Credibility Creation (incl. 6 case studies)				
Develop case study angles for feature-length articles	12	£70.00	1	£840.00
Pro-active media relations to secure placement prior to first draft (per/wk)	52	£70.00	2.5	£9,100.00
Feature development (research, writing & approvals)	6	£70.00	10	£4,200.00
			sub total:	£14,140.00
Thought Leadership (incl. 6 opinion pieces)				
Develop ideas for by-lined industry comment pieces	12	£70.00	1	£840.00
Proactive media relations to secure authorship prior to first draft	52	£70.00	2.5	£9,100.00
Feature development (research, writing & approvals)	6	£70.00	10	£4,200.00
			sub total:	£14,140.00
Strategic Media Programme				
Create core press list	12	£70.00	1	£840.00
Identify mission critical contacts	12	£70.00	1	£840.00
			sub total:	£1,680.00
Media Outreach (incl. 12 interviews)				
Develop interview subject matter (synopses)	18	£70.00	1	£1,260.00
Pro-active media relations to maximise interest in synopses	52	£70.00	1	£3,640.00
Deliver, facilitate & follow up interviews	12	£70.00	5	£4,200.00
			sub total:	£9,100.00
Forward Planning				
Create calendar of conference & events (x2 yearly)	2	£70.00	10	£1,400.00
EdCal & forward feature management	12	£70.00	2	£1,680.00
Exhibitions, conference & events calendar management (monthly liaison to identify opps.)	12	£70.00	2	£1,680.00
Proactive media relations – secure contributions	52	£70.00	2	£7,280.00
			sub total:	£12,040.00
Campaign Management				
Project management (including status reports, meetings, feedback, updates & administration)	52	£90.00	2.5	£11,700.00
Cuttings & presentation management (monthly outsourced cost)	12	£70.00	2	£1,680.00
			sub total:	£17,700.00
Quarterly partner communications review – led by Lorraine Emmett				
	4	£235.00	16	£15,040.00

Annual total and monthly fees will be provided once service plan has been selected

Notes:

1. Detailed product descriptions can be downloaded in Adobe formats from our website at www.emmettandsmith.com
2. Design and development of a programme of activities and concepts which meet the specified client requirements and objectives
3. To design and develop a yearly planner mapping the integration and interaction of all communications activities and partners
4. Senior level review of all collateral incoming and outgoing to ensure consistency with campaign messaging and current campaign objectives

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