

# Switch.

(The Paper Website)



# WHAT'S COMING UP...

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<b>In a nutshell</b> Short on time? No worries. This is the abridged version of all that we are	<b>02</b>
<b>Who we are</b> A little bit about what makes us tick and what we could do for you	<b>03</b>
<b>How we work</b> We've got a pretty unique way of getting things done	<b>04</b>
<b>What we do</b> Here you'll find our services so you can get a better idea of how we can help	<b>05</b>
<b>What we've done</b> Some past victories that we just can't stop talking about	<b>06</b>
<b>Who we do it for</b> These are the folk who've allowed us to do what we do best	<b>11</b>
<b>Who we do it with</b> Our friends, heroes and co-conspirators, who all happen to be in our team	<b>12</b>
<b>How to get in touch</b> If you're interested in working with us, this is for you	<b>14</b>

**You face a dilemma. You need to do something about your marketing, PR, publicity, promotions, something. But what? You need the processes and professionalism of a full-service agency but you don't want the high costs and haphazard commitment. You respect the energy and originality of a bijou outfit but you feel more comfortable with the tested skills and experience of a big agency.**

**What do you do? Do you choose big or bijou? Flash or freelance?**

**Neither. You call Switch. We blend the best bits of a full-service agency with the value, flair and flexibility of a handpicked team of specialists. We've been building, testing and perfecting this model for the last four years. It works. We're sure it will work for you.**

**You're not sure which way to turn. You've probably heard the big agency horror stories. How the full service model breeds staff who are fairly good at most things but expert at nothing. How expensive PR programmes are often in the hands of cheap, untutored graduates.**

You know that somewhere out there is a team of specialists who understand your business, your product and your market. But can you trust them?

With Switch, you don't need to make that choice. Switch gives you an antidote to the traditional agency model. We're experienced enough to deliver but agile enough to breed hunger and creativity.

Switch is a gathering of ex-agency, ex-journalist and ex-in-house practitioners who understand the shifting media, marketing and workplace landscape. We've seen how rigid structures have given way to a more flexible, individual approach to work, especially in the creative industries.

Our solution is to blend the best bits of a full-service agency - structure, assurances, targets - with the value, flair and flexibility of freelancers. We've created a central nucleus to provide client-contact systems and performance monitoring, and we contract independent consultants to help on specific projects. Crucially, these contractors undergo a strict due-diligence process before joining the Switch team as Associates.

We've been building and trialling this model for four years. We know that it works. Clients receive the valued, authoritative counsel they need, without the big-agency bureaucracy and costs they don't need. We're not 'too this' or 'too that'. We're not one extreme or the other. We're just right.

