

Client: Dateclub.com
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Title: Dateclub.com Case Study

Client background

Dateclub.com <http://www.dateclub.com> was now one of fastest growing online dating agencies worldwide, with over 70,000 users within the UK, attracting 300 new registrations daily.

Acknowledged as one of the most technologically advanced websites, it uses very advanced but simple, search 'algorithms' unique to Dateclub.com - which basically means two-way searching and whereby the profile criteria of the searcher (likes, dislikes, physical characteristics and personal preferences, etc) is compared to that of every suitable candidate in the database, and vice versa.

The Challenge

Elemental PR's remit was to deliver business-to business (B2B) public relations consultancy and production work for a three-month campaign. The PR consultancies activity was to support the business-to-consumer (B2C) PR that was being undertaken by Reespect PR, its incumbent agency.

There was more interest being drawn to the dating sector as there was a shift in success with the most popular services, and a few USA-based services looking to the UK and EU to expand the subscriber base. The UK B2B media was just beginning to report on the sector, with the established and largest players reaping the most interest and coverage.

Elemental PR consultancy and production work was to create, build and raise the profile of Dateclub.com amongst business, e-business, and marketing media; in order to make the introduction and transition into the commercial space easier.

Targets

Dateclub.com were going to announce developments that were about to change the dating sector, raising the bar in the ways that people would connect. As a result of this the B2B media would address a range of suitable off and online titles which would enable the online dating service to commence the communication of its brand.

The developments allowed the dating service to communicate its news to aforementioned media, but also included technology publications that would include mobile news.

Results

Dateclub.com achieved coverage in over nine different publications¹, achieving 10¹ separate pieces of significant and documented off and online coverage.

Dateclub.com has enjoyed brand exposure amongst the following titles Brandrepublic, Digital Bulletin website, Digital Bulletin newsletter, Netimperative.com, New Media Age, Internet Works and so on.

Integrated public relations by Elemental PR still drives traffic to Dateclub.com, via online resources and search engines, even more than a year after consultancy has finished.

Conclusion

As a result of the pending news, Elemental PR was able to communicate firsts for the dating sector in the EU and UK. Dateclub.com was the first online dating agency to enable mobile users to select potential dates on their mobile phones using new location-based technology. This service was created by Dateclub.com via MobileDateclub.com <http://www.mobiledateclub.com>, which became the first dating service in the UK to offer geo-location dating.

The developments at Dateclub.com drew instant interest with the creation of potential partnerships as a result of communicating the direction the dating service was taking. 2003 and even into 2004 saw many competitors adopting the steps that Dateclub.com pioneered, and the dating arena became a much more attractive proposition to interact with for a lot of organisations whether they were brick and mortar or click and mortar.

¹ This figure is unknown, because Dateclub.com does not employ a press cuttings service.

Testimonial

Steve Hayward, Founder and Technical Director, Dateclub.com comments:

Explosive and brand boosting promotion from Elemental PR allows Dateclub.com to arrange meetings with potential business partners easier to make happen.

As a result of good coverage and representation, we are now meeting a cable channel, and talking about bringing the service to a wider audience, through the one of the most versatile mediums available.

About Elemental PR:

<http://www.elementalpr.co.uk>

Elemental PR, the integrated communications and public relations consultancy, was founded in April 2001. The energetic PR consultancy delivers integrated multi-channel public relations and strategic marketing development services for predominantly SMEs, whilst consulting for traditional (advertising and marketing) and digital agencies and consultancies.

Elemental PR is also retained by corporate organisations to consult upon communications, direct and digital PR (also known as Internet PR and online PR), e-business and elements of digital marketing.

Elemental PR operates upon the premise of the Internet, which it believes is to inform, educate, enlighten and share. Elemental PR strives to adhere to building blocks of these principles, blending them into very core of its communications and the measurable activity that it delivers. Integrating communications is the pivotal to the way Elemental PR conducts itself.

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