

Unlocking PR Opportunities during a Pandemic

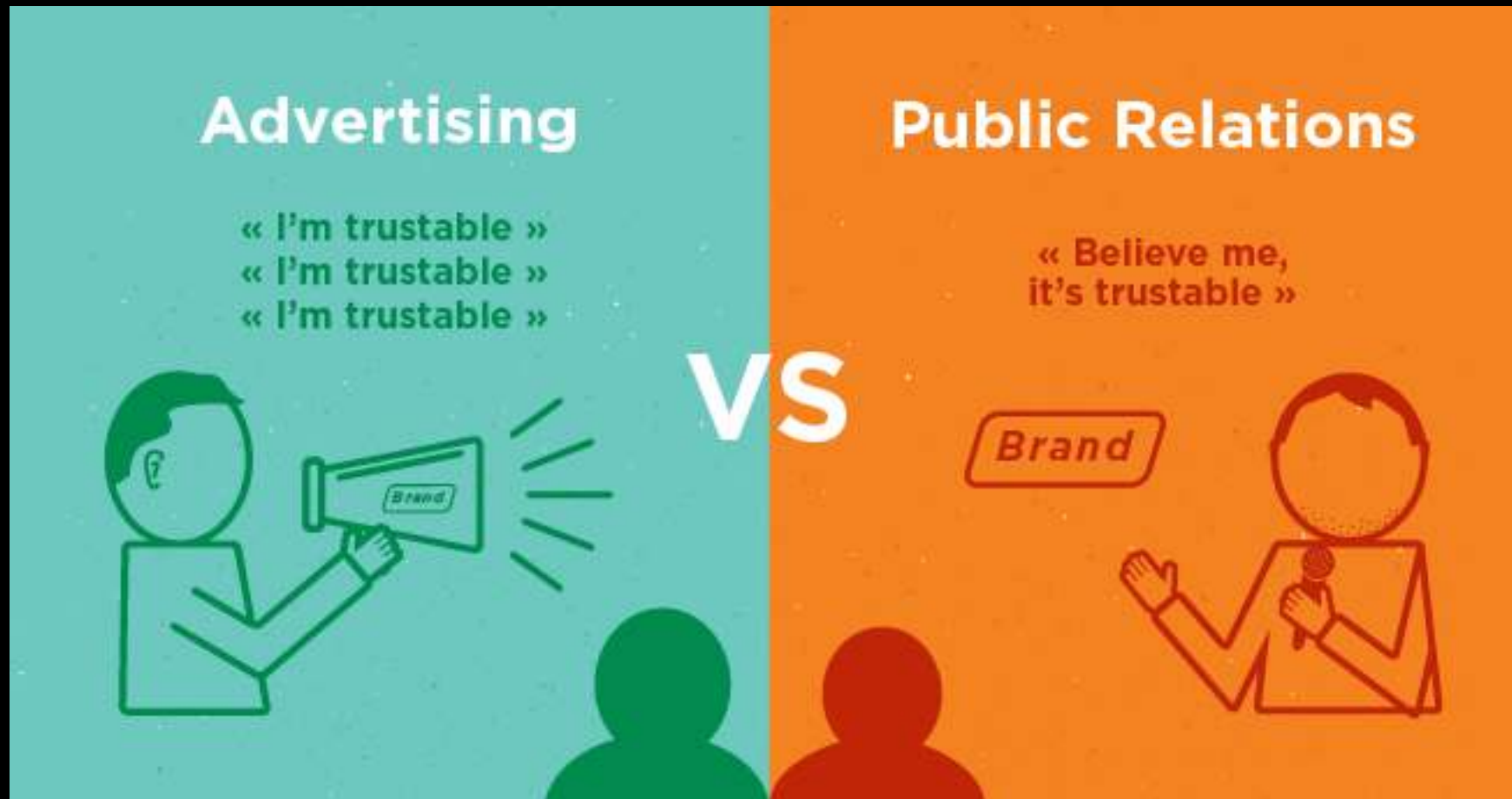
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Hi!

More than 15 years of experience, working with NGBs, rights-holders, brands and sponsors.



What is PR?



“This could be our finest hour.”

Danny Rogers, Editor PR Week, March 2020



IKEA MEATBALLS AT HÖME

(SERVES 4)

INGREDIENTS - MEATBALLS

- 500g beef mince
- 500g pork mince
- 1 onion (finely chopped)
- 1 clove of garlic (crushed or minced)
- 1 egg
- 100ml milk/cream
- 2-3 tablespoons of milk (whole milk)
- generous salt and pepper

INGREDIENTS - CREAM SAUCE

- dash of oil
- 20g butter
- 40g plain flour
- 100ml vegetable stock
- 100ml beef stock
- 100ml thick double cream
- 2 tablespoons soy sauce
- 1 teaspoon Dijon mustard

1 **Meatballs:** Combine beef and pork mince and mix with your fingers to break up any lumps. Add finely chopped onion, garlic, breadcrumbs, egg and mix. Add milk and season well with salt and pepper.

2 Shape mince into small, round balls. Place on a clean plate, cover and store in the fridge for 2 hours (this will help them hold their shape while cooking).

3 In a frying pan, heat oil on medium heat. When hot, gently add meatballs and brown on all sides.

4 When browned, add to an ovenproof dish and cover. Place in a hot oven (180°C conventional or 160°C fan) and cook for a further 30 minutes.

5 **Swedish cream sauce:** Melt 20g of butter in a pan on a hot oven (180°C conventional or 160°C fan). Add 100ml of veg stock and 100ml of beef stock and whisk well. Add 100ml double cream, 2 tbsp of soy sauce and 1 tsp of Dijon mustard. Bring it to a simmer and allow sauce to thicken.

6 When ready to eat, serve with your favourite potatoes - either creamy mash or crisp new boiled potatoes. Enjoy!



HOW

Questions to Ask Yourself First...

1. Is this relevant?
2. Do you have something valuable to add?
3. Is this just a PR stunt?
4. Can you help?

Ten Simple Steps to Start

1. Set a goal and narrow it down
2. Know your audience
3. Choose the right PR platform
4. What's the story?
5. Write a press release
6. Distribute wisely
7. Build journalist relationships
8. Track any coverage
9. Extend the opportunity
10. Tell your customers!

The Good...



Some local examples...



The Bad...



Circles.Life
about 2 months ago



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And the ugly...



If Now is Not the Right Time...

- Build your media database with relevant contacts for the future
- Think about your industry and how you can help
- Plan for the future

Thank you – any questions?

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