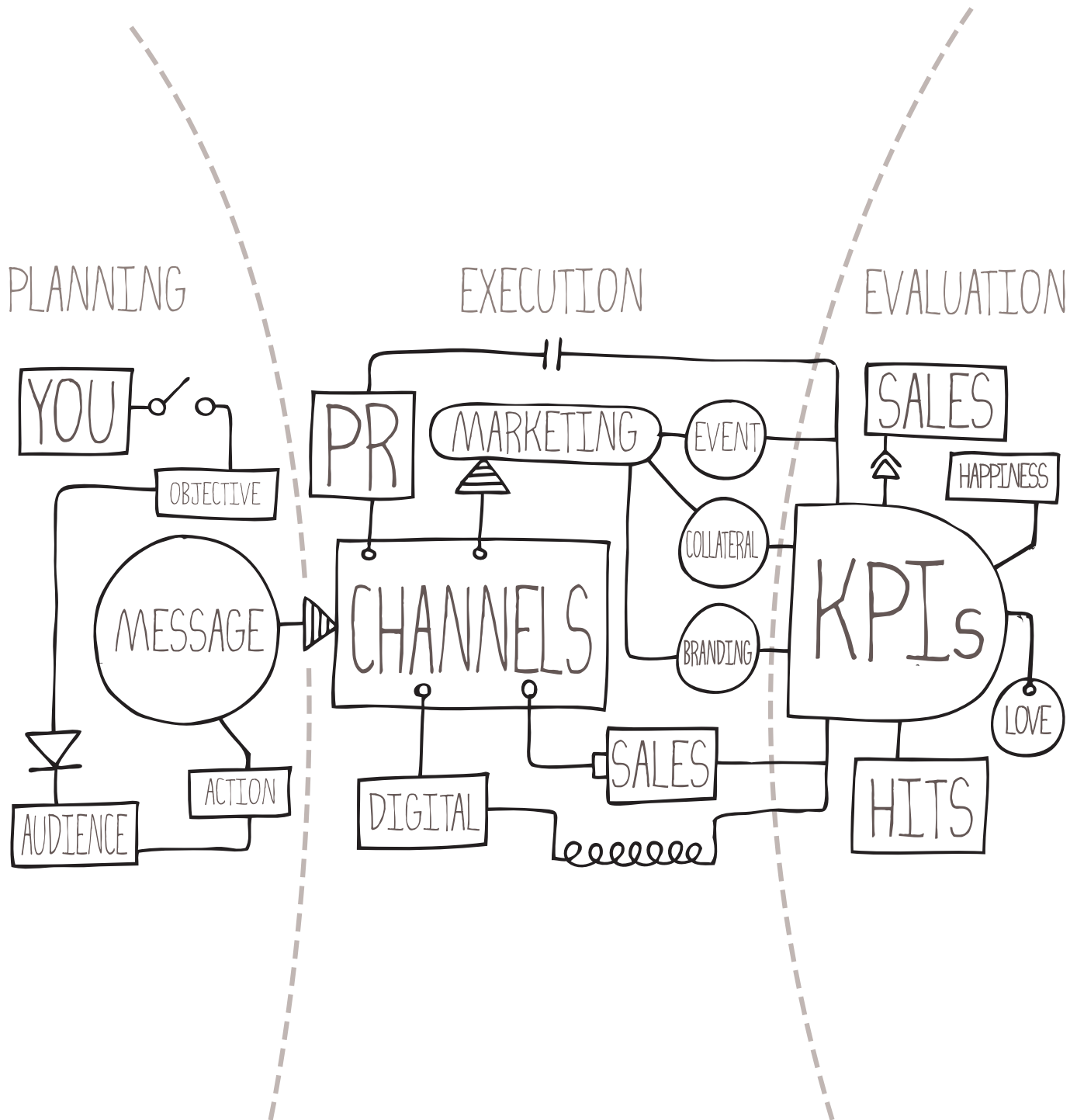
**Imagine the scenario. It's your first meeting with the new PR agency. You outline your plans, describe the challenges you face and discuss the key issues. The agency executives, all PR people, make a suggestion. You need a PR programme. There's a surprise.**

That agency wasn't us. At Switch we'll approach your business with an open mind. We'll take time to get to the root of your issues and your objectives. A small, dedicated team of planning specialists will analyse your challenges, issues and problems and the audiences you need to reach. We'll listen. PR may not even be mentioned.

We can do this is because we have a flexible team of highly experienced experts, called the Switch Communications associate network, ready to be configured around your goals. Decades of experience across industries and disciplines mean we find the route that's best for you, not the route that's convenient for us.

It's true that Public Relations often plays a key role in our client assignments, but this is because PR occupies an increasingly important position within the marketing communications mix. Unlike traditional advertising, which sends out one-way messages to its audiences, PR is adept at creating a dialogue. This interactivity is in tune with the trend towards audience engagement, conversations and the opportunities presented by the ever-evolving digital and social media landscape.

Blurring the lines between communication techniques, we work with a diverse range of B2C and B2B clients from online retailers to enterprise IT organisations. Regular monitoring of results and appraisals of the agreed strategy are essential elements of all assignments. We make sure that our levels of service, remuneration and accountability are 'just right'.



### Amplify

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#### Objective

Amplify takes experiential marketing into new areas for top brands such as Sony, Honda and Redbull. Despite its brilliant work record, Amplify has remained one of London's best kept secrets. We needed to communicate its USP to top media influencers to grow both its reputation and its business.

