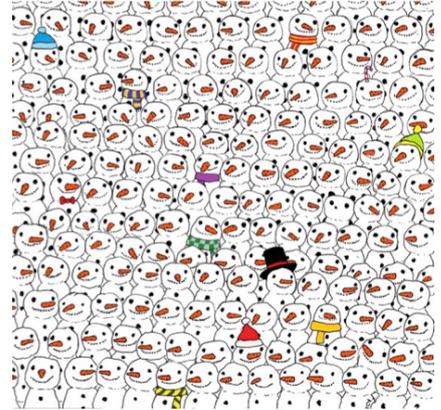




ROCHESTER
PR GROUP

Four reasons why a PR approach leads to UK market entry success

The UK market offers a huge opportunity for businesses to crack a large, multicultural and globally minded audience of potential customers and consumers. However, with this comes an extremely competitive marketplace, in terms of direct and indirect competitors as well as the media landscape. This means that unless you tell people that your business is here and communicate with them, you may never get noticed.



Why take a PR approach?

1. PR provides insight

PR consultants are naturally inquisitive and before we launch any client, we always look at:

- The market
- Who are the key influencers including the media
- What do they want
- What are the right routes to market
- What is your competition saying or doing



Often the results are different to what businesses expect. **Case study 1:** we recently worked with a Japanese kimono company, and were able to advise them on what would work best for the UK market, from choosing the right stock selection, finding important stakeholders and organisations to network with, explaining how to engage with European VIP customers and crafting their Japanese story for an international market.

2. PR reviews your brand and messaging

PR consultants need to know your brand and messaging in order to be able to represent you accurately to stakeholders and the media. We frequently find that clients, particularly start-ups, have not yet:

- Adapted messaging for the UK market

- Worked out how to present these messages and articulate their overseas expansion

This is often one of the first jobs we undertake. **Case study 2:** we worked with a Turkish restaurant brand to create their brand and “how the founders met” story, analyse their competitors and develop their staff handbook, which explained the brand to employees.



3. Networking is at the centre of all PR activity

Most companies send a small team to the UK at some point during their market entry journey, but these people usually start with few connections. We have built up a great network over many years, and use it to add huge value to a client’s activity including:

- Finding and introducing the right people to make businesses thrive
- Being client’s “eyes and ears” on the ground
- Providing learning from other brands’ activity

Case study 3: one of our favourite market entry clients is Belgian chocolatier, Guylian. We started working for the brand about two years before they actually set up the UK company (they were previously using a distributor). Our job was to introduce the brand to UK consumers and prove the market opportunity. 15 years later we are still working with Guylian, constantly keeping them in the minds of consumers and retailers.

4. PR forces you to have good content and collateral

The UK media will not be interested in a business they have not previously heard of without an engaging story, so we work with clients to create and deploy this content in a range of ways including:

- Creating new English language websites
- Drafting quotes and case studies
- Selecting the right images and statistics
- Developing everything from white papers to video



Good UK spelling, grammar and design are a must throughout for building trust with potential customers in a new territory.

Case study 4: for French cookery school L'atelier des Chefs, we presented UK food trends for them to create corresponding cookery classes around. We then sold these into the media using the 'hooks' we had identified, securing coverage in top tier media including Metro and Stylist. Together with the client we identified that unlike in France where the proposition is consumer focused, in the UK there was more of a business/corporate opportunity. We reacted by developing content on why cookery courses are great for team building days for example.

Summary

Here are just four reasons why PR can help market entry, but we have many more insights to share... If you are looking at the UK market to launch your business, our top tip is: don't keep your head down and hope you will be discovered, instead tell people about your business and get noticed.

And you can't go wrong by getting advice from a good PR company on how best to launch yourself!

Our services

Rochester PR Group are *the* specialists in market entry PR. Services go far beyond 'just media relations' to help brands new to the UK make an impact quickly. They include:

- Messaging development
- Stakeholder engagement
- Content creation - from websites to marketing materials
- Copywriting
- Network building
- Media relations campaigns
- Social media campaigns
- Crisis and issues management
- Event management

Get in contact

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