



THE AM APPROACH TO PR

A GUIDE FOR

AM Clients

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Adding Value to Your Business

Ainsworth Maguire is a PR-led communications company. Our services span public relations, PR via the Internet, design and print, multimedia promotion, photography, video, and strategic marketing. We offer a complete communication package with PR at the core.

PR is a cost effective form of communication and makes sound business sense. PR provides the foundation for other forms of communication. It is also one of the most credible marketing tools you can use.



AM Approach to Business Communications

Typically, our objectives will be to generate interest and awareness of your company and products. This includes building the image and reputation of your business by communicating the positive developments to target audiences. This will help produce enquiries that feed your sales process.

The skills involved in 'marketing PR' are easily adaptable to investor, employee, community relations and stakeholder programmes, and are equally relevant to the needs of consumer, service and industrial businesses.

Open, Systematic and Efficient

Successful PR depends on developing a close working relationship with clients based on trust and the sharing of information. Just as we expect our clients to be open about their business, we will happily share with you our systems so that we can work as a partnership to achieve your goals.

Facts, not fluff are the stock of our trade. We need to gather this information in an efficient structured way. AM has developed a systematic approach that ensures efficient gathering, processing and distribution of information. We also have a strong commitment to the use of technology as a research, analytical and communication tool. Our clients each receive a detailed guide in which we share our checklists and research tools with you.

Resources - Flexible Quality Professional Services

The AM communications package extends beyond PR to encompass advertorials, advertising, design and print production, photography, video, multimedia production and strategic marketing. We source these services through suppliers that we have known for many years. They all offer specialist services that we have pre-qualified to ensure quality and consistency.

Teams can be assembled for any task. These skills are at your disposal when you need them, but not on the payroll when you do not. This enables us to offer a high level of service while retaining a competitive edge. We have no bias to any particular technique, so you get the communications mix you require.



What Will PR Cost?

All activity is fully accounted for, so you only pay for work done. Unlike, many other PR companies, there are **no retention fees** or other unspecified payments. Also there is **no charge for scheduled programme meetings**. We charge on a time and material basis and all activity is driven by you through regular meetings and briefings.

In addition, we differ from many companies in our industry by requiring no more than 60 days notice, should you wish to stop the programme. We believe these arrangements are a fair way of doing business.

Budgets are agreed in advance for annual programmes and projects. Each task is given a unique job number and all time is logged against that number. A full report is produced at the end of each month for the person responsible for the business relationship. This is accompanied by a breakdown of expenditure to date against agreed budgets. A summary invoice is produced for accounting and VAT purposes.

We charge travel on a time rate only, without an additional mileage charge. Necessary travel fares, hotel bills and subsistence expenses incurred when working away from base are recharged at cost.

Clients running annual programmes with a reasonable level of activity will typically spend between £10,000 and £40,000 per year.



People and Technology

People are our greatest strength. The partners in the business are always your main points of contact and they take responsibility for handling your account. We style ourselves practitioners – not just consultants – because activity and positive outcomes are the purpose of the programme.

We are always happy to give an informed opinion on aspects of marketing in which we are familiar and qualified. Where we are not able to do so, then we can locate suitable experts who can help, including an associate who is a skilled MBA graduate. All our associates are experienced practitioners in their own areas of business, with proven track records and a professional commitment.

We have a culture of reinvestment in the business. This is reflected in our use of technology and our pioneering approach to communication. We were among the first North West PR companies to establish an Internet presence and adopt on-line media contact and management systems.

We distribute your editorial materials by e-mail to named editors. Technology gives us access to facts – quickly. This enables us to offer an efficient service and win the confidence of journalists as suppliers of sound information.



Key Personnel

Kevin Ainsworth - Partner

Kevin gained the Diploma of the Chartered Institute of Marketing and became MCIM in 1985 after studying at Manchester Polytechnic. Diane Thompson, CEO of lottery operator Camelot and Gary Davies now Professor of Corporate Reputation at Manchester Business School were course tutors. An Open University BA was completed in 1987. He completed the CIM Professional Development Award in E-Marketing in 2006.

