



Content, Thought-leadership & Content Crossover



Catapult PR's Managing Director, Jane Hunt

INTRODUCTION

Catapult PR and its managing director, Jane Hunt, have been writing content for decades. Online content opportunities are just a new channel for words that have been the basis of 44 award-winning PR campaigns, publications, newsletters, brochures, investment and visitor guides and much more.

Jane's in-house editorial skills, earned with employers such as British Gas (London HQ and Bristol), the South West Electricity Board and Swinton Insurance, have been deployed well. However, we have not stood still, investing in training and courses delivered by some of the most influential content specialists in the country, reading articles and books by leading worldwide content gurus and engaging in content through different media, by launching our own podcasts.

Catapult Copywriting and Content is one of three main divisions at Catapult PR, the others being Catapult Chilled (consumer PR for leisure, home and gardens, travel, food and drink, retail, pet, cookery and other products) and Catapult Corporate, which is heavily involved with insurance and financial services. Our experience in the insurance sector stretches back to 1993 and Catapult PR has worked continuously in the insurance world, since its foundation in 1998, when its first three clients were Abbey National Direct, Bennetts and Dial Direct, and Primary Direct.

CONTENT WRITING AT CATAPULT PR

The agency has monthly retainers with various content-only clients, including commercial global insurance giant, Willis Towers Watson, construction-sector specialist, Sheet Piling (UK) Ltd and executive training and coaching company, Space2BE.

It also has content and PR crossover clients, such as commercial insurance broker and appointed representative network principal, Gauntlet Group.

It then has PR-only clients, many of which look to Catapult PR to build their brand through thought-leadership.



CATAPULT PR'S CREDENTIALS

Catapult PR's success speaks for itself. In 2021 alone, it has already won two of the most prestigious PR awards in its industry - national CIPR Excellence Awards - and been a finalist for a third. This is unprecedented for a regional agency of its size and hardly ever matched by even the largest London agencies.

The **'Best Corporate & Business Communications'** award and **'Independent PR Practitioner of the Year'** award sit proudly alongside another 42, including the PRMoment Award North, 2021, for the 'Best Culture, Media, Sport & Travel Communications Campaign'. We are currently shortlisted for six CIPR PRide Awards NW.

In 2020, we topped the table at the Northern Marketing Awards, winning three awards, including Best PR Campaign. We also won two PRCA DARE Awards, for Best Use of Media Relations and the Campaign Challenges Award.

However, whilst our success does speak for itself, it is the clients for whom we speak of whom we are most proud. We are more than just an agency to our clients, being as passionate about their businesses or organisations as we are about ours. We wouldn't have it any other way. Please read on to find out a little more.



Catapult PR's Two National CIPR Excellence Awards 2021

Willis Towers Watson Content Case Study

CONTENT ARTICLES AND NEWSLETTERS

Catapult PR has been producing content for Willis Towers Watson and its independent commercial insurance broker network, headquartered in Birmingham, for several years. Our main remit is that of devising story angles, carrying out in-depth research and producing monthly content articles for the WTWN hub, which broker network members can download and use in their own marketing.

We also write the quarterly publication 'Covernotes' - another tool for commercial insurance broker members to brand and use for their own client communications purposes.

Catapult PR has proved its worth to WTWN and is now asked to do increasingly more each month. We regularly speak in WTWN training webinars, most recently at the Willis 'Staycation Forum 2021'. At the specific request of Willis Towers Watson Networks' managing director, Sara Fardon, Catapult PR was also asked to report on the opening session of the forum and produce an article for Sara's use.



Covernotes

lma nla

Liability Cover to Consider, if Operating at 'Your Limit'

A tougher insurance market, coupled with a hardening attitude amongst insurers towards risk, are creating the conditions for an insurance product, with its roots in the 1960s, to attract greater levels of attention amongst those requiring public and products liability protection today.

The insurance product in question is Excess Liability Cover – a type of insurance that provides extra cover over that offered by the core (primary), public and products liability policy. Excess Liability Cover steps in whenever the limits of the primary policy are exhausted in the event of a very serious injury, large-claim litigation case or product liability crisis.

Some describe such cover as insurance for your liability insurance. It is particularly used by companies that have regular in-depth interaction with the public, which run commercial transport fleets, or which operate in high-risk industries prone to high injury rates. Those working with high net worth clients, or who carry out a

lot of contractual work that requires a high level of liability protection, are other types of purchaser of Excess Liability Cover.

As the level of court awards in liability cases and the value of property have risen, insurers have been keener to share risk around the market. This has led to a reduction in some of the policy limits on primary liability policies and this downscaling of the protection available may require the insured to seek extra cover as a top-up. Additionally, some off-the-shelf protection only has a limit of £5m, but many contracts require the successful tenderer to have £5m protection, so a £4m gap needs to be bridged through an Excess Liability Cover policy. This can be a particularly useful policy as a one-off purchase that suits the requirements of an individual contract or tender process.

Brokers have access to Excess Liability Cover for public and product liability. This policy is designed to cover the potential impacts of a severe incident – a scenario which could result in a very large claim that severely impacts on a business's finances or forces it to cease trading.

Such incidents are not exclusively risks incurred by large-turnover

businesses. The number one source of claims, to date, has proven to be heat work being carried out away from the business premises. Such claims can be significant in size, impacting on the bottom line of any business which does not have the Excess Liability Cover that can step in, if the limit on the primary policy is exceeded by the cost of the claim.

Businesses would be advised to consider the option of Excess Liability Cover if their policy limit is low and they are in a high-risk sector, or if they find their public and product liability limit reduced at renewal time. Those who also wish to quote for a contract but find themselves short on liability cover and thus unable to do so, should talk to a broker and discuss the Excess Liability Cover option, as a means to facilitate a tender submission for new work.

“ As the level of court awards in liability cases and the value of property have risen, insurers have been keener to share risk around the market ”

Example of Covernotes Article

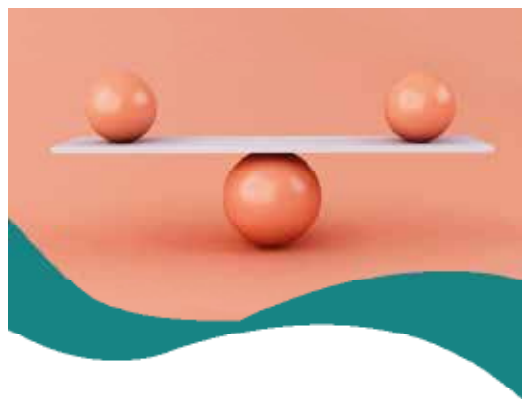
AWARDS AND GROUNDBREAKING BOOKLET

At the end of 2019, WTWN asked whether Catapult PR would write its award entries. It had managed to be a finalist for an award that year, but been unable to communicate its offering in a compelling way. WTWN asked Catapult PR to also consider what might differentiate its network from others.

In March 2020, Covid-19 arrived and the first lockdown was quickly implemented. Catapult PR suggested to WTWN that it do something completely groundbreaking for the network and establish thought-leadership within the sphere of mental health. Catapult requested that WTWN allow it to research and write an uplifting, positivity-focused publication, which could be sent to the independent brokers within the network – many of them male - who would be feeling anxious, depressed, isolated and worried about their livelihoods.

Catapult PR successfully pitched and then researched and wrote 'Broking in Balance', cover-

ing unusual topics for WTWN, such as mindfulness, intentional positivity and achieving better sleep, not to mention a playlist of most uplifting tracks! The consultancy worked with a designer, to produce a booklet that was WTWN branded, but a huge design departure from anything else WTWN had ever done.



Broking in Balance

Making Network Positivity Our Policy

Broking in Balance Cover

“ Positive anything is better than negative nothing ”
(Ebert Hubbard)

Today I am grateful for

“ One cannot think well, love well, sleep well, if one has not dined well. ”
(Virginia Woolf)

Have a Good Morning !
Getting off to a good start to the day is known to help boost your positivity and lift mood. From there, you can build on that positivity throughout the day. Maybe you could read inspiring quotations? Perhaps you could listen to a useful or inspiring podcast? Even the food you eat can make you feel better.

23% more likely to develop depression and anxiety Other research is continually showing that our diet affects our mental health.

