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## WHAT WE DO

Our aim is to make the services available as **flexible** as possible. We listen to your brief outlining your goals and present an appropriate campaign that channels your message through the appropriate media. You are free to engage the full range of services offered or select only those that perhaps you need some help with. If you feel you want to handle sections of your own campaign we are happy to offer free advice.

## OUR CLIENTS

Some of our clients have include Average White Band ([www.averagewhiteband.com](http://www.averagewhiteband.com)). They have fully engaged us as their European PR agency and we represent them in all aspects of their European Press and Promotion. They reside in the States and have a yearly world tour. We represent them on the European leg of this tour, liaising with journalists both for radio print and TV on a National and Regional basis to maximise ticket sales and to boost any release of both CD and DVD that they may have to promote at the time.

We have a number of artists managing most of their own affairs who require flexible help as and when they need it. Dean Cook is one such artist. He has 2 musical projects – Machine Boy and Tenboy. We have achieved press placements on Blueyonder website, numerous reviews throughout the internet, repeated airing on the BBC's Big Screen in Birmingham and we have persuaded him to exhibit his graphic work to bolster his new single. He now has two art gallery exhibitions pending.

[www.machineboy.co.uk](http://www.machineboy.co.uk)

<http://www.shotguncharlie.co.uk/mb.htm>

<http://www.8pr.co.uk/machineboydraw.htm>

[http://www.shotguncharlie.co.uk/mb\\_art.htm](http://www.shotguncharlie.co.uk/mb_art.htm)

## **TAKING IT FORWARD**

The next steps to engaging 8pr as your PR representatives involves us meeting together to discuss exactly what you would want from any PR campaign. This gives us information as to how to tailor your plan and to ensure that the outcomes are meeting your expectations.

When we are clear about your expectations we can cost your campaign by planning around our services that you will need and the amount of time this will take.

When we are agreed on all points we sign the contracts and get started immediately!

## **TIMELINES**

Our timelines in the process would be as follows:-

- We would hope to meet with you within 5 days of sending this introduction
- After our meet we would send our proposal and costings within 48hrs
- We would follow up our proposal with you and deal with any further negotiation within 24hrs
- We would have a final appointment with you to sign the deal and agree payment structure

***If we act quickly we can be started on your campaign within 10 days!***