

THE ALMERE

PR & INFLUENCER CAMPAIGN



THE
ALMERE

 SPINKS
CREATIVE.

YOUR OBJECTIVES.

You are looking to appoint a PR agency to support your engagement in Milton Keynes ahead of the launch of The Almere in spring 2022.

The Almere needs an agency that has an in-depth understanding of the local and regional landscape; as well as the ability to place The Almere within the wider lifestyle related press.

It is also important to the campaign that the local agency has knowledge within the local influencer, small business and blogger network to help raise the profile of The Almere and position them as the place to live in Milton Keynes.

WHAT DO YOU NEED?

- To raise the profile of The Almere within the local community, influencers, press and potential residents.
- To engage with local press to raise awareness around The Almere, the opening, launch party and future events.
- To demonstrate knowledge of local stakeholders, influencers, small businesses, bloggers and key people in the community.
- To engage and build a relationship with relevant bloggers and influencers and manage the engagement between The Almere and the influencers.
- To assist with a launch party and potentially future events.
- To maximise PR opportunities associated with the organisation and/or potential sponsorship of local and regional events

The background features a purple-to-pink gradient with several white wing icons scattered across the page. The wings are stylized with three feathers and a curved shape, appearing to fly in various directions.

YOUR ENGAGEMENT CAMPAIGN

ENGAGE LOCAL

LOCAL. ENGAGED. CONNECTED

Milton Keynes is an upcoming city that is full of residents perfect for The Almere, so let's work together to unlock them. In order to do this you will need a local campaign headed up by an agency that knows the landscape, the community and has connections with the right people within the city.

As an agency we are local, engaged and connected to the right people. Be that press, influencers, community figure heads or independent businesses. We can help you position The Almere as "the place to be." Milton Keynes needs its own equivalent to Soho House and we think The Almere has that within its reach.

Photo credit @sophie.etc (local blogger)



THE CAMPAIGN.

CONTENT:

The key to any PR campaign is the right content. We want to ensure that we are not only placing news based content, but also opinion led, lifestyle and community based content in the places that really matter. We would suggest doing this through the use of press releases, features and also comment pieces in the relevant local and trade titles.

INTERVIEWS:

Getting you involved in the conversations around the community, the lifestyle element of The Almere will help raise the profile of the building further. You want to be seen and heard by potential residents and have an agency behind you who are willing to drive these conversations forward so we will be actively pitching you for journalist interview opportunities.

INFLUENCERS:

Knowing the right people in the right places will be key to this campaign, so engaging with a team who already know the local influencer market will be key. We will work with you to understand the target influencers and engage them to help promote The Almere through social media, attendance at events and word of mouth. People in Milton Keynes trust the voices of the local influencers, so it's important to be talked about by them wherever possible.

EXAMPLE MEDIA & INFLUENCERS



YOUR INVESTMENT

PR DELIVERABLES

- Kick off meeting and strategy for three month launch (option to extend)
- Bespoke media list
- Unlimited interview pitching
- 1 x pre-approved content per month & distribution
 - News releases
 - Opinion content
 - Features
- Influencer engagement and management
 - Influencer list
 - Engagement and strategy guidance
 - Management of gifting, attendance etc
- Guidance and advice on the local landscape including local businesses, influencers, key stakeholders etc
- Monthly update calls and coverage reporting

PROJECT TOTAL: £4,500 ONE OF COST OR SPLIT INTO 3 X PAYMENTS, +VAT
(based on a 3 month project, project can be extended monthly on request)

YOUR INVESTMENT.

Launch event package

- Brainstorm session for launch event and strategy plan for event and link to wider marketing campaign.
- Assistance with the social media strategy dedicated to the event.
- Engagement and management of local suppliers for event.
- Creation of influencer invite list for launch event and management of invitations and attendance,
- On the day event support and assistance with event management.

PROJECT TOTAL: £1,500 ONE OFF COST, +VAT

CLIENT TESTIMONIALS.

From conception through to completion, Spinks Creative are innovative, professional and prompt with delivery every step of the way. Their marketing implementation and assistance has really pushed us on to the next level in that regard, I couldn't recommend their services more.

ANDREW FLOWERS, VIZION WEALTH LLP

Spinks Creative has become a trusted business partner for Neo PR bringing a refreshingly different approach to creative design, support and all things marcoms related. With a practical no-nonsense perspective, Spinks Creative has managed to take the 'pink and fluffy' out of marketing creative and instead brings real-world delivery that meets the brief on time, every time. They're also fun to work with and very responsive.

