

Creating cut-through with consumer media

Our team has an established track record of helping leading brands create cut-through with national consumer media, by forming strong working relationships, helping spark their imaginations with creative ideas and encouraging them to interact with the brands we represent.

Recently we encouraged national fashion and shopping writers to share our love of designer outlet shopping.

We created a media pack providing journalists with everything they needed to tell their readers about the wonders of designer outlets.

This contained top tips for how to find leading designer names at the cheapest prices, travel features for bargain hunting holidays and the latest research on the savings available.

To help contacts sample the fantastic products available at designer outlets, our media tour allowed them to take part in a special lucky dip. Each journalist our team met with had the chance to draw an item from our lucky dip, giving them an instant win on items such as designer cosmetics, clothes and accessories. Louise Clarke at the Daily Express pulled out the star prize, a Mulberry handbag worth £500.

The tour kick-started a proactive press office programme, providing media with monthly updates on the best bargains, a sampling service for fashion and shopping pages and the latest news and research on shopping trends.

The first six months of activity generated national consumer coverage worth in excess of £300,000 in titles such as the Daily Express, Daily Mail, Good Housekeeping, That's Life, Essentials and More, helping to strengthen consumer awareness of the UK's leading designer outlet shopping centres.