#### Solution

We used the founder and the agency's many satisfied clients to tell the company success story through traditional and digital media. The first step was to build trusted relationships with influential media such as Contagious, PR Week, Campaign, Creative Review, Marketing etc. The second step was to open up conversations with the industry across social media, mostly through Twitter.

#### Results

We built 24 relationships with key media within six months and secured 'hero' coverage in NMA, PR Week, Marketing, Marketing Week, Campaign and Event Magazine – appearing several times in all of those publications during that initial six-month period. We changed the content and structure of social media broadcasts, building a follower base of marketing and brand specialists from 134 to 600+.

To properly focus our energies we spent time creating a solid media list with tough targets for priority publications. We're delighted to report that over 80% of the coverage in our first year with Amplify has been in our priority titles.



### IronPort

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#### Objective

IronPort is a great example of how we can use a company's own intelligence to create news. The aim was to help this IT security challenger create a clear, authoritative voice in the media to drive sales.

#### Solution

We successfully hijacked the news agenda through IronPort's own product – SpamCop. Using the product, we assessed global email threats and then passed the information onto high-profile media outlets such as the BBC online.

#### Results

Over a three-year relationship, which ended when Cisco acquired IronPort, we grew the number of UK articles as a percentage of total global share of voice from 45% to 67%. Over 10 successive quarters the Switch Communications team achieved an average 141% delivery on quarterly performance targets such as 35 press articles per quarter. Ultimately we moved the brand from the third most referenced IT security brand in the media to the number one position, ahead of major players such as Symantec, Postini, MessageLabs and Surf Control\* (UK), according to third-party evaluation.



### Jeanie Media

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#### Objective

There are a lot of apps on the market nowadays, so it takes something special to catch people's attention. Jeanie Media offered OK! magazine something truly original – an iPhone app that gave its readers the ability to tag and track celebrities. The story for Jeanie wasn't so much the OK! initiative, but the unique technology that made it work. Our job was to help Jeanie demonstrate its achievement to the vertical press read by its customers.

#### Solution

A handpicked team, led by mobile industry media relations expert Caroline Tarbett, carried out a sustained media relations campaign targeting mobile trade, marketing and media industry press. The launch to vertical press was coordinated in parallel with the OK! magazine press team.

#### Results

Prior to launch we secured six pre-briefings under embargo and four more on and after the launch date. In total we achieved 30+ positive news articles for the launch.



### Lonely Planet

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#### Objective

Lonely Planet is the go-to guide for adventurous travellers. We were asked to promote the launch of its new Australia edition to the core audience of seasoned travellers, emphasising quality content.

#### Solution

We managed to secure the participation of two influential partners who were bang on target for our audience: the Guardian newspaper and photo printer manufacturer HP. The mechanic was a competition, held in the Guardian, to find iconic images of Australia, focusing on Lonely Planet's long history of quality photography. The best entry would then win the place on the front cover of Lonely Planet's guide to Australia.

#### Results

More than 500 people entered the competition, many submitting several images. The preamble and competition winners were all featured in The Guardian Travel section in print and online. There were 10 runners up all of whom received the latest HP Photosmart printer and, of course, the winner had his winning image featured in the Lonely Planet guide.



### mydeco.com

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#### Objective

mydeco.com is the furniture and home design website created by lastminute.com founder Brent Hoberman. After a successful initial launch, mydeco.com remained a fairly well-kept secret among its core interiors media. Our job was to establish the brand with a wider cross section of media, while educating them about the unique proposition of the mydeco boutique.

#### Solution

To begin with, we created a 'Christmas in July' event to bring mydeco.com's online boutique to life and help our media populate their Christmas editions with lots of mydeco.com content. We enlisted the help of the mydeco.com artists and designers, who dressed a room in London's Home House to showcase the products. Media were invited and hosted throughout the day, with each given a personal tour of the designs and the website. Having honed a solid, professional press office operation as our foundation, we can start to do the fun stuff. We've launched the mydeco.com Style Barometer – a quarterly trends report, with stats, trends predictions and commentary from mydeco.com experts, member designers and other home style luminaries.

