



- Public Relations.
- Public Affairs.
- Reach beyond your advertising.
- Get closer to stakeholders.
- Make a difference.

Q. What do we do?
A. We protect your
forward revenue
stream....

- Reach out to new markets
- Win customers rather than lose them
 - Stay ahead of the competition
 - With Aardvark - providing PR that impacts on YOUR bottom line

Time is a luxury that few of us have in today's fast-moving commercial marketplace. So instead of a reasoned, informed choice about a product or service, we increasingly rely on a mental shorthand of assimilated experiences, design cues, people's body-language and even – yes - minor prejudice. Each one of these subliminal triggers, shaped into our consciousness by advertised brand values, peer group preferences, and media opinion.

**In order to get people to listen,
you first have to speak.**

Strike a chord? Now imagine if you could seed your message into that subconscious well ahead of actual purchasing decisions. Capturing the time to drip-feed new concepts, unique selling points and key issues, directly into your marketplace.

Precisely what Aardvark has been doing for clients for over 15 years. Harnessing public relations to foster that all-important 'peace of mind' that can help your customers and users to make the 'right' decision. Not just for their organisation, but for them as individuals too.

**Aardvark: getting the people who
matter to listen to your vision.**

So whether it is public relations or public affairs, talk to Aardvark.

**All we need to know, is just how far
YOU want to go.**

Mission:

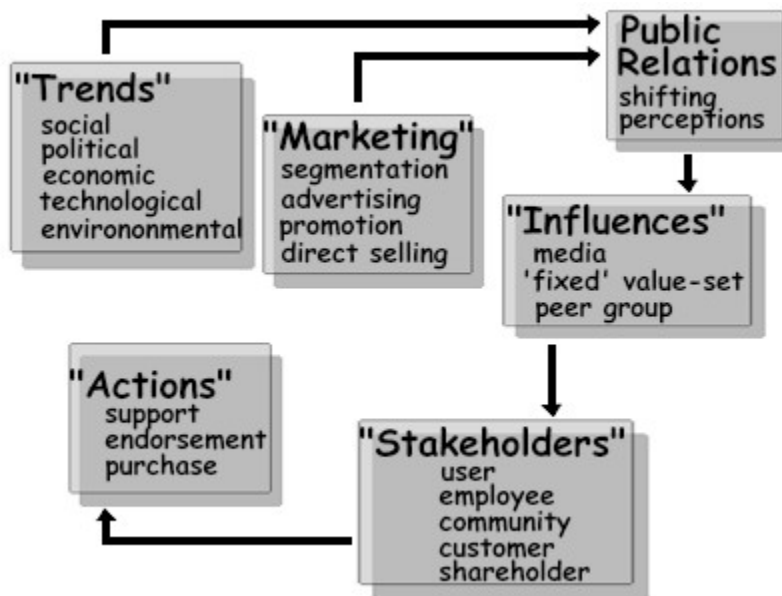
Change your stakeholders perceptions,
and you can alter their actions.

If you have used PR before, you might want to judge our effectiveness on column inches of editorial versus what our fee might have bought in advertising or direct mail.

This is OK with us, because if your product can stand the heat, then we are confident of delivering the goods (whether it is simply increased sales, a higher brand awareness or improved product differentiation).

Editorial has credibility because
its unbiased.

If you are new to the concept, and still not that convinced, we would like to throw in some other things that PR can do that pure advertising cannot. Just follow the arrows



The idea is to shift perceptions of you, your company, your product or your service.

This way, you can build the customer loyalty you need to offset price cuts (and preserve margins?). Or call the shots by setting a standard against which others have to measure up. And it is ideal for getting across complex messages, because when presented as unbiased editorial, these tend to have far more credibility than if packaged as part of a paid-for advert.

Public Relations:

Relationship management: drawing user
and service-provider closer.

This can work too at a much more focussed level. Especially where an organisation services a relatively small community of users – but needs to protect this customer base from erosion from outside. At one level, press releases can be reformatted to be distributed direct to stakeholders – both at the user and purchasing levels. The next stage on being to produce 'briefing papers' on industry-specific issues, or perhaps even broader economic or political questions. Both keep the client's brand in front of the end-user – but without an overt sales message which can all-too-easily lead to alienation.

Yet PR is no substitute for advertising ...

What it can do is make the job of your sales force easier, and help cement relationships between you and your stakeholders. For now, and for the future.

... but it CAN extend your marketing budget
into areas you otherwise might never
dream of even reaching.

Public Relations:

Making common cause, to achieve particular effect.

It is all very well us talking about Public Affairs, Parliamentary Lobbying - whether in Europe or at regional and county level – but what do these terms actually mean? And if you are a commercial enterprise, how can this channel work do deliver competitive advantage?

