

What is PR?



“PR is a field concerned with maintaining public image for high-profile people, commercial businesses and organizations, non-profit associations or programs”

Or

“Public relations provides an organisation or individual exposure to their audiences using topics of public interest and news items that provide a third-party endorsement and do not direct payment”

Wikipedia 2010

The Basics



- **Community Relations**
- **Crisis Management**
- **Marketing Communications**
- **Media Relations**
- **Publicity**
- **Employee / Retailer Relations**
- **Internal Communications**

- **Investor Relations**
- **Government Affairs**
- **Public Affairs**

PR is *VERY* different to advertising

People don't generally buy newspapers and magazines for there adverts...

they buy them for their content

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Case Studies

Jean Genie

THE HARLEQUIN, WATFORD

celebrity trends



Dame Kates demonstrates how to rock the reds this look is classic. Thought of the white shirt and dark denim jeans is a very yet sophisticated look.

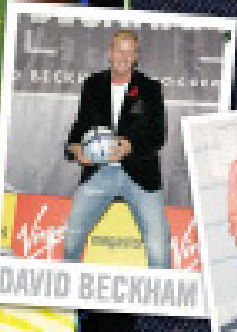
DAME KATE WINSLET



Jennifer Aniston goes for the girl next door look in a pair of classic jeans. This great everyday look can be dressed up or down and suits almost every body shape.

JENNIFER ANISTON

Football looks great in faded denim, cuffed jeans and the addition of white trainers, white and a black blazer give him a young, unassuming look.



DAVID BECKHAM



WILL SMITH

Will Smith loves the unassuming style and goes for a baggy jeans to wear with trainers. This young look can be dressed with a shirt or t-shirt, depending on the occasion.

08

BEYONCE



Beyoncé proves that you don't have to be super skinny to wear skinny jeans. She demonstrates how curves in dark, very fitted and hems it with heels to give herself some height and proportion.

PAPER SUN

10% OFF ALL DENIM TROUSERS

Join a limited time offer on denim at Paper Sun. This exclusive promotion ends early at 10.00 on the offer. This offer is only available in the Harlequin Watford store. Management reserves the right to extend or amend the offer at any time.

REPUBLIC

2 FOR 1 ON OWN

Join a limited time offer on denim at Republic. This exclusive promotion ends early at 10.00 on the offer. This offer is only available in the Harlequin Watford store. Management reserves the right to extend or amend the offer at any time.

BLUE INC

10% OFF DENIM | 10% OFF FOR LIFE

Join a limited time offer on denim at Blue Inc. This exclusive promotion ends early at 10.00 on the offer. This offer is only available in the Harlequin Watford store. Management reserves the right to extend or amend the offer at any time.

BASE

10% OFF ALL FULL PRICE JEANS

Join a limited time offer on denim at Base. This exclusive promotion ends early at 10.00 on the offer. This offer is only available in the Harlequin Watford store. Management reserves the right to extend or amend the offer at any time.

HARLEQUIN WATFORD
8-24 May
JEAN GENIE
style with the magic touch

ARE YOU ALWAYS LOOKING FOR THAT PERFECT PAIR OF JEANS IN A STYLE THAT FITS YOUR BODY AND A PRICE TAG THAT MEETS YOUR BUDGET?

From Friday 8 May, The Harlequin will be welcoming the Jean Genie to help you on your quest for denim perfection. The Jean Genie are stylists with the magic touch who have access to every pair of jeans at The Harlequin and who will be offering personal jean styling sessions in their Jean Genie pods.

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FREE 30 MINUTE ONE-ON-ONE STYLING SESSION
Click here NOW to book your slot!

IN STORES...
The Jean Genie will also be helping you find your perfect pair of jeans. You can find the Jean Genie at the following locations:

Friday 8th May	Paper Sun	10.00 - 12.00
	Onis	12.30 - 14.30
Friday 22nd May	Onis	10.00 - 12.00
	John Lewis	12.30 - 15.00
Friday 23rd May	Next	10.00 - 12.00
	Next	12.30 - 15.00
	Primark	10.00 - 12.00
	John Lewis	12.30 - 15.00
	Blue Inc	15.30 - 17.00

No appointment necessary.

GET YOUR COPY OF THE FREE JEAN GENIE POCKET STYLE GUIDE. It's how to find the ideal jeans as well as some great offers at The Harlequin. Click here to download!

8-24 May
JEAN GENIE
style with the magic touch

WANT TO FIND THE PERFECT JEANS?

Visit The Harlequin Jean Genie in the centre throughout May for your FREE 30 minute one-on-one styling session. Visit www.theharlequin.uk.com to book your appointment.

HARLEQUIN WATFORD

IKEA Southampton



**How has
social media
changed the
PR landscape?**

It took radio **38 years** to reach
50 million listeners

Terrestrial TV took **13 years** to reach
50 million users

The internet took **4 years** to reach
50 million people

In less than **9 months**, Facebook added
100 million users





Suggest to Friends

Subscribe via SMS

Remove from My Page's Favorites

Check out our new launches and special offers and we'll give you our expert advice on fragrances for every occasion. Visit www.theperfumeshop.com for information and to buy online.

7 Friends Like This

6 of 7 Friends

See All



James Williams



Jo Henderson



Eleanor Adamo



Louise Constable



Louise Reacle



Helen Lumby

The Perfume Shop

Wall

Info

Photos

Discussions

Reviews

FBML

>>

Write something...

Attach:



Share

Filters



The Perfume Shop The Perfume Shop enjoyed a day with the Sugababes yesterday....lots of media interviews including Eamonn Holmes, Sky News, Radio One Extra and FHM to name but a few! Keep you eyes peeled for these exciting interviews about their new trio of scents at TPS!

Check out the lovely ladies looking wonderfully glam for such an ...

See More



The Sugababes

9 hours ago · Comment · Like · Share

2 people like this.



Sun Ruff Jadeewensugababeshalleberryfan lovely photos ! apart from Saturdays launch what else will they be doing?
8 hours ago · Like · Flag

Write a comment...



How Can I Measure Success?



Crude method – PRV

Footfall

Tone of Voice

Customer Feedback

Number of social media followers and interaction

Offer redemption figures

Competition entries



...setting objectives is key

**Questions
please.....**