Adopting the Mediterranean Diet is one way to try to improve your positivity. 166 people with clinical depression took part in a 2017 study in which they ate wholegrains, legumes, fat oil, raw nuts and sweets and wine in moderation. After 12 weeks, their levels of depression had been lowered.

Studies have shown that eating protein-rich foods can help boost your alertness, whilst carbohydrate can increase serotonin, which has a calming effect on the mind.

The good news is that dark chocolate is also considered good for alertness and mental skills – when eaten in moderation.

Be Intentional
You should be intentional about being positive, engineering positivity and making it a daily goal to adopt a positive mindset. Adopt the Pollyanna Principle and find good in everything, as an irrepressible optimist, rather than entering an ongoing cycle of negativity.

Why?
Well, did you know that a study by Martin Seligman, which focused on insurance salespeople, found that optimistic salespeople sold 37% more policies than pessimists?!

Food for thought ?

10 steps to greater positivity
- good practice tips / generally accepted techniques

1. Stay away from negative sources of information (and people) as much as possible.
2. Look for the silver lining in every situation.
3. Find peers who understand your situation and who approach it with positivity.
4. Don't dwell on the past and what could have been. Park it and focus on the 'now and what will be.
5. Be grateful for what you have in life and scribble down what it is you are grateful for so you can refer back every day.
6. Keep a 'positivity log'. Jot down the good things that happen in the course of a day and refer back to these at the end of the week.
7. Refuse to give in to self-doubt. You have got to where you are because you are good at what you do, not because of luck.
8. Silently through negative thoughts you have about yourself and write them down - that's important. Then tag them as either fact or fiction. Work on any facts. Remove the fiction from your head. Don't lose perspective.
9. Do something outside your comfort zone - such as selling a policy in a different sector or cold-calling to try to gain a new client - and make a mental note of how it makes you feel when you succeed.
10. Try to do something each day that will help someone else and write down what it was that you did.

Did you know? Pessimism is bad for your health ?

According to the University of Colorado and Yale University, it is associated with a weaker immune system and response to tumours and infections.!

Broking in Balance Spread



Sara Fardon, Managing Director of Willis Towers Watson Networks

The result was as we anticipated. Members felt valued and part of the Willis 'family' that Sara Fardon often talks about. They believed that Willis cared about their welfare. Some also saw the huge advantage of branding the booklet and sending it to their own clients, to demonstrate concern for their welfare too. Broker loyalty to WTNW increased.

When it came to the UK Broker Awards, the judges actually picked out 'Broking in Balance' as the key initiative that enabled Willis Towers Watson Networks to stand out. The network became 'Network of the Year' for the first time.

Sara Fardon went on to become 'Team Leader of the Year' in the Women in Insurance Awards. Network growth has been impressive and more brokers than ever are enquiring about membership.

The success continues. WTNW has recently been shortlisted for the 'Digital Broker Award' at the UK Broker Awards 2021. We also hope that Sara Fardon will be recognised in categories for which no awards'



What a Wonderful World

Whatever our level of freedom of movement, we can still take enjoyment and pleasure from things that can lift our mood. If we let them into our mindspace on board the simple things that fill our day, can help motivate us to be positive and pro-active. Here are some hints to focus on

- ◀ he world through your window
- ◀ picking out different shades of green in the garden
- ◀ he clouds
- ◀ he scent of freshly mowed grass
- ◀ he birdsong in the garden and the birds you spot
- ◀ he 'thank you notes' that land in your inbox
- ◀ he acts of kindness that you read and hear about
- ◀ poetry that can inspire you
- ◀ gifting music and lyrics
- ◀ fragrances such as sandalwood, geranium and vanilla that are mood lifters
- ◀ he zing of citrus fruit

“

Clouds come rushing into my life no longer to carry rain or usher storm, but to add colour to my sunset sky .

(Rabindranath Tagore)

A bird does not sing because it has an answer . It sings because it has a song .

(Chinese proverb)

”

Impostor Syndrome

“ You think, “Why would anyone want to see me speak? And I don't know how to act anyway, so why am I doing this?” (Mary Shrew)

“ impostor syndrome

Did you know that...

With the current business climate, feelings like this are likely to be more prominent, so what can be done to tackle these thoughts? Here are some ideas.

1. Talk about your feelings.
2. Understand what triggers the negative thought patterns behind impostor syndrome.
3. Recognise that nobody can be perfect 100% of the time and don't beat yourself up when you make mistakes.
4. View mistakes as constructive ways to learn.
5. Set reasonable expectations of yourself
6. Embrace learning and growth opportunities – you are never too old to learn!
7. Be fully prepared before you embark on something new.
8. Have more confidence in your own ability.
9. Note down all of your achievements, so you can refer back to what is fact, not fiction.
10. Talk back to the voice in your head, countering negative comments with positive ones.
11. Tell yourself many successful people suffered many failures on the way.
12. Become part of a supportive network, which can support you when necessary.

Who suffers from Impostor Syndrome?

The syndrome is often suffered by perfectionists and high-achievers. It is typically experienced by those who are crushed by even constructive criticism. To suffer impostor syndrome is to live in constant fear of 'being found out'.

Walt Disney's first cartoon company didn't start his first 20 years in business. He was the first to be named CEO. Hercules Ford was the first to be named CEO. These, and many more people, listened and learned from their experience, moved on with positivity and eventually succeeded .

THE FOUNDATIONS PROGRAMME

We have also recently been asked to assist the Willis Networks Business School, creating a booklet to bring to life a new 'Foundations Programme'. This will help new entrants to the insurance industry, who are school or college leavers, gain a thorough grounding in insurance, through an 18-module programme for which broker members simply could not afford to pay for.

We took the 10-month programme and, after an interview with the head of the Business School, wrote the copy for a compelling document – Creating Insurance Stars of the Future - powerfully presenting the opportunity through our choice of words.

The Willis Networks Business School had felt that they might achieve an enrolment of 12 delegates, if things went really well. The Foundations Programme has so far seen 32 enrolments and WTNW is delighted by the tool that we gave them, to help sell the benefits to their members. They are already planning 2022's programme and have been proud to speak about their success to the insurance press.

<https://insurance-edge.net/2021/08/25/wtw-of-fers-online-training-package/>

Other WTNW projects

Our influence continues to grow and we are now embarking on the creation of LinkedIn thought-leadership articles for Sara Fardon.

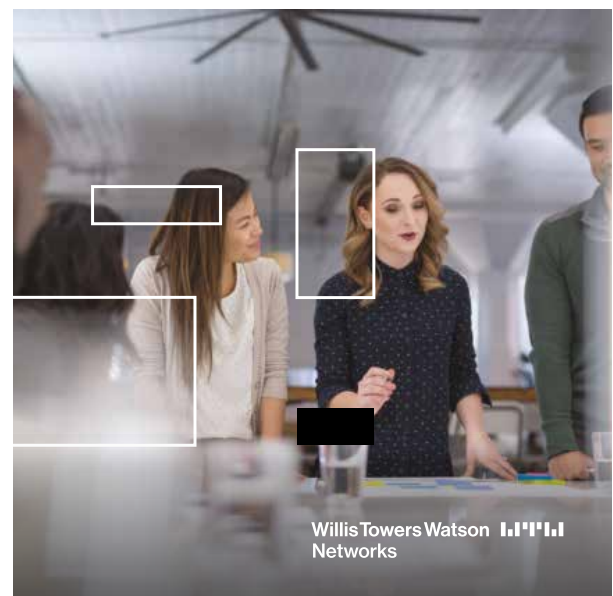
We have also just completed the writing of 10 cross-selling sales templates, for members' use, focused on products including cyber insurance, D&O cover, corporate personal accident & travel and terrorism insurance.

All we can say is that we have a very exciting writing project – another idea pitched to build the Network's profile amongst both members and insurer partners – lined up for Christmas 2021!

Willis Towers Watson Networks Foundations Programme

Creating Insurance stars of the Future

September 2021



Foundations Programme Booklet Cover

Gauntlet Group

Content Crossover Case Study



Catapult PR started working with one of its content crossover clients, Leeds-based Gauntlet Group, in 2014.