He joined Colt International Ltd (heating ventilation and fire protection system designers and installers) in 1973 as a sales and technical copywriter. He became responsible in later years for sales promotion activity in the north, including exhibitions, seminars, client training and direct mail. Kevin moved into selling in 1981, gaining sales experience in a variety of technical fields including heat pumps, heating and ventilation, insulation and protective coatings.

Kevin founded Ainsworth Maguire (originally as Marketing Workshop) in 1985. The business has progressed steadily, gaining and retaining technical accounts and building a sound reputation.

Kevin Ainsworth is a full member of the Chartered Institute of Public Relations.

Adrian Maguire - Partner

In the early eighties Adrian founded a computer services consultancy specialising in system/software customisation. Projects were undertaken for companies and organisations such as league football clubs, petrol forecourt retailers and the Manchester Business School. This has provided Adrian with a wealth of business understanding and experience.

Besides specifying equipment/software, problem solving and staff training, writing skills were developed in reworking computer manuals to provide plain English guides for system operators.

Adrian joined Marketing Workshop soon after its foundation in 1985, becoming a full partner in 1987. His ability to understand and translate high technology language to suit the intended audience is a positive contribution to the business. This was formally recognised by a name change from Marketing Workshop and formation of the Ainsworth Maguire partnership in 1990.

Adrian Maguire is a full member of the Chartered Institute of Public Relations.



Ainsworth Maguire Clients

Ainsworth Maguire specialise in business-to-business public relations. We offer our clients a full business communication package with PR at its core. Typical clients include:

ABM Bridge Systems

ABM Bridge Systems use pre-cast concrete components manufactured by ABM Precast Solutions to speed road construction and civil engineering projects. Bridge beams, parapets, tunnels, components, earth retaining systems, buried structures and other precision cast concrete elements are delivered to site ready for construction.

ABM Bridge Systems holds the UK and Ireland licence for the Matière system of modular arch and box bridges and underpasses. Matière based concrete bridges, underpasses and arches are common in highway, railway and waterway construction projects throughout Europe. Stable, robust and rapidly installed, these modern modular concrete construction methods allow the critical early phases of projects to progress.

Bright A Blind News Room

The use of window blinds to control sunlight is essential for comfort, productivity and health and safety in most commercial and public buildings. Bright A Blind is the leading commercial blind management company in the UK, working with many of the country's leading businesses, contractors and institutions. Over 16 years they have built a strong reputation for getting things done, on time, on budget and with no fuss.

Bright A Blind provide a full range of manual, motorised and automated products including Venetian, Roman, vertical and roller blinds. The company can source special products for unusual applications. Systems for external shading are also available.

Chalmit Lighting (Also Victor and Transtar Brands)

Chalmit Lighting is committed to producing offshore (oil and gas exploration), onshore, marine and industrial lighting products that give reliable performance in extreme environments.

A leading supplier to the hazardous area market, the company manufactures fluorescent and HID luminaires with international certification to meet every need. These approvals cover hazardous area classification in accordance with the ATEX directive, CSA, CEPEL (Brazil) and GOST R (Russia).



Delavan Spray Technologies

Delavan Spray Technologies, part of the Goodrich Corporation, are experts in the application of industrial and process spray nozzles for the atomisation of liquids. Aerospace, automotive, brewing, food, chemical, pharmaceutical, utility and many other industries depend on the efficiency and reliability of Delavan spray nozzle technologies.

Through an in-depth appreciation of the customer's process needs, the company develops spray nozzle systems from an extensive range of over 30,000 components. This enables them to achieve the right flow volume, uniform droplet size and a specific pattern of fluid delivery to suit the customer's process application.

Guttermaster

Guttermaster specialise in aluminium fabrication for construction. The product range includes gutter systems, rainwater pipes, fascias, soffits, wall cappings, column cladding and other architectural fabrications to suit modern and traditional building designs.

Fabrications in aluminium are strong, resist corrosion, resist extreme weather and have anti-vandal characteristics. Moreover, aluminium contributes to sustainability because of its exceptional long life, low maintenance, high residual value and ease of recycling.

