

## Everything about us

### Who we are

Limelight is an award winning, independent PR agency delivering highly effective public relations strategies and marketing communications advice.

We deliver competitive advantage through smart thinking applied to B2B PR, marketing communications and consumer PR for business brands.

Based in London, our expertise includes media relations, thought leadership, digital PR, events, enhancing advertising through PR, copywriting, business development and training.

If you're looking for a PR agency packed with ideas, energy and the commercial experience to help you grow your business, contact us now:

[business@limelightpr.co.uk](mailto:business@limelightpr.co.uk)

### How we work

#### **Our ideas & energy deliver business growth**

**We have a straightforward approach to working with you:**

Your business objectives influence everything we do from word go

Our rich commercial and media experience means we offer advice that really adds value

And we answer every challenge with ideas & energy to create content that will enhance your reputation

**Time and again our recommendations give clients a competitive advantage**

### Our team



We are a PR agency where entrepreneurs rub shoulders with former clients, journalists and experienced account managers.

We believe public relations should deliver Ideas Leadership™ thinking that can cut through to audiences and transform your business PR or consumer communications.

We're also known for our frank, honest and challenging approach. Our job is to enhance or transform the way your business communicates and we are proud of our ability to consistently deliver exceptional results.

## **Susanna Simpson, Founder & Managing Director**

Susanna founded Limelight in March 2002 and is regularly tagged as a one to watch in both the PR and entrepreneur community. Within a year of launching Limelight, PR Week endorsed her efforts to build a business based on openness and honesty by naming her Young PR Professional of the year and Orange named her in the final three for Female Entrepreneur of the year.

Susanna is passionate about professionalising the PR industry and developing it at a grass roots level. She is a regular public speaker on a variety of PR and entrepreneurial issues as well as an avid networker.

Named as the only PR Professional in the Marketing Week Rising Stars awards, Susanna is now a columnist for Marketing Week where her role is to outline the benefits of PR in the marketing mix.

Susanna still drives Limelight on a day to day basis and she is currently focusing her time on expanding Limelight internationally and developing new ideas and services to help clients.

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You can also follow Susanna on Twitter [www.twitter.com/SusannaSimpson](http://www.twitter.com/SusannaSimpson)

## **Patrick Barrett, Business Development Director**

A graduate in politics and history from Lancaster University, Patrick enjoyed a ten-year career as a journalist writing for titles such as SuperMarketing, Media Week, Marketing, Broadcast and The Guardian.

He was editor of Media Week for almost five years during the tumultuous period of the dotcom boom and subsequent bust, the arrival of digital TV and the rapid growth of digital marketing and publishing.

Switching to PR in 2004, Patrick has provided strategic PR direction for a diverse range of business including CBS Outdoor, Global Radio, Fallon London, OMD UK, NRS Ltd and RAJAR in the media and advertising industry as well as working on major projects in the education, property, fmcg and technology sectors.

Patrick was behind landmark PR coverage for Sony's Bravia "Balls" commercial, PR for Skoda's cake car and for Tate Modern's "Tate Tracks" project.

Most recently Patrick led the team which devised the ground breaking PR strategy for ComputerTan.com on behalf of national cancer charity Skcin.

Out of hours Patrick can be found training for half marathons in and around Brockwell Park, south London, fell walking or sailing in Cornwall.

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#### **Daniel Batchelor, Client Services Director**

Dan is a former communications officer to the Leader of the Conservative Party, working first with the Rt Hon William Hague MP and then the Rt Hon Iain Duncan Smith MP within the Leader's private office at Westminster.

During his time at the House of Commons, Dan worked on the Leader's personal media response to both the 9/11 terrorist attacks and the 2002 Budget; as well as managing a number of other key media announcements, speeches, policy statements and press conferences.

A politics graduate from the University of Southampton and also a trained journalist, Dan was also previously Head of PR and Marketing at global food and drink business Hot Bite.

As well as creating the company's brand identity and marketing the business internationally as a franchise, Dan managed all worldwide publicity and communications for the company and was instrumental in helping to take the business to a multi-million pound MBO in 2004.

Having been at Limelight for nearly five years now, Dan currently sits on the Board as Client Services Director, and holds particular PR expertise in the fields of crisis management, mergers and acquisitions and corporate communications.

