

## Case Study

# Fresh Egg

**Project:** Brand awareness through PR activity

Digital marketing agency, founded in 2000. Experience-led digital marketing with the customer journey at its heart.



## The Brief

To raise awareness of Fresh Egg's services and profile to the digital and marketing press via PR activity.



## Activities

Came up with a new strapline 'Your Business. Our Passion' which was immediately adopted.

Launched PR activity and targeted local, business, digital and marketing publications

Identified and put forward key players at Fresh Egg as experts in their field for comment and opinion pieces in forthcoming features.

Managed the entire media outreach campaign.

## Successes

Working alongside the technical gurus at Fresh Egg, we made positive in-roads in generating media coverage for this very successful digital agency.

The company's profile has been raised in the local area and column inches secured in a range of publications including New Media Age, dot.net magazine, Southern Business Times, Business Voice, The Drum, Net Imperative, Marketing Services Talk, The Argus, Web Designer, Essentially Worthing.

"I'm constantly juggling projects and it's been a real luxury leaving the PR management in the capable hands of Aneela and her team. Working with a sense of urgency and momentum, they combine good ideas, thoroughness and attention to detail to enable us to meet tight editorial deadlines. Teamwork and close communication have been key and we have found the team very easy to work with."

**Adam Stafford**  
Managing Director