



Award-winning PR and Compelling Copywriting
for Kitchen-Sector Clients Wanting More Out of Marketing



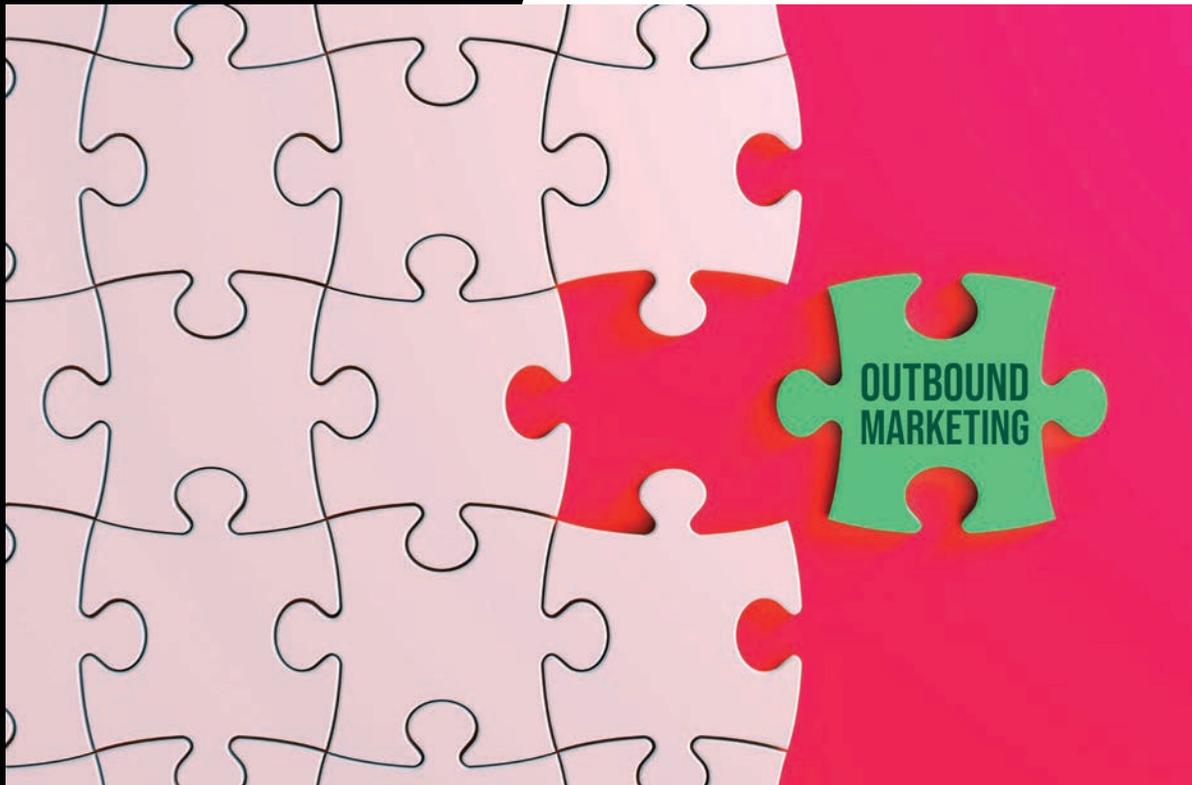
Recipe for Success

Generating engagement and building a brand, not to mention exciting the homeowner and trade customer in equal measure, may seem like a tall order and you may realise you need help with all of this.

You may also recognise the value of having a well-written, interest-packed and strategic blog, to bring new prospects into your website and assist your search engine rankings.

The issue, however, may be that of finding someone who can assist.

Having already won a national and four regional awards, as well as scooping a further five finalist accolades for a kitchen-sector client, between November 2019 and June 2021 alone, Catapult PR could be the resource you need.



Inspiring PR & Sustainability Initiative

Our PR campaign for The Used Kitchen Company, which led to the creation of the kitchen sector's sustainability-focused 'Kitchen Passport', was a national PR award winner. In June 2021, the campaign won the highly prestigious CIPR Excellence Award, for the 'Best Corporate and Business Communications' campaign in Britain.

This followed it winning a PRCA DARE Award in 2020 ('Best Media Relations Campaign') and a Northern Marketing Award in November 2020, for the Best Retail PR Campaign (On-line or Offline). A Northern Marketing 'Highly Commended Award' was won, in the same retail category, in 2019.