On the direct side, the consultancy supports both the fleet transport insurance division, which primarily focuses on bus and coach insurance and health and safety, with a little bit of cyber and golf club insurance thrown into the mix.

The other key area on which Catapult PR focuses is the appointed representative (AR) network for which Gauntlet is a 'principal' for insurance brokers wishing to start and run their own insurance brokerage. Catapult PR produces content and copy which is used down a variety of channels – e-downloads, prospect collateral, sales tools, content articles, e-shots and communications with existing ARs. Catapult is now also handling social media posts and the creation of LinkedIn articles for managing director, Roger Gaunt.

Some examples of the content produced are given below.

AR Network Thought-leadership

Catapult PR's work has continually positioned Gauntlet as the network of choice for the professional commercial insurance salesperson wishing to start and run their own brokerage. Its content has played a major part in this, with some key publications being differentiators for many candidates, enabling Gauntlet to cherry-pick the best talent, on the basis of compelling collateral that makes a real impression during the recruitment stage, when AR prospects are considering and comparing networks.

Content has included:

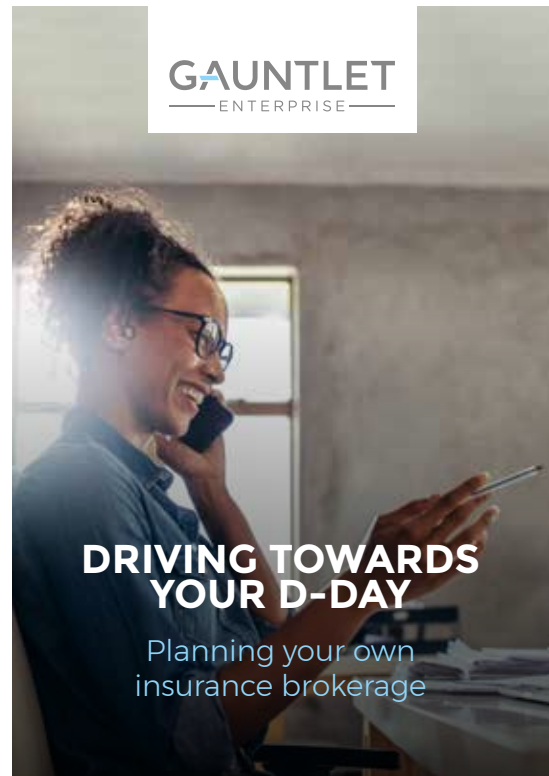


Driving Towards Your D-Day

This content download was an idea pitched by Catapult PR. The booklet presents a realistic view of the skills and motivations required of those wishing to be a successful insurance broker and includes unique elements, devised by Catapult PR, such as the AR Apple. The booklet then highlights the process that a new insurance start-up needs to go through, in terms of considering its marketing approach, brand, social media presence, network and business building strategies, offering guidance in these areas and creating excitement for any prospect considering whether to start their own brokerage. This useful tool is retained and only sent to individual prospects, to prevent competitors from accessing and copying it.

Plan B

In 2020, Catapult analysed the impacts of the pandemic on pensions, job retention of over-55s and the general work outlook for those within around 15 years of retirement. It then wrote 'Plan B' as a review of the situation and a means of suggesting a solution, by starting an insurance brokerage and boosting earning potential in the key years before retirement. This has struck a real chord with candidates and been much praised by the consultant who heads up Gauntlet's AR recruitment, who only issues the document to individual candidates, to prevent competitors copying the information. Some key ARs have been recruited, as a result of this work.



'Driving Towards Your D-Day' Cover



The Insurance Broking Dossier on What Went Wrong with Brokers' Retirement & Insurance Career Dreams & How to Put Things Right

"Life is what happens to you whilst you're busy making other plans."
(John Lennon).

Date of Dossier: September 2020

'Plan B' Cover

Back on the Road

Catapult wrote this booklet for Gauntlet’s coach sector clients a few months ago, just as some were finally able to get coaches back up and running and when others were focusing on how and when to resume operations. The consultancy again pitched this idea to the client, recognising the huge amount of guidance that operators required and also discovering that different guidelines with regard to road maintenance had been published late in 2020. The booklet has been used as a sales tool and has helped contribute to a significant uplift in new business and renewals, having positioned Gauntlet as a thought-leader. An accompanying e-shot, press release and social media posts were created, to help publicise the availability of this valuable guide and piece of content.



'Back on the Road' Cover

James and the Giant Breach

This is a great example of our crossover content, being a content download that was launched through the media and social media, timed to coincide with a day in the diary with a media hook – Roald Dahl Day – and supported through e-shots. It also drew on great pre-planning, with Catapult PR commissioning consumer research, to assess knowledge relating to cybercrime and the tactics that cyber criminals deploy. Research findings and copy was then shaped around a Roald Dahl-linked theme, to create a dynamic and very different look at cyber insurance. Content downloads sit on Gauntlet’s various websites, but the booklet has also been much-embraced by Gauntlet’s appointed representatives, who use it as a sales tool for use with their own clients. Various thought-leadership articles have been generated on the back of this publication.



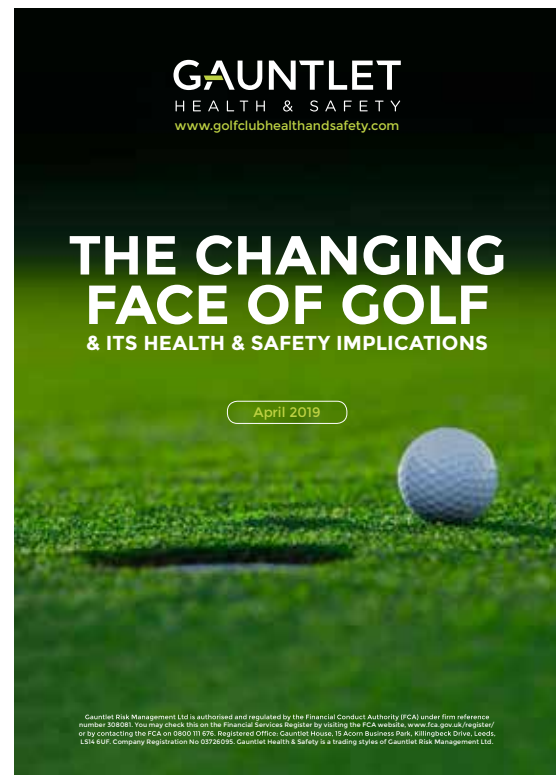
'James and the Giant Breach' Cover

Consultant in the Cab

Prior to lockdown and the issues besetting the bus and coach and haulage industries during the pandemic, Catapult wrote quarterly newsletters, over the course of several years, called 'Consultant in the Cab'. These carried 4-5 stories in each issue, focusing on an aspect of health and safety, or commercial motoring news, for which awareness needed to be raised. This example of 'helpful marketing' was a means of equipping clients with better risk management strategies, as well as securing more work for the health and safety division.

Golf White Paper: The Changing Face of Golf

To establish thought-leadership in the golf club health and safety arena, Catapult PR pitched the idea of researching and writing a white paper, focusing on the dramatic transformation of golf clubs, as they diversified into other areas, or changed their core offering, in order to survive or attract new members. This whole process of change was set in a health and safety and insurance context and the document became an e-download at Gauntlet's golf-themed website www.golfclubhealthandsafety.com, from where it can be downloaded <http://www.golfclubhealthandsafety.com/the-changing-face-of-golf> Various new golf health and safety contracts were secured.



Golf White Paper Cover

Client feedback

We never elicit client feedback (although we probably should), so were moved to receive this note from Gauntlet's managing director, just before Christmas 2020, after a difficult year for all. We believe that his words demonstrate our true value as an agency, which extends way beyond just being a copywriter or PR.



Roger Gaunt, Gauntlet's Managing Director



"This year been a tough year and your support has been first class. At the toughest points of the pandemic you remained clear-headed, completely focused on the task ahead and took on the work that you knew I was struggling to get to, to maintain our momentum at a the most important times. It would have been very easy for us to pause our work and we would have lost so much ground.

Although it's been tough, we've made great strides forwards with the business and prospects for 2021 look far better than I had hoped for earlier in the year and I am very grateful for your commitment, hard work and support throughout."