Ashley Carr, MD, Neo PR

Spinks Creative is strategic, forward-thinking and provides great ideas and suggestions with every step met with the utmost professionalism and willingness to go above and beyond the initial remit. The firm's creativity and skills are exemplary and we have requested their services many times resulting in deliverables that exceed our expectations. Without hesitation, I would recommend Spinks Creative as you will not only receive great results but a partner who is there to ensure your success!

**Ann Chesbrough, Global Marketing Director,
Certes Networks**

Luton International Carnival is an annual event that we thrive to keep fresh, accessible to all and vibrant. To achieve this it is essential that we work with flexible multi-skilled creatives such as Spinks Creative. Spinks Creative completely understand our audience and how to speak to them. They've helped us to reach new audiences through social media and produced marketing material that reflects our brand of excellence and cultural unity.

Jo Hudson-Lett, Creative Director, LIC

HubSpot

AVVIO

attheon

CERTES
NETWORKS

ARROW

THE
CINEMA
SOCIETY.

onform
FITNESS

NeoPR

WHY SPINKS CREATIVE?

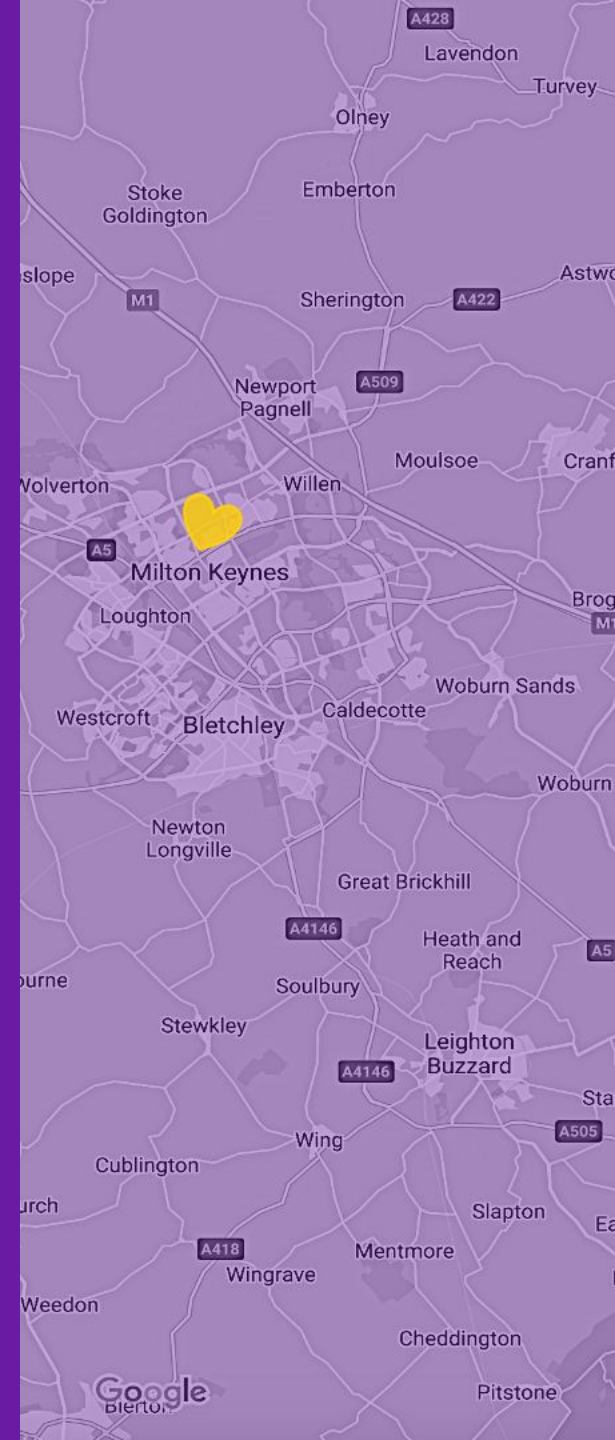
LOCAL. ENGAGED. CONNECTED

We are Milton Keynes based and the team have grown up here. We understand the local landscape and the entire team have connections within the local community, councils, charities, groups and businesses. We want to help you make MK a better and more vibrant place to live and work.

What we do is about more than what services we can offer, it's about relationships and it's about results. We want to build a rapport, not just a client base and work together to bring your strategy to life.

For us, it's about delivering more than just what you've asked for, it's about truly understanding you as a brand, your goals and being bold enough to push the boundaries. At Spinks Creative we want you to believe us when we say that marketing and PR has no limits, so let's work together to create a strategy that is as unique and impressive as your brand is.

Let's get going...



LET'S GET GOING...

WWW.SPINKSCREATIVE.CO.UK