In his spare time Dan religiously follows the fortunes of his beloved Queens Park Rangers FC, plays golf badly and spends as much time as he can in the pubs, cafes and restaurants of Farnham on the Hampshire/Surrey borders.

[daniel@limelightpr.co.uk](mailto:daniel@limelightpr.co.uk)

### **Roger Jennings, Chairman**

An experienced CEO and leader of successful strategic change across many industries, Roger has enjoyed a successful career running and advising major businesses.

Formerly Chief Executive of The Austin Reed Group, Managing Director of Lee Cooper Sportswear and Managing Director of the Grosvenor Consultancy, Roger is a retail, marketing and consumer brand expert, experienced in generating growth from both the core business and through identifying and exploiting new business development opportunities.

A graduate of Lancaster University, Roger's specialist skills include Strategic Planning and business rejuvenation, International Brand Licensing / Franchising and Leadership development.

## **Who we work with**

### **Client Experience:**

Our PR work with clients ranges from the media and marketing to franchise sectors, the arts, events, education, healthcare, building and planning, technology and fmcg.

We're experts in B2B PR and consumer PR for business brands. We also specialise in Advertising Amplification™ mixing advertising and PR, delivering either pre-campaign strategic thinking or campaign support.

Visit Advertising & PR or look at our [case studies](#) below to learn more about how we use PR to maximise advertising and marketing impact

## **What our clients say**

### **Here's what the people we work with have to say about Limelight:**

"Limelight has undoubtedly been instrumental in helping us to achieve significant success. They possess in spades the essential ingredients for a great PR consultancy; knowledge, optimism and boundless enthusiasm. We have been with Limelight since its formation in March 2002 – they have become an indispensable asset to our business."

**Gary Selby, Joint Managing Director, Information Arts**

"Limelight has delivered on a strategic and tactical level for Baber Smith. Their professionalism, enthusiasm and hard work, has produced excellent results and they have undoubtedly made an important contribution to the agency's growth over the last year."

**Sam Jordan, Managing Director, Baber Smith**

"It is seldom that I meet a company with people that show a mixture of down to earth practical-ness, zest for what they are doing and determination to do whatever it takes."

**Simon Woodroffe, Chairman, YO! Sushi**

"Limelight was a delight to work with on the launch and the ideas generated were strong and expertly handled. The regular communication with the team ensured that we were fully aware of every aspect of the campaign. The effectiveness of what PR achieved is evident from the massive interest in the website."

**Sue Salik, director, Contact4Me**

"Limelight is a refreshing change. Enthusiastic, professional, quick to respond and competitive. It's always imperative to get new ideas and approaches to PR and they do both."

**Mike Barnes, Marketing and Business Development Director, DMA (UK) Ltd.**

"It is easy to endorse Limelight, because they are very good at what they do – they generate effective PR with reach."

**Jon Anthony, Director of Technology, Portland TV**

"Limelight is a highly effective PR agency – personable, expert, great team and great results."

**Sophie Daranyi, Managing Director, Haygarth**

“The Limelight team thoroughly understood the brief and the message we wanted put across. They are true PR professionals and a delight to work with!”

**Steve Gapper, SCG Direct Marketing Consulting**

“Limelight has met and exceeded my personal expectations. They place their clients at the forefront of their business and they have made me a ‘raving fan’. I’d recommend them every time.”

**Steve Reid, Managing Director, Tri-Direct Sales**

“Limelight is the first PR consultancy I have worked with that understands my business. Considered, friendly service backs up tenacious, strategic delivery.”

**Andy Snuggs, Managing Partner, Geronimo**

“Limelight has provided an excellent service for MC&C, a start-up venture requiring a committed approach to its PR requirements.”

**Mike Colling, Managing Director, Mike Colling & Company**

“Limelight is already gaining industry wide reputation for smart thinking and business acumen. Their dedication and passion is engaging and infectious.”

**Chris Arnold, Creative Partner, Feel**

“We’ve been working with Limelight since April 2007. We have gone from having no presence in the UK trade press, to having a large number of features, news announcements and comment pieces in our key publications every single month.

Not only has our press coverage improved dramatically, but our PR team has always been totally professional, a complete pleasure to work with and a real credit to Limelight.”