McCarron Coates: Thought-leadership & 'Unusual' Content Case Study

Ian McCarron and Paul Coates were previously directors at Gauntlet Group and then became Gauntlet appointed representatives. Having established their start-up, they requested that Catapult PR be allowed to keep working for them, building their thought-leadership in two key markets – courier fleet transport and bus and coach.

2019

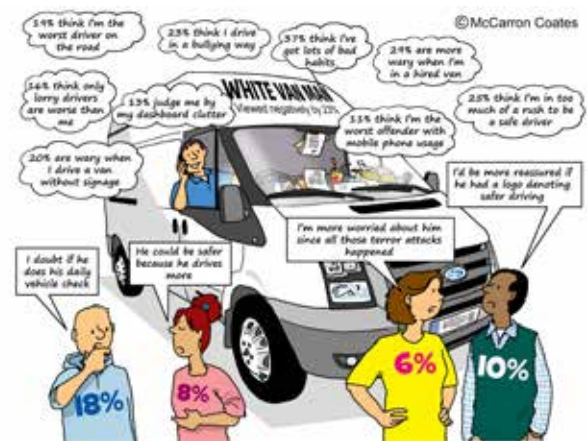
Having signed an agreement to be the official suppliers of the insurance solution to the FTA's 'Van Excellence' scheme, McCarron Coates wanted to raise their profile as a courier fleet insurance specialist. To achieve thought-leadership for them, Catapult PR suggested a 'Wise Van Man' campaign, based around consumer perceptions of white van drivers and their driving behaviours.

This resulted in some brilliant research findings, which were used in the media and online and in presentations to various Van Excellence groups. Findings were supported by a visual, which Catapult PR commissioned and worked on with a cartoonist.

Building profile in the bus and coach sector saw us focusing on the speed of claims reporting message in a most unusual way, by creating 'claims avatars', which each highlighted a different type of operator and why they might not report their claims quickly.

These two strands of activity were brought together in award entries for McCarron Coates, as we strove to win an award for them, which would catapult them from insurance start-up to serious thought-leader very quickly. We marshalled content into a presentation for the Insurance Times awards judges and briefed the client on how to present, with the key wow factors being our Wise Van Man and claims avatars initiatives. McCarron Coates became double winners at the November 2018 Insurance Times Awards, being adjudged 'Best Claims Broker of the Year' (Gold) and 'Commercial Lines Broker of the Year' (Silver), with the judges specifically mentioning Wise Van Man, at the award ceremony.

This built the profile of the brokerage in a incredible way, fuelling growth, establishing credibility and providing topics to talk about in a number of profile pieces and management insight focuses in leading insurance titles and trade media. The unusual content also helped drive enquiries via the Van Excellence scheme and ticked the box of its backers, providing them with useful content and data to use with their membership.



'Wise Van Man' Cartoon



Claims Avatars

2020

The huge challenge of being a bus and coach insurance provider during the pandemic, when coaches were off the road and operators were gaining no support from the Government at all, was not lost on McCarron Coates. The directors wanted to show their backing of their key clients, despite getting no business from them, and wished to support the coach operators' 'Honk for Hope' campaign, but with something that could be their own approach.

Catapult PR devised a campaign called 'Wish You Could Hear?', pitching the idea of producing a retro-style British seaside postcard, but with words that carried a powerful message about the lack of support for the coach sector, written in a very clever style and in the form of the wording that a holiday postcard might typically carry. The aim was to have operators send these cards to their MPs and other influencers, to try to rally support and get a better deal from the Government. At the same time, the campaign was to demonstrate that McCarron was in touch with its clients and going the extra mile for them.



*Wish
you could
Hear!*

Having a truly torrid time. Black clouds ever-present. Coach sector is beached. Vehicles laid up, family businesses in ruins, finance agreements on off-the-road coaches being enforced.

Wish MPs would shout out that the coach sector matters - to tourism, leisure & education. It matters to destinations, attractions, theatres, schools and community groups. To people of all ages.

Probably won't be back next year.

In the hope that
MPs will act and
support their local
coach firms.

McCARRON
COATES Created by McCarron Coates
www.mccarroncoates.com

Postcard Front and Back



CPT photo call in Blackpool



Andrea Jenkyns MP at McCarron Coates' offices

Printed copies of the cards were produced and distributed via Coach & Bus Week magazine and also issued directly to operators requesting a stock, including the Honk for Hope organisers, who loved the initiative. An electronic version was also made available, so that other bodies who we approached and whose support we elicited, such as Visit Blackpool, could ask their members to contact their MP.

We created enlarged copies of the postcard and arranged photo calls with key opinion formers, such as Jane Cole, the president elect of the Confederation of Passenger Transport. We also arranged a visit of MP, Andrea Jenkyns, to McCarron Coates' offices, where various coach operators, McCarron Coates clients and Honk for Hope organisers, were able to brief her by Zoom call.

The pressure we exerted led to conversations with MPs across the country and resulted in a Hansard Parliamentary debate, at which 'Wish You Could Hear?' was mentioned at the very start of the discussions. Some additional financial support was secured for operators and pressure was exerted on finance houses, to delay the resumption of interest payments on coach finance agreements.

Social media posts from operators demonstrated the huge appreciation amongst the coach community for what McCarron Coates had done, for no financial benefit of its own. Loyalty amongst existing clients was reinforced. Offline media reported on the campaign and built the profile of the brokers as thought-leaders.

The evidence was used to support award entries earlier this year. This has already resulted in McCarron Coates becoming the winner of the National Insurance Award for 'Commercial Lines Specialist Broker of the Year'. The brokerage is currently shortlisted in the British Insurance Awards (Commercial Lines Broker of the Year SME/Mid-Corporate.) and the UK Broker Awards (Commercial Lines Broker of the Year).

All of this profile has helped fuel growth and a third director was appointed in May. It has also helped McCarron Coates to enter into a new partnership with Backhouse Jones, solicitors to the commercial transport sector.



Andrea Jenkyns MP supports the 'Wish You Could Hear' Campaign

North East Coach
 @NECoachTravel | 763 followers

McCarron Coates are standing with the coach industry! They have put together this fantastic postcard to be sent to MPs to raise awareness of the industry. Please email Paul Coates if you would like a PDF and a hard copy to send to your MP, paul@mccarroncoates.com #hankforhopeuk



5 11

22:23, 10 Nov 2020 - View on Twitter CF - Twitter for iPhone CF

Jenna Rush shared a post.
 November 10 at 9:26 PM · pt

Has everyone emailed Paul for a postcard to send to their MPs? I think these are brilliant and will catch their attention



McCarron Coates Retweeted



Laura Hadzik @LittleMissLowra · Nov 10

A fantastic idea from @McCarronCoates! A twist on the traditional #postcard to highlight the plight of the #coach sector. Email Paul Coates for your own postcard to send your local MP paul@mccarroncoates.com @backhousejones #WishYouCouldHear



5 8

We have not yet been able to use another initiative, due to factors at McCarron Coates with regard to another partner, but have created the first content booklet for van drivers, who have either founded a courier company during lockdown or grown their courier fleet. This is the first guidance for courier fleet operators as to how to build not just a fleet but also a sustainable business with a strong reputation. We believe our 'Brand on the Run' booklet will really make waves when it launches.



BRAND ON THE RUN

- how to create the holistic courier insurance package that will build your courier fleet business and create your brand ambassadors.



'Brand On the Run' Content Download

BRAND ON THE RUN





I. Introduction

The Covid-19 pandemic saw every-day delivery drivers become 'keyworkers' - a collective powerhouse of the UK economy and a force that was keeping Britain moving, through lockdowns, tier regulations and the shielding of many more vulnerable people.

The impacts of the virus simultaneously saw demand for home deliveries soar, as many more British people, of all ages, embraced Internet shopping, sometimes for the first time.

This situation led to an unprecedented demand for delivery drivers, couriers and fulfilment centre staff, with Amazon alone, in May 2020, taking 15,000 new full and part-time positions and delivery driver opportunities across the UK.¹ Meanwhile, DPD talked about recruiting 3500 new drivers and Yodel referenced 2950 new recruits. Hermes required 9000 new self-employed couriers.²

Courier recruitment

The level of unemployment has been so high that finding new recruits has not been too difficult. We have even seen West End stars and former soap actors, such as Bill Ward, become delivery drivers, knowing they could not take to the stage.³ Yodel experienced a 200% increase in applications for Christmas seasonal jobs.

