

Client: NovaRising
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Client background

NovaRising <http://www.novaising.com> is a full service digital and integrated marketing agency that works for several of Europe's leading brands; providing marketing, design and development services across all digital platforms as well as offline channels.

NovaRising manage activity for UK, pan-European and International audiences and its specialist understanding of communications underpins all of its work, ensuring that the agency nurture its clients' brands and harness their online presence.

The Challenge

NovaRising <http://www.novarising.com> started life as DP&A Digital, which was established by Rob Walk in 1999 to service the digital requirements of DP&A's clients. In 2001 it began to win its own client-base and several projects outside of the marketing environment, where it was able to add additional value to the projects through the marketing and communications expertise it has. It moved into new offices in Covent Garden in January 2002, and has continued to push forward the NovaRising brand since then.

Elemental PR commenced consultancy in February 2002 to continue the consultancy it was retained to do. The marketplace had more players in it, and some of the work being delivered was of exceptional high quality; large and established agencies were not dominating the digital space. It is smaller shops that were carving their niche, which is shaping the way forward.

Elemental PR's challenge is to keep the news stories and approach fresh, building the NovaRising brand, in an environment that is volatile and packed with daily industry news from an increasing number of smaller shops entering the digital sector.

Targets

As for DP&A Digital, the target audience includes traditional, digital and emerging new media titles addressing the subject matter. The PR consultancy is particularly interested in connecting with media that cover integrated campaigns as it and NovaRising delivers.

The digital arena was becoming of interest beyond the advertising and marketing sectors, which enabled the PR consultancy to look to other titles which were keen to learn more.

Results

Elemental PR achieved coverage in across four titles¹ (publications include Internet Works, Media Week, New Media Age to name a few), achieving seven¹ separate pieces of significant and documented off and online coverage.

NovaRising also received Macromedia Website of The Day, for the Sony Netwatch pan-European campaign in July 2003. The campaign is still located at <http://www.sonybiz.net/netwatch2003/netwatch.html> and Macromedia at <http://tinyurl.com/4eobc>.

Conclusion

The agency established its place within the marketplace and was connecting with the right audiences to commence communicating its key messages. It was being in the right features and had established strong relationships with freelancers that frequently write about the areas of interest to NovaRising's key decision makers.

Guest speaker events played a huge role in creating an impression amongst peers, organisations and potential clients. It will be an approach that Elemental PR will take in the future for NovaRising; looking at trade events such as Internet World and Technology for Marketing.

¹ This figure is unknown, because NovaRising did not employ a press cuttings service during this period.

Testimonials

Rob Walk
Managing Director
NovaRising

Since April 2001, Elemental PR provided public relations consulting for DP&A Digital before our re-branding as NovaRising, a digital marketing agency. For DP&A Digital, Elemental PR was able to secure speaking engagements at high level seminars and conferences. They also achieved both online and traditional press coverage for us in relevant and targeted marketing publications.

Elemental PR assisted in the soft-launch of NovaRising and has been retained by us since March 2002. Thus far, we have sourced great feature press coverage within our target media publications. Elemental PR also regularly tracks and reports to us relevant industry information. Because of Elemental PR's immense experience and knowledge of online PR channels, they have been able to identify significant press leads generally not visible to most PR firms. For NovaRising, this translates to increased visibility.

After working with Elemental PR since March 2002, we have now decided to retain them for a much longer period of time.

We are extremely impressed with their ability to integrate the public relations mix into many of the mediums that we work with, and are looking forward to expanding our relationship in the future.

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.

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