**Lucy Hudson, Senior Marketing Manager, eCircle**

## **PR Services**

### **Planning & Positioning**

#### **Positioning**

Really effective public relations campaigns must start with a thorough understanding of your company or brand positioning. Whether you require a company PR strategy or inspired consumer PR, we deliver a consultancy service that will enable you to pinpoint, define and express your business or brand positioning. We then translate what makes you unique into a compelling set of commercial messages that will generate engagement with your target audiences be it potential prospects, investors or staff.

Our approach to PR and marketing communications means your messages will sink in, win you recognition and deliver a return on investment.

## **Planning**

We analyse your brand positioning, business objectives, market conditions, current media profile and reputation and your available content to develop truly effective strategies and ideas.

We underpin this with rigorous forward planning, scoping out future opportunities and challenges to create a tangible, flexible and measurable approach to public relations that will deliver consistent results to match your changing business needs.

## **Media relations**

### **Proactive media relations**

The best PR agencies have an instinctive understanding of the media and how to deliver really effective media relations campaigns. But it is far easier to understand and work with journalists if you have former journalists on your side.

Because we know from firsthand experience how the media works and what journalists want, we're able to build valuable relationships between the press and your business.

And because we know how journalists rate news and craft editorial we're able to maximise the impact of your media relations campaign by shaping it to fit the media's agenda.

### **Crises & issues management**

Issues that can damage the reputation of your business may be a rare occurrence or they can come thick and fast. Either way you need to be prepared to handle them when they come and create a PR and media relations strategy to mitigate the impact and re-establish your credentials.

If the threat is real or constant, effective planning and team preparation is essential and in the midst of a crisis so is 24/7 access to experienced counsel. Some crises may be resolved swiftly, others can be protracted, but in every case a meticulous follow-up review can help organisations learn or create opportunities to enhance reputations.

## **Advertising & PR**

Advertising, PR and other marketing disciplines don't work in isolation these days and consumers don't differentiate between them when they engage with brand communications.

At Limelight we have a long track record in delivering what we call Advertising Amplification™ – where PR and advertising work together to deliver added impact. We work on a project basis with creative teams at campaign concept stage or integrate PR planning around existing creative strategies.

## **Thought leadership**

Thought leadership is a vital ingredient in business PR, providing you with a platform to attract potential customers and influence decision makers. We are experts at identifying content that will take companies beyond the trade media onto the national media stage, delivering your messages with added impact.

We use an analytical approach with every company we work with, identifying the existing PR material from within your business and developing fresh ideas that will stimulate interest and debate across the media and your target audiences.

## **Management PR**

The Limelight team has years of experience of providing management PR and communications counsel to senior management teams and developing personalised PR programmes for individuals.

From M&A communications strategies and corporate restructuring to personal profile building, our experienced team can deliver the support and advice you need to affect change successfully and achieve the results you require to move on to the next stage.

## **Company PR**

Company PR or B2B PR or corporate communications; whichever name you use, a well planned and executed B2B PR strategy can provide you with a competitive advantage and make a real impact on your business growth.

The best company PR strategies start with your business objectives and are shaped by experience, ideas and the energy to deliver outstanding results consistently.

Our Company PR services deliver expert copy writing, news planning, thought leadership ideas, media relations, crises and issues management. But we also believe B2B PR campaigns should benefit from creative thinking orientated to your business goals.

## **Events**

**Event creation and management:** Just like a performance, a message can be better delivered live. We create bespoke event ideas for business brands that enable them

to reach and influence target audiences directly, building stronger relationships and ultimately business success.

**Speaking platforms:** Because we're experts at shaping content, our advice and research enables you to maximize the opportunity to reach audiences through existing conference platforms.

**Celebrity endorsement & corporate hospitality:** A famous name can add a powerful new dimension to your marketing communications. We have worked with a host of celebrities from Derren Brown to Lawrence Dallaglio, blending their profile or skills with communications programmes to deliver added impact.

### Copywriting

Copywriting can transform your public profile. Winning attention, influencing your audience and prompting action – great copywriting should do all of these things whether it's a press release, authored article, presentation, newsletter or a business report.

From news journalism to ghost writing best sellers, our team has a breadth of copywriting experience, which means we're able to deliver sparkling copy to match any brief. Our copywriting can also play a key part in optimising your website to get the best search (SEO) results.