The picture, however, is confused. On the one hand, the demand for home delivery is unlikely to go away. Many of us have now witnessed the convenience of shopping for items online and have tried and tested this model of purchase many times over. Despite the risk which cyber theft poses, it is unlikely that we shall see online

delivery decline too much, once normality returns. Online purchases, for many, are literally part and parcel of life now.

On the other hand, having so many good employee prospects offer themselves up for roles as couriers may not be a lasting situation. A good proportion may drift back to their former professions, when able to do so. Delivering hundreds of parcels a day may have been fun whilst it lasted and a sense of being a keyworker will have buoyed up many temporary delivery people, in the short-term. If they do not stick around, however, recruitment may be more problematic and that can have knock-on effects for your brand and your insurance.



The opportunity

Get things right, however, and there is a real opportunity, whether you have an existing fleet of delivery vehicles or become a delivery driver during the pandemic and have the entrepreneurial drive to try to build your own fleet.

In this booklet, we shall:

- help you understand the opportunity ahead
- examine how your 'brand' can be made or broken by your drivers
- focus on what irks the public about 'white van man'
- concentrate on key areas that will help you retain customer loyalty
- examine how you can better empower your drivers to be brand ambassadors
- look at the key cornerstones of your business: insurance, administration, vehicles

3

Aspray: Tactical and Unusual Content

We started working with loss assessor and property claims management company, Aspray Ltd, in 2017, as it had struggled to find a content writer who could grasp its business, produce well-written copy and meet its strict compliance procedures. Five years later, we have equipped it, and its sister businesses Aspray Franchise and Major Loss, with content which ticks all boxes.

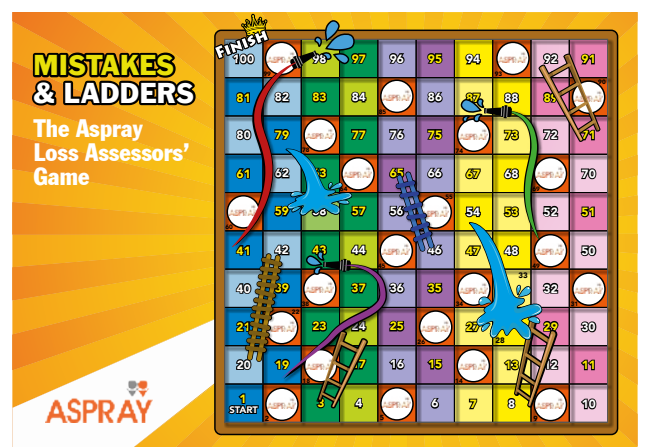
We have also produced a content download that enabled it to win an award in the landlords' sector and created and launched the world's first loss-assessing game, 'Mistakes and Ladders' (our idea), which became a valuable introducer tool for Aspray.

We have just produced two highly strategic content downloads, having carried out desk research that identified opportunities on both the franchisee and direct side. The first is a guide focused solely on architects (typically good franchisees for Aspray), which examines the pressures the profession is under, in a post-Grenfell world in which Professional Indemnity premiums have soared for architects' practices. The booklet explains the Aspray opportunity, to give those thinking about a new career some food for thought.

The second booklet has come from our picking up on the FCA's new emphasis on the fair treatment of vulnerable adults and presents the Aspray service as something from which insurance brokers can benefit in this regard, if they incorporate it into their service delivery.



Landlords' Booklet



The Mistakes & Ladders Loss Assessing Game

Sheet Piling (UK) Ltd: High Google-ranking Content Case Study

Catapult was introduced to Sheet Piling (UK) in late 2018, as the sheet piling specialist had struggled to gain any PR exposure from a story, which related to it launching a unique and groundbreaking piece of equipment – the TM 12/15 long-reach rig. Catapult immediately proved the story’s worth, by generating widespread coverage, despite it being a little ‘old’ and launched a second time around. The agency was then asked to be a content writer, contributing regular monthly articles that would boost SEO. The ultimate goal was the number 1 ranking on Google for sheet piling, which SPUK had long sought but never achieved.

Since then, month by month, Catapult PR has contributed content on a variety of sheet piling themes, some of them very tactical and working to a brief supplied by an SEO partner, to plug gaps in areas in which other competitors score online. The agency has also breathed life

Sheet Piling UK is ‘Silent Partner’ in Greenwich Housing Regeneration Project

Steel sheet pile design and silent sheet pile driving and vibrationless sheet pile installation services, supplied by Sheet Piling UK, have played their part in delivering an exciting development of new homes, recreational areas and commercial facilities on a site in the Royal Borough of Greenwich, which was formerly a vacant brownfield site, comprising scattered scrub and woodland.

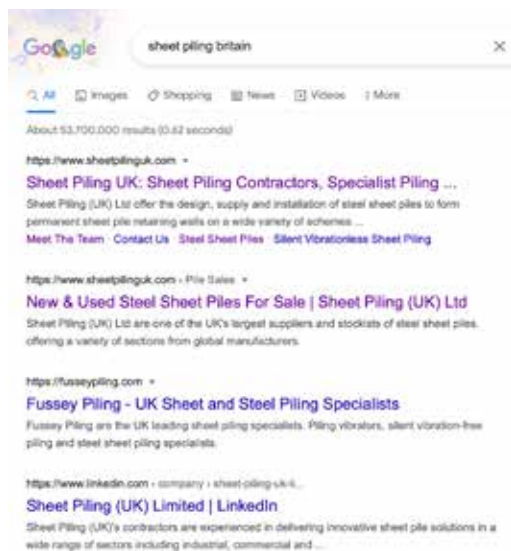
The high-quality mixed-use development – now known as The Square – sits alongside Kidbrooke rail station and was delivered by Transport for London (TfL) and Notting Hill Genesis, one of the country’s largest housing associations and a social enterprise committed to creating thriving communities and providing homes for lower-income households.

The underutilised site, formerly part of an RAF base and later used as operational land during the construction of the A2, is now a vibrant place to live and home to 619 new homes, across eight buildings, with 310 being privately owned, 157 shared ownership properties and 152 affordable rent apartments.



As well as boasting attractive new homes, The Square also comprises workspace and retail outlets around a main square and has a focus on pleasant and environmentally friendly public realm. It is conveniently just 10 minutes’ drive from the o2 and 15 minutes from London Bridge and has useful rail connections – to Waterloo, Charing Cross and Victoria, as well as Lewisham, where links to the Docklands Light Railway can be picked up.

Case Study Example



Google Ranking

into Sheet Piling UK case studies, making them highly accessible ‘stories’, rather than the highly technical reports that they previously constituted.

It is a struggle to get this client to engage in any ‘slightly different’ content, but despite that, key aims have been achieved through Catapult’s content. The site now ranks at number 1 on Google, to the delight of the client. Case studies are now so full of interest that they are ‘scraped’, word for word, by media title, Ground Engineering. They are also so engaging that they achieve hundreds of views, when posted on LinkedIn. All in all, although Catapult would love to be unleashed, it has provided this client with exactly what it wanted.

The Used Kitchen Company: Thought Leadership (Offline) Case Study

Catapult was introduced to The Used Kitchen Company by another client, back in late 2017. Despite being the founder of the concept of kitchen recycling, the client came to Catapult because it had no thought leadership and was losing ground to a new market entrant, with a very similar name, Used Kitchen Exchange.

Since then, Catapult has created a series of award-winning campaigns for The Used Kitchen Company, achieving by far the greatest share of voice in its sector, despite the rival being much larger and better resourced (through extensive funding) and TUKC still being a micro-business, trading from home. Other competitors have also emerged, but still TUKC remains the thought-leader.

In November 2019, a campaign won the Northern Marketing Award 'Highly Commended' award for 'Best Retail PR Campaign (On or Offline)'. In early 2020, it won the PRCA DARE Award for 'Best Media Relations' Campaign.

In November 2020, the 2020 PR campaign won the Northern Marketing Award for Best Retail PR Campaign.