The CIPR Excellence judges commented on the inspiring way in which Catapult PR had researched Government sustainability strategy recommendations and discovered mention of a need to consider product passports, tucked well away within the 'Resources & Waste Strategy' for England. Taking that seed of an idea, and then creating a full campaign around it, not only produced dramatic results but also embedded a richer vein of sustainability within the kitchen trade.





Thought leadership

Our work has created numerous opportunities for our client to be positioned as an industry thought leader. Opinion columns, podcasts and national press interviews have all been generated as a result of not just kitchen passports but other campaigns, including 'Skip the Skip', where we urged people to recycle kitchens, rather than sending them to an early grave in landfill.

The platforms from which to generate thought leadership opportunities are not always obvious. Building them is something at which we excel.

Consumer Magazines & Supplements

As well as generating great trade profile, we have created phenomenal consumer coverage, in both magazines and national newspaper lifestyle sections, for our kitchen-sector client.

We also work with journalists on these titles, on an ongoing basis, for a variety of clients in the homes, gardens, leisure and fashion sectors.

Supporting this sector is our Catapult Chilled division and the new consumer podcast, 'Poodling Around'.



Outdoor Kitchens

We are now also increasingly contributing to features about outdoor kitchens, on behalf of our Italian pizza oven clients, whether the article is for a home improvement, homes and gardens, or kitchen trade title.

These clients are suppliers of wood-fired ovens to discerning homeowners and A-list celebrities, who desire an authentic Tuscan oven, with impressive heritage and top-drawer culinary prowess, to be the centrepiece of their outdoor kitchen.





Chefs and Cookery Schools

Our in-house expertise in the culinary world stretches back to the late 1980s and early 1990s and includes handling the PR for British Gas, for such prestigious events as the Chef of the Year competition and to promote its presence at the Ideal Home exhibition.

Since then, we have worked with a myriad of chefs and cookery schools, this currently including the Culinary Institute of Bologna and its Apennine Mountains-based centre, to which it has moved following Covid-19.

If you have contracted a chef to help you promote your brand, why not let us maximise the potential of that arrangement?





Online Content and Copywriting

Writing online blogs, news and content is something we undertake for a wide variety of clients. Whether we are being persuasive, informative or thought-provoking and regardless of whether that is in relation to pizza ovens, catering equipment, construction projects or something else, we do so in a lively, compelling and engaging way, carrying out lots of research to add value to the content.

The value derived from written content can be further enhanced, by repurposing it for social media use.

We also make sure clients are equipped with content downloads and e-books, adding value to a customer's website visit and providing information that can help convert a prospect into a buyer.

Brochures and Newsletters

There's still lots of demand for brochures, whether these are downloaded, handed to the customer, or readily available for picking up in showrooms or stores, or on exhibition stands. We've been writing brochures for decades. If you need words for this purpose, we can supply them.

Newsletters are another way in which to stay in contact with customers and inspire their desire for home improvement. With in-house newsletter editing experience, we can equip you with all that you need.





Local PR, In-Store Support and CSR/Sponsorship Maximisation

Outreach activity into the heart of a local business area is often vital for a kitchen showroom, which needs to make its presence known and communicate what it stands for.

We have decades of expertise when it comes to making media headlines for retail outlets and know how to engineer the story drip-feed which can make exposure continual and build awareness of a business over time. We have run in-store PR initiatives for brands such as British Gas and YBS, businesses which have needed to generate footfall into retail outlets or branches.

We have also handled the promotion behind some of Britain's biggest CSR and sponsorship initiatives, ensuring that community support and engagement does not go unnoticed. Whether activity fosters sustainability, supports causes that matter locally, is sports-sponsorship focused or is directed at children and education, we can maximise the marketing benefits from it.



Our Promise

Our promise to all clients is that we will be creative, continually think about your business and suggest potential ideas and opportunities. Above all, we will focus on achieving the results you want to see.

A combination of inspiration and hard work has led us to 49 awards and over 70 finalists' accolades so far and we'd love to use the talent that has underpinned this success, to help you achieve your goals.

To make the most of our kitchen sector experience, as well as our general expertise, please call **Jane Hunt (01253 446925)** or email **jane@catapultpr.co.uk** for a no-obligation discussion. More information is available at **www.catapultpr.co.uk**



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