



# Case Study

## The Challenge

Working in the highly competitive environmental field, EnviroComms wanted to position itself as the leading environmental communications agency. With years of communications experience, it sought to be the first port of call for local authorities and the media in matters related to communication of environmental issues. It also wanted its good work acknowledged through attainment of environmental awards.

## The Solution

EnviroComms required a hard-hitting media campaign to increase awareness of the company within local councils and media industries.

To increase its profile a strategically planned PR campaign was initiated. An in-depth understanding of the business and its competitors was undertaken and key media contacts were established. Leapfrog implemented continuous press monitoring, to keep abreast of topical issues and sourced a steady stream of interviews with TV, radio, national, regional and trade press. Feature ideas, case studies and press releases were produced and distributed to trade press.

## The Result

By building relations with key members of the press and broadcast media Leapfrog increased EnviroComms' profile as independent environmental communications experts. Coverage was arranged on primetime TV and radio shows, specialist trade press, national and regional newspapers.

The company has increased its profile within local authorities and is now diversifying into other markets. It is moving closer towards becoming the leading environmental communications agency in the UK.