SUSTAINABILITY

The Used Kitchen Company creates another first in UK Recycling History

The Used Kitchen Company (www.theusedkitchencompany.com), the pioneer of kitchen recycling and its champion since 2005, has taken its groundbreaking 'Kitchen Passports' eco-initiative to the next level, as it creates another milestone for UK recycling and waste control.

Having reviewed its unique TUKC 'Kitchen Passports' with huge success at kitchen trade show *the Birmingham 2020*, TUKC has now launched a brand-new website - www.mykitchenpassport.com - that will be the virtual home for all Kitchen Passports, 'held' by eco-friendly consumers UK-wide, on behalf of their kitchen.



The TUKC 'Kitchen Passport' initiative is possibly the only response to the idea for product passports which sprang out of Defra's 'Resources to Waste Strategy' of December 2018. It tackles the issue of waste control head on, attempting to help preserve the planet's precious resources, by making better use of those already taken for manufacturing purposes.

Whilst The Used Kitchen Company created the concept of kitchen recycling, built on this in 2018, by issuing a 'big figure' relating to the tonnes of waste it has saved from landfill and developed a consumer-friendly 'skip the skip' campaign, the Kitchen Passport is a step-change for both the kitchen industry and environmental change in the UK.

By creating a Kitchen Passport for their kitchen at www.mykitchenpassport.com a kitchen showroom can instantly demonstrate their green credentials to their customers. Research shows that eco-credentials increasingly matter to the buying public and

such as showroom, fitter, plumber, electrician, appliance repairers and insurers.

The initiative is focused on extending a kitchen's 'treadle to grave' lifespan, encouraging not just a first recycling, as would occur between kitchen showroom selling an ex-display model or a homeowner selling their used kitchen, but a second and possibly third recycling too. Quality kitchens can last for decades, but too many head to an early grave.

The Used Kitchen Company's CEO, Louise Grossman, says: "A virtual Kitchen Passport can stay with the kitchen throughout its life, enabling one owner to pass on the passport to the next owner and do the right thing by the environment. If passed on during a house sale, it could plant a recycling seed in the minds of new owners who might otherwise consign a kitchen to landfill."

"The Kitchen Passport should create a sea-change in the kitchen sector and become a massive circular economy initiative. We have invested in the Kitchen Passport portal, so showrooms can highlight their green credentials by creating kitchen profiles. Alternatively, they can give a purchaser of an ex-display kitchen the details they need, so they can create a passport to make it easier to put the kitchen back into the circular economy, at a later date."

"We are also urging manufacturers to give the Kitchen Passport their stamp of approval. And, of course, we want homeowners to play their part and not only buy a used kitchen but give others the chance to do that too. Too many fabulous kitchens reach landfill without having achieved their full life expectancy and potential. It is totally unnecessary and we have acted in this dynamic way, in order to change that and make manufacturers, showrooms and consumers think about the consequences of not recycling something as huge and material-filled as a kitchen."

With many homes having fallen in love with their kitchen space during lockdown, or grown to hate it with a passion and left wishing to change it as soon as possible, there has never been a better time for the Kitchen Passport to be launched.

TUKC now urges both kitchen showrooms and consumers to go to www.mykitchenpassport.com to upload kitchen profiles and create their Kitchen Passport. It is absolutely the right thing to do, for those who care about the planet's future, is free-of-charge and an action that could inspire more people to adopt green principles.

www.theusedkitchencompany.com



40 AUGUST 2020, REFURBISHMENT PROJECTS

Thought-leadership Example

In June 2021, this campaign achieved what, on paper, seems absolutely impossible – winning one of the PR sector's most prestigious awards - a national CIPR Excellence Award – having been adjudged the best 'Corporate and Business Communications Campaign' in Britain.

To learn what we did to achieve this accolade and earn incredible praise from the awards judges, who commended our incredible drive and dedicated research, to discover the angle that could make the client not just a thought-leader but the creator of a UK 'first', please read the campaign details below and refer to our campaign summary sheets.



Thought-leadership Example

The 'Passport to Business Benefit' Campaign

Brief

The Used Kitchen Company (TUKC), a recycler of second-hand privately owned kitchens and ex-display (showroom) kitchens since 2005, sought greater market share in the showrooms sector, to ward off competition.

The client wanted:

- business growth/additional sales
- to encourage more homeowners (buyers and sellers) to embrace kitchen recycling.

Success required:

- More showrooms (currently recycling displays) to choose TUKC in preference to competitors
- More showrooms to recycle rather than 'skip' kitchens

PR Objectives:

- capture 50%+ share of voice in kitchen trade titles
- find a catalyst to inspire kitchen showroom partnerships
- differentiate TUKC through a hard-to-copy initiative
- generate 15 key trade articles
- establish credibility through thought leadership
- maximise exhibition presence at kbb Birmingham (March 1-4, 2020)

Idea, research and planning

Recognising the growing importance of sustainability for all businesses, we saw green motivations as the catalysts for showroom partnership and engagement.

To find a 'hook' for a suitably compelling sustainable initiative, we:

- conducted extensive desk research

- discovered Defra's largely unadopted 'Resources & Waste Strategy' (2018) and analysed this and all subsequent commentary.
- identified a reference to 'product passports', as ways to reduce landfill pressures and extend product lifespans.
- married up themes with existing TUKC consumer research statistics
- pitched a 'Kitchen Passport' idea to TUKC, as an industry (possibly UK) 'first' and a ground-breaking sustainable initiative for the kitchen trade, building a business case as to why TUKC should do this for company benefit/growth.

Strategy, creativity, innovation

Strategy

We suggested:

- unveiling Kitchen Passports as a groundbreaking 'first' at the trade's biggest show, kbb Birmingham
- creating a 12-page press pack, inclusive of further research on the importance of eco-principles within consumer buying trends
- creating a sustainability teaser, but holding the story back until the pre-show Friday, to secure media exposure on the exhibition's home page throughout kbb's 4 days
- making an exhibition 'noise' through social media initiatives – to get exhibitors talking, without breaking exhibition leafleting rules
- creating a digital 'Kitchen Passport' for a second 'launch' on World Environment Day (June).

Creativity

We:

- produced demo Kitchen Passports - passport-sized booklets, with pages documenting a kitchen's 'date of birth', features (materials used); places travelled to (previous owners); and dismantling, recycling and ultimate disposal instructions.
- deployed powerful language e.g 'extending a kitchen's cradle to grave lifespan', 'making better use of the planet's finite resources' and 'creating a sea-change in the kitchen sector.'
- turned TUKC's small stand into 'Passport Control', engaging other sustainability-focused exhibitors to point visitors towards it.

- developed a 'big figure' – the tonnage of kitchen waste already saved from landfill – which Passport take-up could boost.

Innovation

We created branded selfie frames, carrying messages such as:

- 'Give Kitchen Passports Your Stamp of Approval'
- 'Going Green at TUKC Border Control'
- 'Kitchen Passport for Kitchen Sustainability'

We encouraged stand visitors/other exhibitors to support us, by using these and posting selfies on their own social media, using show hashtags.

This raised show awareness significantly.

Delivery, Implementation of Tactics

What occurred:

1. Launch

We launched as above, when kbb Birmingham still went ahead, despite real Covid concerns.

Key conversations were held with various kitchen manufacturers, who embraced the unique concept with gusto.

Independent showrooms were engaged by the Kitchen Passport and show website lead story.

Lockdown one came within two weeks. Kitchen showrooms and manufacturer production lines closed until July.

Trade title 'Essential Kitchen and Bathroom Business' closed. Kbb Review ceased print and furloughed all but one editor, producing online editions only, for 5 months.

Almost immediately, messaging tone switched

to 'subtle' and 'concerned', with this largely maintained, as kitchen showrooms have been non-essential retail outlets throughout subsequent 'tiers' and lockdowns.

2. Media Relations

Catapult created:

- positivity-focused thought leadership pieces
- 'helpful' content - press releases suggesting positive actions for showrooms to embrace
- feature material for the few pre-planned features running
- placement of opinion pieces/podcast interviews
- materials for mykitchenpassport.com's launch (lockdown one)
- national press consumer pieces, to boost TUKC's trade kudos.

3. Awareness Days

To retain the spotlight, we have created two forthcoming awareness days.

