



**NOT ALL PR AGENCIES
ARE THE SAME**

ZPR.
Straight Talking Public Relations

ABOUT ZPR

Launched in June 2001 and has been going strong for 12 years

Founded by Zaria Pinchbeck, former Head of PR and Colleague Involvement for ASDA Walmart

Clients include the AS Watson Group, B&Q, Coral, Cranswick, Hampstead Tea, Hobbycraft, Jacques Vert Group, Kingfisher plc, Lakeland, Superdrug and Waitrose

The team is based on Frith Street in Soho and one of the team also works from a Yorkshire base to service our Northern based clients and keep our regional contacts strong

The scope of our work covers consumer PR, corporate PR, events, social media campaigns, content management, issues management, art directing and styling

ZPR's 22 strong team in Soho provides communications support to a number of consumer and retail brands

OUR TEN COMMITMENTS

1. Value for Money
2. Honesty
3. Constant Communication
4. Confidentiality
5. Planning
6. Creativity
7. Boldness
8. Excellence
9. Focus
10. Evaluation

Our Guarantee. We are confident about these commitments. We take them so seriously that if you're not satisfied that we've fulfilled our commitments to you, you can have your money back. So far nobody's been disappointed



**EXAMPLES OF CAMPAIGNS
WE'VE WORKED ON**

BEYONCÉ
WHO?
SINGER, MUSE, MODEL, D.J.,
SOLANGE KNOWLES,
THE MEGASTAR'S HIP
LITTLE SISTER, IS FINALLY
HAVING HER MOMENT

WAITROSE SUMMMER PARTY 2013

"Yet again the ZPR team worked their magic at the party last night. I'm so grateful to everyone - the months of preparation; securing so many celebs and chefs; suggesting and booking Paloma; handling everything so brilliantly on the night. We couldn't have asked for more and we're lucky to have you with Waitrose."

Christine Watts, Waitrose Communications Director



SCIENCE KNOWS:
THE MCGASTAR'S HIP
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RHS CHELSEA FLOWER SHOW 2013

- Generating over 200 pieces of coverage for The B&Q Sentebale Forget-me-not Garden
- FRONT PAGE EVENING STANDARD
- Further hits in titles including Daily Telegraph, Daily Mail, The Sun, Daily Telegraph , The Times, Daily Express and Guardian
- Total AVE over £5.8 million
- Broadcast highlights: Daybreak, BBC News 24, CNN, NBC



SEWING BACK IN SCHOOLS

- ZPR successfully campaigned on behalf of Superdrug lobbying the government to take the VAT off condoms
- ZPR is currently campaigning to put sewing back on the National Curriculum on behalf of Hobbycraft
- Inspired by The Great British Sewing Bee
- Launched via Social Media with support from Nicola Horlick and Patrick Grant
- Over 600 signatures so far. When we've reached 10,000 we'll be taking to Parliament



B. LAUNCH

- **Our campaign won best Marketing and PR Launch at the Cosmetics Business Innovation Awards 2013**
- Creating new cosmetics and skin care category; ZPR started the recent Micellar Water beauty trend
- Media launch @ The Future Gallery with 60 quality beauty editors attending
- Daily Mail news story caused DOUBLE SELL OUT
- Celebrity lead news story with J Lo & Helen Mirren caused a further SELL OUT
- Supported by strong national product coverage
- Endorsements from Cosmopolitan, You & Daily Mail



MAKING SALES GLOBAL NEWS

- TWO front cover stories in UK national newspapers
- Over 200 pieces of print coverage (AVE £1.7m)
- Blanket broadcasting leading with CNN, SKY, BBC, Channel 4, ITN, REUTERS, MBC, TF1, AL JEEZERA, APTV, PA who all broadcasted live from Selfridges exclusively (AVE £3m)
- Constant stream of information supplied to main international territories
- Hourly bulletins issued throughout the day to journalists



SELFRIDGES&CO

SELFRIDGES CENTENARY

ZPR worked with the in house press team to create/deliver Selfridges' Centenary PR plan

ZPR elected to be on Selfridges' Centenary Committee, inputting into:

- Exclusive product suggestions
- The Big Yellow Festival
- The Centenary tea party

ZPR commissioned/art directed a creative still life shoot to promote hero exclusive product

ZPR responsible for celebrity and media attendance at the Selfridges' Centenary party



SELFRIDGES CHRISTMAS 2006-2011

- Despite having just one Toy & Christmas shop, Selfridges still owned the Christmas news agenda from the start of the summer to December's big day. It's no accident, ZPR ensured it did.
- ZPR was an integral part of Selfridges' Christmas Committee, working with the in house press team to deliver:
 - Feeding exclusive product suggestions to B&M
 - Christmas press show in July
 - All Christmas product photography
 - The opening of Selfridges' Christmas shop
 - Creating and executing Selfridges' Christmas news schedule, features and product placement
 - Selfridges' Grotto
 - Christmas tree drive through



SELFRIDGES BEAUTY NEWS (2006-11)

- ZPR helped to get Britain talking about beauty during key trade periods
- Boosting beauty sales and generating sell outs
- Beauty news stories included:
 - L'Oreal beauty advent calendar
 - Manscara
 - Snake venom
 - Lashes
 - Chanel nail art
 - Chanel nail colours
 - Lancome beauty crackers
 - Fragrance sales



HAVING HER MOMENT

THANK YOU FOR READING

ZPR

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