

# SCIENCE PR

MAKING YOU VISIBLE, VALUED & UNDERSTOOD





The global science sector is paving the way for one of the most seismic shifts in modern history—to a climate-neutral society. From low carbon electricity, improved energy efficiency, safer and cleaner mobility, through to Carbon Capture and Storage (CCS), the science community is leading the efforts to create a sustainable future.

The challenge for every science business is to turn complex, technical information into an engaging media narrative and create a profile that cuts through the noise. The ability to deliver tangible and demonstrable results is key.

### **A strong media profile gives you competitive advantage:**

- It makes your proposition visible, findable and familiar.
- It establishes your expertise, authority and credibility.
- It explains the uniqueness of your approach in an easily digestible way.

It's the combination of the three which is so compelling. Integrate this into your marketing strategy, leveraging the collateral and exposure we secure for you to create a powerful competitive advantage.

We have a unique and impressive track record in the science sector.

## INDUSTRY SPECIALISTS:

Over the last decade, we've been working with Pacer, BMT Group and Inlecom Systems, helping them to develop their PR strategies, hone their messaging, build their brand profile and increase awareness of their expertise and successes in the science sector.

## CAMPAIGN DELIVERABLES INCLUDE:

- 100% strike rate
- Bespoke executive media training
- Competitive benchmarking – thought leadership gap analysis
- Event support – messaging, media engagement, press pack
- Editorial & content calendars
- Interviews – strategy, briefing and facilitation
- White papers – research and insight
- Media relations – social, trade, national, web, print & broadcast
- News management worldwide
- Social video and asset production
- Strategic messaging development
- Technical authorship – thought leadership, technical articles, case studies and white papers



## **AUDIENCE EXPERTISE:**

We understand the decision makers and other key stakeholders in the science sector, the challenges and issues they face, their pain points and concerns.

We know the media they consume and the influencers they follow.

Because we understand your audience, we can create ideas and content that appeal directly to the very people you are seeking to engage with.



## **DISCIPLINE:**

We are experts at developing and delivering a PR strategy that produces results – we think, we write, we engage, and we deliver – every time.

- We will help you to develop your value proposition and messaging so that you stand out from your competitors. We will produce a PR strategy which aligns with your business objectives and we will train your experts to engage confidently with the media so that your expertise is heard, understood and appreciated.
- We develop campaign ideas and narratives that enable you to contribute to the global science agenda. We can help you develop and produce white papers, videos and presentations to support the campaign.
- We will research and draft your industry comment so your experts don't have to, including your magazine insights, news stories, LinkedIn articles, blogs, thought leadership and case studies.
- We will use our relationships with the press to place your stories and secure regular presence for your brand in the channels that matter – wherever they may be.

## OUTCOME:

We ensure you are visible, valued and understood amongst your customer base – credible, authoritative and omnipresent.



*"What attracted me to EC-PR, particularly Lorraine and Liz, was their absolute conviction in delivering results. Its 100% track record in placing feature articles came to the fore within this campaign, giving me complete confidence in their approach and ability to deliver. The programme has ignited significant interest within the business in the importance of media engagement and I'm looking forward to continuing the good work with EC-PR."*

**Wendy Vinson, Marketing  
Communications Manager, Pacer**



*“EC-PR have quickly grasped the complexities of the SELIS project and managed to transform them into a compelling media narrative. By building strong connections with our project partners and bringing them into media activities they have strengthened the credibility of our story which is important for future commercialisation of the project’s innovations. The results generated have been impressive.”*  
*Dr. Takis Katsoulakos, MD, Inlecom Systems, the SELIS project coordinating partner*



*“I know I can trust EC-PR to drive action forward. They not only come up with great ideas for content, but deliver well written articles based on their interviews with our staff, partners and clients.”*  
*Jenni Williamson, Group Marketing Manager, BMT Group*



## **GLOBAL REACH:**

We work in your markets and have global reach.

- We are small enough to care; to exclusively dedicate senior resource to attend to your requirements and deliver outstanding service. But, we are also scalable, currently working with businesses all over the world.

## **RESONANCE:**

We are pragmatic problem solvers – we understand your pain points and we can help you to resolve them. You have a limited budget, you want to make a difference to your business performance and your reputation, and you have multiple channels available to you. You can't do everything, you know you can't, but you'd still like to – where do you start?





**CALL US TODAY 0203 740 60 80**

## **OUR PROMISE TO YOU:**

- Better quality sales leads
- Increased brand awareness
- Credible and incisive thought leadership



## **EMMETT & CHURCHMAN LTD**

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