



**Client:** Neutralize (\*\*)  
**Release date:** January 2005, London, UK  
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**Title:** Neutralize (\*\*) Case Study

## Client background

Neutralize (\*\*) <http://www.neutralize.com> is one of the UK's leading full service search engine marketing agencies. An Overture Accredited Search Marketing Company (SEM), UK Premier Affiliate to Atlas OnePoint (GoToast) and also a Contributor Member of Search Engine Marketing Professional Organisation (SEMPO) <http://www.sempo.org> the global body representing members of the search engine marketing industry. Clients include the Houses of Parliament, Asserta Home, OCRA and the Eden Project.

## The Challenge

Neutralize (\*\*) retained Elemental PR <http://www.elementalpr.co.uk> to raise their brand and profile across a range of media in an extremely competitive sector. Due to their experience and expertise within the small medium enterprise (SME) market, Elemental PR was requested to work with SME titles to communicate the knowledge and services that Neutralize (\*\*) deliver.

Elemental PR's role was to communicate news stories via press releases and case studies; providing guest speakers at high profile conferences, events and seminars. Secondary, consultancy was to communicate opinion and feature articles to their key media.

There are many business owners that have misconceptions of SEM, and Neutralize (\*\*) was keen to communicate that it is a crucial medium within the traditional and digital marketing area, and should complement marketing strategies and campaigns.

In addition to this, Elemental PR were asked to be introduce Neutralize (\*\*) to new industries that were not embracing Search Engine Marketing (SEM), to educate them as to how it would be beneficial to their business.



## Targets

Consultancy began in April 2003, and ran for an initial period of three months. Elemental PR managed off and online PR addressing direct and digital marketing and Internet media.

The campaign was directed at key decision makers predominantly in the advertising and marketing departments. In essence, the individuals whose role it is to drive qualified, consistent traffic to microsites and/or websites, while also ensuring the traffics return.

Therefore, the range for media was challenging, due to the heightened interest in the marketing discipline and competitors (20 or so agencies being the main players) eager to do the same. Neutralize (\*\*\*) wanted to focus, and ensure that time and the budget was utilised effectively on key titles that they deemed most relevant.

## Results

Within the online marketing realm, agencies are keen to be featured in two publications, namely New Media Age and Revolution. Elemental PR extended the range of relevant media to over 12 publications<sup>1</sup>, achieving 27<sup>1</sup> separate pieces of significant and documented off and online coverage including Internet Works and broadsheets.

In addition this the PR consultancy achieved two major speaking engagements for Neutralize (\*\*\*), one being the number one annual search engine event in the UK, the other a marketing institution.

## Conclusion

Neutralize (\*\*\*)'s reputation is known throughout the industry as a one of the most professional online marketing agencies in the UK. This is consistently demonstrated throughout online forums when there is a request for recommendations for specialist SEM and SEO services.

Elemental PR's off and online activity supported this positive perception by and enhancing the Neutralize (\*\*\*) brand through public relations, ensuring that the coverage was achieved in the industries trade publications.

Through offline relations Elemental PR arranged Neutralize (\*\*\*)'s Lucy Cokes, Managing Director to guest speak on the topic of Web Analytics and

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<sup>1</sup> This figure is higher, but not known because Neutralize (\*\*\*) did not employ a press cuttings service.



Search Engine Marketing at the Institute of Direct Marketing (IDM) <http://www.theidm.com> in November 2003.

Edward 'Teddie' Cowell Technical Director at Neutralize (\*\*) led the panel top industry at the annual Search Engine Strategies 2003, an event they were asked to attend again after their initial introduction by Elemental PR.

## Testimonial

**Lucy Cokes**  
**Managing Director**  
**Neutralize (\*\*)**

Elemental PR were quick to engage us into an extremely competitive and volatile sector ensuring that our key messages and style were delivered adhering to our brand. They are able to alert us the most influential features and position us so that are able to comment and ultimately be featured.

**Edward 'Teddie' Cowell**  
**Technical Director**  
**Neutralize (\*\*)**

Elemental PR's approach is refreshing in that they present new and interesting ideas to capture what the trades are focusing upon, or indeed should be. Elemental PR's ability to tap into client trades, that we would not necessarily be applicable to us has proved successful.

**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

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