#### Results

More than 35 top-tier media attended the boutique launch event, including journalists from Elle Decoration and Easy Living, BBC, Channel 4, The Times, The Observer and The Independent. Feature opportunities were secured in Elle Decoration, Good Homes, the Evening Standard and Bridge for Design to name a few. Coverage has since appeared in Sunday Times Style; The Sunday Express; The Mirror; Monocle; Stella; Stylist and many, many more.



# Switch.

## Who we do it for





### **Paul Doran**

Founder Paul set up Switch after a ten-year stint working for a variety of top-five global agencies. He has created campaigns for HP, Dell, IBM, BT Cellnet and Nortel Networks and now develops and manages UK and pan-European technology programmes for Switch clients. Paul is part of the Ogilvy50 Worldwide leadership forum and has been nominated for PRCA Young Communicator of the Year.



### **Hayley Buery**

Account lead Hayley is a tech, B2B and crisis and communications PR specialist with over 11 years' experience for brands such as Canon, Sony, BT and Samsung. She is a tenacious media-relations operator and strategic planner.



### **Caroline Gilmour**

Copywriter Caroline has been a professional writer for 15 years – six of those as a consumer journalist – working with brands such as HP, BT, Gillette, Braun and Bang & Olufsen. Caroline is an enormously flexible and fluid writer with the ability to turn any PR collateral into gold.



### **Matt Campbell**

Account lead and copywriter Matt has a deep knowledge of all things tech, mobile and digital having worked for nine years on accounts such as Rio, Fring, Proxim, HP, Novell and Citrix. He also has a new media bent, with experience for FT.com and digital marketing specialists LBI.



### **David Tutin**

PR veteran David is a former director of a top 20 technology agency and has, in a variety of guises, worked on campaigns for Computer Shopper.co.uk, PC PRO, Adax, Peregrine and Integralis. David has strong start-up, pan-European, analyst and marketing experience.



### **Liz Butler-Graham**

PR consultant and journalist Liz has a long history in consumer PR and journalism. She has experience of both agency and in-house press offices, including Woolworths and Habitat, as well as writing for some of the UK's top national publications. Liz's experience includes strategy, brand positioning and crisis comms as well as the women's consumer and interiors magazine market.



### **Ben McCarthy**

**Broadcast expert** Ben is a BBC-trained broadcaster and an indispensable expert on how to approach print and broadcast media. As a PR consultant he has given advice to Hilton Hotels, Maersk, HP, BA and Manchester United. Ben spent 15 years as a reporter with the BBC, Sky and ITN.



### **Reuben Milne**

**Creative mastermind** The former creative director of award-winning agency Joe Public Relations, Reuben is an expert in creative idea generation. He has helped develop multi-platform campaigns for clients as diverse as Umbro, Microsoft, eBay, O2 and Sony, as well as having a hand in bringing the 2012 Olympics to London.



### **Mark Jones**

**Broadcast specialist** Mark is a specialist in broadcast media relations and content creation. He has 11 years' experience creating UK and global broadcast campaigns for Philips, T-Mobile, HSBC and Rolls Royce. Mark was shortlisted for a 2004 PR Week Award, Broadcast category.



### **David Rea**

**Branding guru** David specialises in corporate branding, brand-led culture change and innovation. He spent eight years as a director of the branding agency Added Value and founded his own UK consultancy. David has worked for brands such as Unilever, Mars, Procter and Gamble, VW and Volvo.



### **Chris Kerwick**

**Financial director** Chris is a specialist bringing great knowledge and passion for finance to Switch. He has experience of advising media and creative agencies and understands how the landscape works. Chris is a qualified accountant and key part of the team.

You want to have a chat? That's great.

You can reach us through any of the following methods:

Send a letter to **27 Paul St, London, EC2A 4JU**, speak on the telephone by dialling **0207 382 6439** or skype us at **switch\_communications**, send us an email to **info@switchcoms.com**, send 140 characters of wisdom to **@switchlondon** or 160 characters to **07768 373 100**, finally you can read our observations on the Switch blog at **switchlondon.posterous.com**.

