

## Building business through reputation

Admiral Taverns is the UK's largest independent owner and operator of tenanted and leased pubs, with 2,500 outlets across the country.

We manage all of Admiral's media relations as well as writing, designing and publishing its quarterly internal magazine, OnTap, which provides useful business advice for landlords.

Despite its size, Admiral is a relatively new business and was only formed in 2003. Given the conservative nature of the pub industry, which has traditionally been dominated by large PLCs, a significant part of our brief has been to help Admiral to establish a reputation as a good business partner. This is especially important in supporting landlord recruitment.

We have sought to lead the debate on issues that are close to the hearts of landlords and also to highlight Admiral's significant investment programme in refurbishing community pubs.

This has developed a voice for Admiral as a positive advocate of the licensed trade through a combination of research-based stories ("a record number of pub goers are choosing to swap sides of the bar for a career as pub landlord") and case studies ("being a landlord offers a career for life").

Paul Holmes, marketing communications manager at Admiral Taverns, believes that this campaign has played a vital role in the business' success.

"Citypress has helped us to achieve a high profile within our industry thanks to the team's intelligent and strategic approach to our brief," says Paul. "They have become a vital part of our team."



If you would like more information about our work and what we can do for your company and brands, please contact Charles Tattersall on 0161 235 0319 or email [charles@citypress.co.uk](mailto:charles@citypress.co.uk)