'No Skip Sunday' is March 28, 2021, when, clocks go forward and, deprived of an hour, we may be tempted to 'skip' kitchens, amidst DIY frenzy, rather than recycling them.

'Kitchen Passport Week' starts on San Pasqual, Patron Saint of Kitchens' feast day (May 17), and will be a focal point for Kitchen Passport promotion.

Trade editorial has already been generated for both.

4. Manufacturer Contracts and Partnerships

We have produced retailer engagement ideas for every manufacturer partnering with TUKC, suggesting how to inspire their showrooms to recycle more kitchens.

We arranged a special pizza oven deal with Valoriani and have promoted a donation-per-kitchen-sold scheme brokered with the Kitchen Bathroom Bedroom Specialists Association (KBSA).

We have leveraged a possible partnership with kitchen food waste app Kitche.

Significant new contracts are in place with kitchen manufacturers/retailers MHK, Symphony, Mereway Kitchens and Trend Interiors.

A further 4 manufacturer deals are under negotiation.

Measurement, evaluation, impact

Marketing

- 62 editorial pieces – despite trade title closures/online-only lockdown versions
- Home-page editorial on kbb Birmingham website throughout show
- 85% share of voice (trade titles)
- 244 brand mentions
- 45 web links (18 = valuable follow links) – generating more TUKC website traffic
- editorial reach – 5.7m
- thought-leadership positioning
- new monthly column in Kitchens, Bedrooms & Bathrooms
- podcast, opinion and radio interview opportunities generated
- go-to expert positioning

Unique

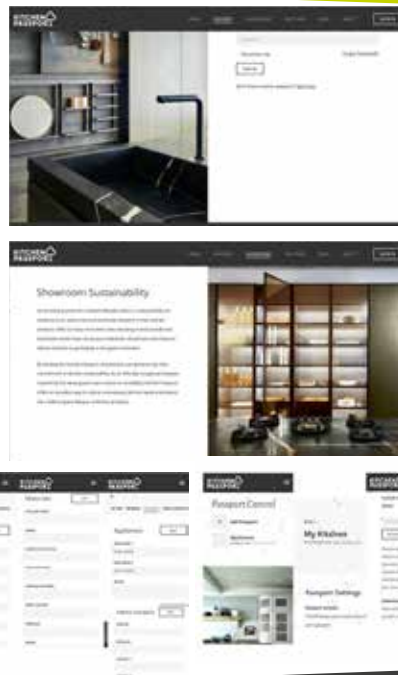
- Delivery of a UK 'first' – Britain's first product passport
- Suggestion by Defra minister that client applies for a Queen's Award
- New copyrighted business asset – Kitchen Passport and mykitchenpassport.com

Business Benefit

- Kitchen listings conversations with 132 independent showrooms at kbb Birmingham
- Contract with European giant MHK, to list displays from all MHK UK-based showrooms
- Contract with Mereway Kitchens, for recycling of all Mereway retailers' displays
- Contract with Symphony, to recycle all Symphony displays
- More than doubling showroom supply base via these three Kitchen Passport-inspired deals alone
- 4 more contracts under negotiation
- 20+ recycled kitchens sold per lockdown week (quadrupling)
- Overall business increase (66%)
- Three new jobs created, due to increased kitchen supply and demand
- 41% increase in used kitchen listings, despite lockdown

+ 'No. 1 partner' positioning in eyes of kitchen trade manufacturers and showrooms.

Launch of UK's First Product Passport - Kitchen Passport



Kitchen Passport

“The Used Kitchen Company, who introduced the concept of kitchen recycling in 2005, is again dynamically spearheading environmental change within the kitchen sector by introducing groundbreaking ‘Kitchen Passports’ – an initiative that focuses on the eco necessity of extending kitchens’ lifespans from cradle to grave.” (Kbb Birmingham).

“The Kitchen Passport marks a big step for both the kitchen industry and environmental change in the UK and is possibly the only response to the idea of product passports that emerged from Defra’s December 2018 ‘Resources & Waste Strategy’.” (My Green Pod).

KBB Review



KBB Birmingham Website



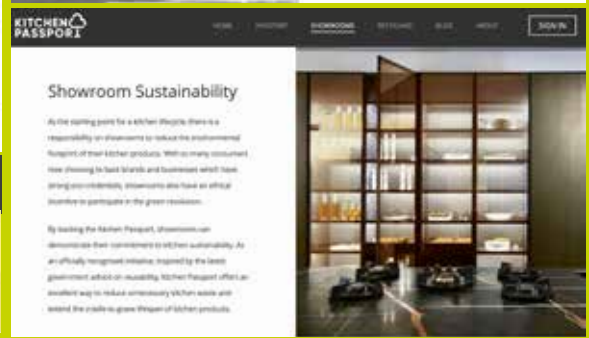
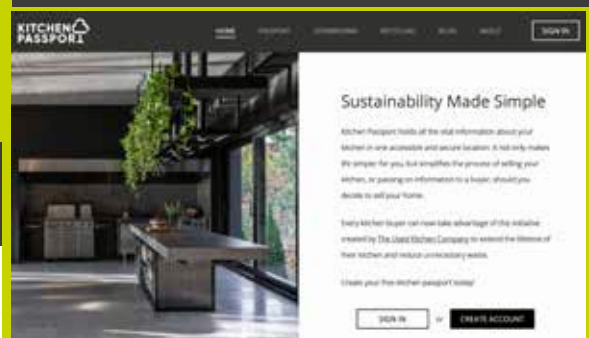
KBB Review Podcast



My Green Pod



mykitchenpassport.com



Trade Deals and Initiatives

This section features a collage of trade deals and initiatives. It includes several articles from **kbbireview** such as 'TUKC becomes MHK's official reseller', 'The Used Kitchen Company joins with RESA to support retailers during lockdown', and 'Mereway launches two sustainable initiatives'. Other articles include 'The Used Kitchen Company pledges Kbsa donation', 'Mereway joins TUKC to encourage ex display sales', and 'TUKC Agrees Exclusive Package Deal with Eliza Owen Brand'. Logos for **Mereway**, **Symphony**, **Valoriani UK**, and **Feast** are also present.

Comments by Trade Partners

“Working with TUKC, the pioneer of kitchen recycling and the creation of the Kitchen Passport initiative, was an opportunity we absolutely did not wish to pass up on.”
 (Marcel Crezee, Direct Expansions MHK Group AG.)

“Prolonging the life of a Mereway Kitchen makes total sense and is definitely a win-win for our retailers, their customers, TUKC buyers and, of course, the environment. Our kitchens are built to last and we know that they can give many years of service and

pleasure beyond that of their first owner.”
 (Mark Mills, MD of Mereway).

“We’re delighted to be collaborating with TUKC to extend the life of ex-display and used kitchens. We take our environmental responsibilities seriously and extending the life of our furniture makes sense for us, our retailers, their customers and the environment.”
 (Simon Collyns, Group Marketing Director, Symphony).

Green Awareness Days



NO SKIP SUNDAY 2021
 The Used Kitchen Company
 28th MARCH 2021

No Skip Sunday 2021 March 28

No Skip Sunday is a day focused on saving the planet's resources.

The aim of the day is to remind us of the wastefulness which can accompany home improvements and, particularly, kitchen refurb. Its message is to ask us to remember that, just because we personally might no longer want our existing kitchen, it doesn't mean that another household wouldn't want to adopt it, doing what thousands of others have already done through <http://www.theusedkitchencompany.com>.

Doing this could put some money in the piggy bank too, so it is well worth embracing



EVALUATION



Thought Leadership

“We need to further accelerate the transition to a circular economy within the kitchen trade sector and within the mindset of both kitchen showrooms and homeowners.”

(Loeeze Grossman, kbbdaily)

“We want to encourage everyone to skip the skip. Climate change and the lack of landfill capacity are not issues that have gone away. They have just been out of sight and out of mind.”

(Loeeze Grossman, kbbreview)

“The Kitchen Passport should create a sea-change in the kitchen sector. We want to see green action throughout the kitchen supply chain. Scrapping perfectly good kitchens is a shocking waste and we have acted in this dynamic way, to tackle the issue head on and make manufacturers, showrooms and consumers think about the consequences of not recycling something as huge and material-filled as a kitchen.”