### Internal Communications

Your most valuable audience can sometimes be your own people. From attracting talent to enhancing the performance of your teams and key people, winning the hearts and minds of existing and potential employees is increasingly recognised as a vital ingredient in business success.

We treat your closest audience with the same analytical approach as your external ones, delivering ideas-driven internal communications approaches that can change minds and attitudes.

### Media Training

Facing the media can be daunting especially if the issues you wish to articulate are complex. We offer clients tailored training from how to manage a basic interview through to the skills needed to handle a live broadcast.

In every case we work with you to hone your messages and presentation skills to ensure your business messages cut through.

## **Digital PR**

### **Search Optimisation**

Digital marketing is now an essential part of business communications and ensuring your website performs strongly against your competitors in Google and other search engine rankings is critical. We offer a range of Search Engine Optimisation (SEO) packages that can help your business maximize its digital potential.

#### **Core 1™ Search Optimisation**

Our Core 1™ package is aimed at businesses looking to appear on the first page of all major UK-based search engines for searches relating to their industry sector. This package is ideal for companies that require national coverage for their products and services.

#### **Core 1™ is delivered in two Phases:**

##### **Phase 1**

We will review your website to assess whether its structure and build enables SEO to function properly and if necessary provide advice on the changes or re-build specifications required to maximize its SEO potential. Once the new website structure is confirmed we begin the process of adding the necessary functionality to optimize its search performance. Typically this will include:

- Preparation and research into a list of phrases and key words visitors would type into Google or other search engines when looking for your services
- Addition of site map page to allow correct “spidering” of website by search engines
- Addition of new pages to hold agreed key words
- Updates to all navigation systems to include all new pages
- We ensure that the backend code of your website features the chosen key words & phrases
- We carry out a competitor analysis, reviewing rival sites and the key search words/phrases used
- We manually edit the website underlying code, optimising it for chosen keywords and phrases
- We begin Reciprocal Link Building from third party websites
- We enter Google analytics tracking code on each page
- We provide “no scripts” for forms or link alternatives
- Copywriting and editing page content to include keywords and phrases within text and internal linking

- We create Robots.txt files

## **Phase 2**

SEO is an on-going challenge. Stand still and you run the risk of rivals overtaking your business or brand in the search stakes. Our Phase 2 service delivers continual support ensuring your website stays search competitive through a 12-month review that covers all the criteria addressed in Phase 1.

As well as the Phase 1 review Phase 2 also typically includes the following:

- Search engine and directory re-submissions
- Reciprocal linking strategy
- Ongoing ranking and keyword analysis
- Ongoing code and content tweaking to maintain and improve rankings
- Monthly SEO report which shows how each key word/phrase is performing plus details of added links and updates to site for that month.
- Work with client to establish where possible third-party companies/organisations who are happy to promote our client by way of link exchange programmes

## **Digital reputation management**

Digital PR is a vital element in any strategy. Your target audience is online everyday consuming the media and searching for information. They're talking about your brand or your business; if you're not part of the conversation, you can't influence it. Creating an effective digital PR strategy and proactively managing your online reputation is vital for business brands of every description.

Whether it is through website copy, digital thought leadership including blogging, micro-blogging, effective use of social media, pay-per-click, coverage generation or website development our digital PR recommendations and actions are always rooted in your business and brand objectives.

## **Business development**

### **LimeLight New Business™**

We can optimise your communications strategy by integrating it directly with your business development programme.



LimeLight New Business™ offers a joined up approach to cold prospecting and PR, enabling you to:

- Manage your PR and new business strategy from one source – working in harmony
- Achieve budget flexibility switching focus from one to the other as you require
- Integrate PR coverage and activity into prospecting - more focused targeting
- Use feedback from prospects to drive your PR content
- Monitor new business activity from your PC in real time
- Work with an experienced new business account manager on your business

## Contact us

To find out how we can help your company achieve its goals through highly effective communications contact: [business@limelightpr.co.uk](mailto:business@limelightpr.co.uk)

For recruitment enquiries contact [recruitment@limelightpr.co.uk](mailto:recruitment@limelightpr.co.uk)

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**Winner CIPR Excellence Awards 2009 – Best Integrated Campaign and best Healthcare**

