

**Client:** DP&A Digital  
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**Author(s):** Elemental PR  
Tim Gibbon, Account Director  
Rachel Hawkes, Account Executive  
**Title:** DP&A Digital Case Study

## Client background

DP&A Digital was established by Rob Walk in 1999 to service the digital requirements of DP&A's clients <http://www.dpa.co.uk>.

The agency manages full service digital and integrated marketing working for several of Europe's leading brands; providing marketing, design and development services across all digital platforms as well as offline channels.

## The Challenge

Elemental PR commenced consultancy in April 2001, for a digital agency that was new and developing as the marketplace was. Article and feature media leads researched in-house were the only tools that the PR consultancy had at its disposal, in addition to placing guest speakers at industry events.

The agency took direction from the managing director of DP&A Digital, mindful of DP&A's incumbent PR, carefully selecting media and opportunities that would communicate the developments of the agency. DP&A Digital was working on exciting projects with the world's most well-known brands, but with some traditional media (direct marketing) which was not embracing what the new channels was offering and as like many clients questioning its impact upon brand and performance.

## Targets

Obvious media included traditional trade magazines that also appealed to DP&A, but specialist digital features were few and far between, whilst the industry was met with scepticism.

Therefore, the PR consultancy opted to connect with key decision makers and influencers face-to-face, in addition to feature the production work required. Elemental PR sought association, institution and company vents to place DP&A's guest speakers which gave them an opportunity to converse with carefully selected and interested audiences directly.

## Results

Elemental PR achieved coverage in across four titles Error! Bookmark not defined. including ClickZ, Internet Works and The Institute of Direct Marketing's (IDM) Magnet and four industry events listed below.

- The Institute of Direct Marketing <http://www.theidm.com>  
"eCRM", 22 January 2002
- The Institute of Direct Marketing <http://www.theidm.com>  
"Best Practice CRM and eCRM Lecture", October 2001
- BA & eBA (An internal seminar and workshop) <http://www.ba.co.uk>  
"eCRM", May 2001
- e-command <http://www.e-command.co.uk>  
"Building an Online Brand", 27<sup>th</sup> June 2001

## Conclusion

Feature and article work enabled Elemental PR to build relationships with freelancer and traditional magazines that were warming to news stories. It also gave the consultancy opportunities to gauge how the media would react to the digital news and how to best communicate the development of DP&A Digital and the sector its serves.

Initial success identified more guest speaking opportunities for DP&A Digital, with The Institute of Director Marketing (IDM) requesting the agencies participation at other events.

## Testimonials

### Rob Walk, Managing Director, DP&A Digital

Although Elemental PR were given a strict brief to work with, their efforts and success was good especially because the agency was still developing, which required them to be flexible in their approach.

We will be building the relationship with Elemental PR as the agency grows.

For full testimonials and more case studies from Elemental PR clients 'click here'.

**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.

**Contact**

Elemental PR

Tim Gibbon, Director

Email: [mediacentre@elementalpr.co.uk](mailto:mediacentre@elementalpr.co.uk)

Telephone: +44 (0) 870 745 9292

Mobile: +44 (0) 793 037 5663

Fax: +44 (0) 870 745 9293

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

Address: Second Floor, 145 -157 St John Street, London, EC1V 4PY,  
England, UK