Finishing Techniques

Finishing Techniques provide solutions to metal finishing problems. Changing to automatic polishing and deburring has vastly reduced costs for manufacturers of a diverse range of products, from pen nibs to micro-mechanical parts, jewellery and parts for musical instruments such as clarinets and flutes. FTL operate their own finishing laboratory where customer samples can be processed to find the best machine, the right compound and media, together with the fastest process times to produce the quality finish for a specific part.

Fueltek

Running fleets of vehicles means tackling fuel management issues. Fueltek is a leading fuel management company dedicated to developing, installing and providing full customer support for advanced and reliable fuel storage tanks, fuel pumps, secure fuel access and management reporting systems.



Hawke International

Hawke International, a member of the Hubbell Inc. group of Companies, has over the last 51 years, built a world-wide reputation in the hazardous area and hostile environment markets, with an innovative range of cable connection, termination and barrier products. Their main manufacturing and warehouse facility is based in the UK. Worldwide representation is by subsidiary sales and warehouse facilities in Singapore, China, Texas USA and Ontario Canada, along with a worldwide network of stocking distributors and agents.

Otec Precision Finish Inc, USA

Based in Acton, USA, the company distributes the German produced Otec range of jewellery polishing and deburring equipment in North America.

Though the Otec Precision Finish Inc shares senior management and technicians with their sister company in the UK, Finishing Techniques, all marketing is tailored specifically for the needs of the US market.

Rowe Hankins Components Ltd

Rowe Hankins Components distribute electrical and electronic components and manufacture added value subsystems. Clients include process control panel builders, OEM manufacturers, the rail and light transit industry, contractors and mainstream electrical wholesalers and retailers. In-house engineering capabilities includes the design, development, production and testing of panels, filters, speed sensors, earth leakage monitors and other electronic subsystems.

Senior Hargreaves

Senior Hargreaves is the UK's largest ductwork manufacturer. From their 250,000 square foot factory in Bury, they produce over 4,000 tonnes of ductwork each year. The HFD range of fully tested fire resistant ductwork constructions is designed for use in fire engineering projects.

Millions of people in buildings such as the Portcullis House, Canary Wharf and NatWest Tower in London, and in venues such as the ICCB in Birmingham and Wimbledon's No.1 Court, are assured comfort and safety by their ductwork. Industrial giants Glaxo Pharmaceuticals, BNFL and AstraZeneca all rely on Hargreaves systems to create safe working conditions.



Street Crane Co Ltd

Street Crane is the UK's largest manufacturer of electric overhead travelling cranes (EOTC's) and a major exported to overseas markets. Founded in 1946 by ex Spitfire pilot Peter Street, the company produces over 400 cranes a year.

Cranes and hoists are available up to 200 tonnes safe working load. Single and double girder, gantry, semi Goliath and Goliath cranes are produced. Special cranes can be engineered to cope with unusual site conditions. The company is very active in markets in North America, Asia, Africa and the Pacific Rim through trading partner.



Benefits of Working with Ainsworth Maguire

Satisfaction is assured because you will be dealing with the principal partners of the business who have a direct interest in providing high standards of service. All partners are members of the Chartered Institute of Public Relations.

Understanding of the available range of target groups and media is integral to our service and under continual revision and investment.

Costs are fully accounted for and reported. There are no retention fees.

Close customer liaison through regular meetings, reports and detailed billing allows programmes to be driven by your needs while ensuring they stay on track and within agreed budgets.

Efficient distribution of material allows us to place messages directly the desktops of key editors offline and on online trade portals, newswires and newsrooms.

Specialise in business-to-business PR. You obtain the benefits of dealing with a company trading successfully for over twenty years, one that appreciates the investment effect of long-term business relationships.

Strategic marketing advice and integration of activity into your marketing programme. Through a team of qualified professionals, we are able to provide a complete range of support services:

- Newsletter design and production
- Exhibition graphics/literature
- Full design and print buying
- Corporate image
- Computer generated graphics for use in your own software
- Internet Web page design
- CD-Rom publishing
- Trade and technical media advertisement planning and production
- Site and studio photography
- Promotion of events including roadshows, celebrity visits and press receptions