

AN INTRODUCTION TO

pfpr
COMMUNICATIONS

*Europe's leading specialist automotive PR,
communications and events consultancy*



OUR WORK



Strategic and tactical PR consultancy

We develop comprehensive, results-driven automotive PR and communications strategies and creative tactical plans



Positioning

We help automotive clients define how their brands and products should be described by their external communicators



Creative PR activity

We devise and implement creative PR campaigns, feature drives and media stunts that increase positive awareness



Media relations

We use our consumer and trade media contacts around the world to secure impactful broadcast, print and online coverage



Written and visual content generation

We create world-class content, including press kits, news releases, speeches, infographics, photography and videos



Full press office service

We provide automotive clients with a full outsourced PR function – from strategic planning through to handling of all media contact



Social media strategy and support

We develop and implement results-driven social media campaigns as a fully-integrated part of the communications programme



Event management and product launches

We provide an end-to-end solution, from creative planning to bookings, venue management and on-site logistical support and hosting



Issue management and crisis communications

We provide strategic plans and hands-on support in order to minimise business and reputational damage



Internal communications

We develop the strategy and content to help clients interact more effectively with all stakeholder groups, including staff

SECTORS

We specialise in the automotive industry, but not just the automotive media. We are equally skilled in targeting the broader consumer, motoring enthusiast and trade audiences – via broadcast, print and online outlets.

We support a wide range of automotive industry clients, large and small. These include:



Vehicle manufacturers



Motor retailers



Motor retail product and service suppliers



Component and technology suppliers



Industry and public sector bodies



Consumer aftermarket product suppliers



Automotive software and digital firms



Contract hire and leasing organisations

GLOBAL OR LOCAL

From our offices just outside London, we serve clients in the UK, in mainland Europe, USA and Asia. Around half of our business is with customers outside the UK.

We tackle communications challenges that are global, regional or local in their scope and scale. For example, we report into the global and regional headquarters of many car manufacturers, generating media assets and campaign strategies that have true international reach. By contrast we also deliver highly targeted, hard-working local campaigns for small businesses that rely on us to help drive sales and grow awareness.

HOW WE WORK

We operate on a retained or project basis – according to the needs and preferences of our clients. With several of our current clients, we initially worked on a project basis to prove what we could do, before switching to a retainer.

We are used to working behind-the-scenes, providing strategic and tactical input to clients' in-house PR and marketing teams. For other programmes, we provide a full outsourced press office service where we manage all aspects of PR and communications activity and are the first point of contact for media.

WHAT PEOPLE SAY ABOUT US

Car manufacturer client (global)

“The team at PFPR has played an integral role in Kia Motors’ dramatically expanding global media presence for more than a decade. They provide highly professional, relevant and timely brand and product communications support, while always staying at the frontier of the rapidly changing communications landscape.”

Michael Choo, General Manager, Global PR, Kia Motors Corporation

Automotive technology client (Europe and USA)

“PFPR has been Exa’s global PR partner for over two years. They have done an exemplary job understanding the company’s immense value and communicating that to media in the ground transportation industry. The results have been superb with a constant flow of press coverage from key industry and business publications that have helped raise the profile of our company and brand.”

Dave LeMont, Chief Marketing Officer, Exa Corporation

Journalists

“I’ve worked with PFPR for almost a decade. They know how to craft the best stories for media - these are comms experts that know what makes good editorial, separating puff from the type of content journalists want and need.”

Dean Slavnich, Editor-in-Chief, Engine Technology International and Co-Chairman of the International Engine of the Year Awards

“My collaboration with PFPR over two decades has been characterized by the agency’s high professionalism, its employees’ outstanding international expertise as well as its friendly manner. It successfully organizes press events, assists journalists in the implementation of individual requests and carries out high quality media relations, that internationally-acclaimed automobile manufacturers have really come to appreciate not just in Europe and America, but also in Asia.”

Jürgen Zoellter, freelance journalist, München, Germany

OUR CURRENT CLIENTS



Strategic planning and message development for symposium events (global)



Full automotive technology PR programme (UK and Germany)



Consumer, automotive and fleet-focused PR and social media programmes (UK)



Full motor trade PR programme (UK)



Full motor trade PR programme (UK and EMEA)



Business and automotive technology PR (UK, Germany and US)



Product positioning and media assets (pan-European)



Product launch activity; nationwide dealer PR programme (UK)



Consumer and lifestyle PR programme (UK)



Strategic communications and feature drives for Jeep (global)



Strategic communications support and asset development (global) PR support programme (UK)



Media launch events, press relations and PR support to the Global Vehicle Trust (global)



Strategy, content development and media relations (global)



Full automotive technology PR programme (UK, Germany and US)



Strategic communications support; brand and product positioning; and asset development (global)



Lifestyle-focused media relations, press fleet, feature drives and dealer communications (UK)



Full motor trade PR programme (UK)



Local PR support for dealer sites, together with group-level motor trade PR (UK)



Strategic communications support and creative asset development (global and pan-European programmes)



Positioning and PR assets; management of PR network; (global); media relations (UK)

WHY CHOOSE PFPR?

We have retained many of our clients for more than a decade because we meet the objectives set for us and provide a high return on investment. We believe that achieving great results is the best way to retain business, rather than expecting our clients to sign onerous contracts.

By choosing to work with PFPR, you would have access to a highly motivated, passionate, award-winning team that would work as a fully-integrated part of your business.

PFPR can maximise the impact and value of your communications. I hope we have the opportunity to tell you more soon.

Thank you.



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