(Loeeze Grossman, kbbreview).

“Waste seems the poor relation of the green agenda. It’s high time wasteful consumerism became a thing of the past in the kitchen sector. Manufacturers and showrooms must appreciate that future trading success relies on demonstrating a better use of resources and engineering longevity for kitchens, to show the planet’s resources have not been used negligently.”

(Loeeze Grossman (kbbreview)

“We need to get to the stage where recycling a kitchen is as natural a thing to do as recycling kitchen food waste.”

(Loeeze Grossman, kbbreview podcast).

45

LINKS / FOLLOWED

5.7m

REACH

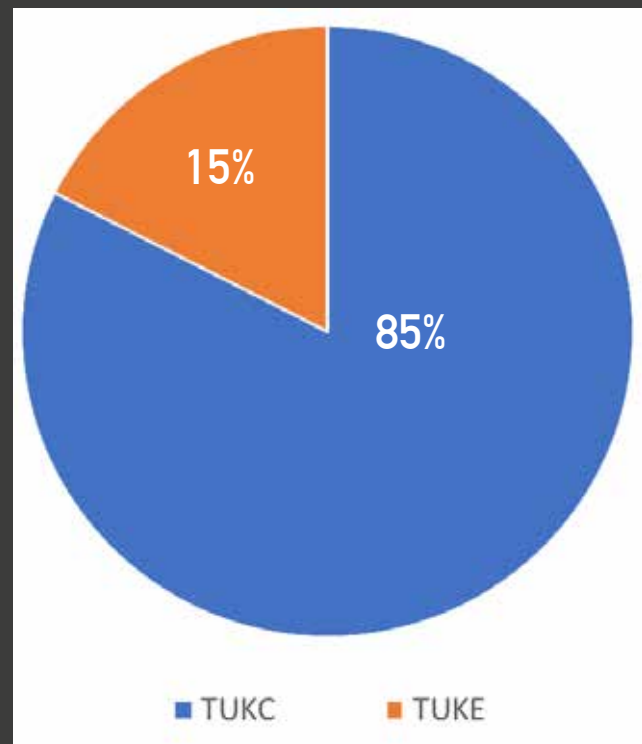
244

BRAND MENTIONS

62

PIECES OF COVERAGE

Share of Voice



Trade Deals Completed 4

Partnerships 11

New Job Creation 3

Summary

Catapult PR provides well-written content. However, it offers its clients much more besides:

- Creativity
- Strategic content
- Tactical and opportunistic content
- Research-driven content
- Thought-leadership through content
- Content crossover, between online and offline
- Multi-channel content ideas, usable online, in offline media, in direct communications and on social media.

Catapult lives and breathes content and uses words powerfully. Its efforts have enabled clients to win or be nominated for numerous awards, because the results are plain to see. It is also securing thought-leader opportunities in this sphere itself.

When it comes to insurance content, it has a head start. Working in the sector since 1993, when it was managing home insurance, pet insurance and motor insurance PR and editorial for Swinton, as its in-house PR manager, it has worked and created award-winning PR and business campaigns for numerous clients.

Bennetts motorcycle insurance was one beneficiary of this, with Catapult winning various awards for campaigns conducted for Bennetts, having achieved thought-leadership for the motorcycle insurance provider in the field of biker safety campaigns and having built a brand that, in the motorcycle world's eyes, was 'on the biker's side'. Receiving a phone call from Bennett's founder, Michael Bennett, on his retirement and sale of the business, to express his gratitude at what Catapult PR had achieved for him, said it all.



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SWERVE WORDS AT YOUR COST

Content has been called the “atomic particle” of marketing. It’s powerful. Advertising has been dethroned. Content is king. Content marketing - creating social media posts, videos, podcasts and blogs, is the new must-do.

Only 4% of your customers are ready to buy at any one time. You need to entice, entertain and educate the 96%, by bringing them into your inner online circle, until their cash-spending D-day arrives. You must then be top of mind.

Businesses struggle with this. They want quick sales. The slower burn frustrates. But too many are also hooked on the ‘let me entertain you’ vibe, creating videos and attempts at ‘funny’ social media posts. They disregard the tactic of educating and converting leads through words.

Words are content marketing’s poor relation. Society’s forgotten how to use words to persuade and engage. We’ve become ‘visual obsessed’. We’re word shy. Shockingly many businesses don’t even have a website blog/news area. They either overlook Google’s word-hungry nature, or cram their website full of keywords in an ugly, meaningless way. Google detects that. Customers aren’t engaged through blatant repetition of clumsy, obvious phrases. Google wants more words these days, not fewer. It seeks helpful, informative content.

Blogs have become too associated with nappy-changing yummy mummies and personal ‘diaries’. Businesses don’t view them as audience connectors, business bringers, a key tool through which to communicate their essence and build their thought leadership. Words aren’t furnishing businesses with compelling e-book downloads, newsletters and e-brochures. Words have been consigned to the cutting room floor.

Swerving words in your marketing is costly. If you’re too nervous to craft your own copy, hire someone who isn’t. Commission a copywriter!

Primary Direct was another early beneficiary, with a national PR award for the 'Best Campaign of the Year' coming for this client. Other awards beneficiaries have been CIS (for whom Catapult has handled PR for motor, home, life, pensions, funeral plan and various other products) and Yorkshire Building Society (YBS), for which it created an amazing CSR campaign, from a seed that was planted whilst promoting a Children's Saving Bond.

Insurance sector clients have included various companies over the years, examples being Flexicover Direct, Essential Travel Insurance, Insurance4CarHire, Go Travel Insurance and Bikesure.





This all builds on Jane Hunt's experience as Swinton's PR manager and that of her launching Privilege Insurance back in 1994, creating an extraordinary award-winning campaign for that motor insurance business, whilst employed at another agency.

When this insurance experience – ongoing to this day – is married up with Catapult PR's other experience, in the motoring, home and financial services sectors, the consultancy believes it offers the complete package. It doesn't just produce content and words, it does so in sectors that it knows inside-out and in which its creation of exposure and thought-leadership is absolutely second nature.

And, of course, we have experience with the Budget Group, including writing a branch PR manual, many years ago now, but another example of compelling content, serving a distinct purpose. Perhaps it is time to again prove what we can do?

News
18th December 2002

Girl power gets some recognition

Ladies with a love of two wheels are fighting hard to gain some well-deserved recognition within the motorcycle industry, as estimated figures show that, of the 5.5 million motorcycle holders in the UK, around 550,000 (that's ten per cent) are now women.

TV soap star Tracy Shaw on a Vespa ET2 50ccIn an online survey, conducted by one of the UK's leading motorcycle insurance specialists, even men think that female riders don't get enough recognition.

Results show that 93 per cent of both male and female motorcyclists think that there are not enough women biker role models.

The Bennetts survey also reveals that 31 per cent of motorcyclists think that lady bikers are treated in the same way as any other road user, while another 35 per cent feel that male bikers are more courteous to women bikers than male drivers are.

A further 19 per cent of bikers feel that road users think that female riders fit in to a typical biker stereotype, while the remaining 15 per cent of bikers surveyed believe male road users often pass sexist comments at lady riders.

Bennetts is now helping to shatter this stereotypical image of lady riders with *Living Free*, a booklet that has been written exclusively for women and is aimed at inspiring more women to take up biking.

Living Free was launched after the success of the first Bennetts female biker booklet, *Born Free*.

Bennetts campaign to cut bike thefts

Published: 11 November 2002
Updated: 13 November 2014

 By MCN Staff

Bennetts insurers aim to cut motorcycle thefts with their 'Stop the Stepping' campaign.

It aims to persuade bike manufacturers to mark individual parts during new bike registration, making it harder to break bikes for stolen parts.

The company will be taking a petition to major events over the next year, which will then be presented to bike firms and MPs. It already has the support of Metropolitan Police vehicle crime expert Ken Bennett, who says "Any form of parts markings will lead to an improvement in identification and recovery."

To register support, send your name and address to 'Stop the Stepping', Catapult PR 15a 20a Marsh Mill Village, Thornton Cleveley, Lancashire, FY3 4JZ



Bennetts Articles



Lady Riders Booklet



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