Well, perhaps a couple of examples might help.

Road Traffic, The Road Vehicles (Construction and Use) Regulations 1986

"The requirements specified in paragraphs (1), (1A and (1C) do not apply to....a vehicle manufactured by Leyland Vehicles Limited and known as the Atlantean Bus, if first used before 1st October 1984..."

Road Traffic, The Motor Vehicles (Approval) Regulations 2000

"For the purposes of this paragraph, a reference to a relevant individual, in relation to a motor vehicle, is a reference to an individual who did not, at any time during the period the construction or assembly of the vehicle was being carried out, carry on a business in the course of which motor vehicles were normally constructed."

By the way, the first one was obviously secured on behalf of Leyland Daf. The other one, by Aardvark.

Both are now equally valid as UK statute law.

Not everyone wants to drive a double-decker bus through the letter of the law of course. Yet it's a good demonstration of how keeping Parliament, Government ministries and regional assemblies informed of what you're doing, can win you a chance to participate in the democratic process.

One saved bus operators the considerable costs of field-upgrading their existing coaches. The other plugged a loophole that could have let unscrupulous grey importers bypass the more stringent aspects of Single Vehicle Approval by bringing in partially-disassembled 4 x 4s from Japan and registering them over here as 'kit cars'.

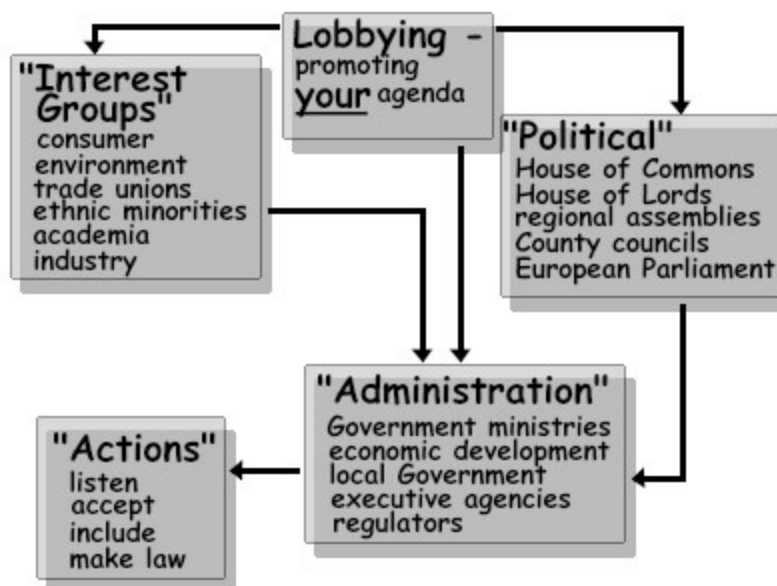
Public Affairs:

More government means more opportunity.

Each case we have just looked at illustrates how results for a particular interest group were secured by associating a finite aim within broader regulatory moves. Whether sparked by other interest groups, public concern – or increasingly from the European legislature.

The same holds true at more local and regional level – and it is interesting to see how quickly existing interests - notably Regional Development Agencies and key commercial pressure groups – have secured representation within the new devolved political structures around the country.

Still confused? Perhaps the arrows will make things clearer...



Legislation does not merely "happen"
- you have to watch for it.

So, you might want Aardvark to set the record straight over what a new piece of EU or UK legislation is going to do to your particular company and industry. Or make sure that the benefits to the community of a specific product or technology are not inadvertently frozen out of all our futures – just because no one knows they're on offer.

Even just use us to keep a watching brief on Westminster to protect and promote your stakeholders interests.

Have YOUR say - let Aardvark assist you to play a part in all our democracies.

Public Affairs:

Just because we have not been there,
does not mean we cannot get you the T shirt ...

Here are some of the areas we have worked in. If your industry sector is not listed, the skills to service it could well be here at Aardvark – and we would much rather give you a straight "no", than having you miss out on a possible "yes"....

Automotive	specialist vehicles environmentally-friendly urban transport show promotion & organisation media awareness audits
Community	outdoor activities children's charity event sponsorship fundraising advice [Note]
Engineering	subcontract assembly, manufacture and design
Entertainment	music publishing film & TV action vehicle hire
Fashion	sportswear cutting-edge streetwear
IT	internet security small to medium enterprise security solutions VAR newsletter production

Some of this expertise is highlighted on our website at www.aardvarkpr.co.uk. And if that is not enough, there's a portfolio of work more than three inches thick that we can also show you....

[Note] Though there is a degree of generalised 'pro-bono' advice available from official grant-aid bodies, it is not generally realised that this falls short of detailed assistance with the minutiae involved in fine-tuning individual applications. Again Aardvark has a proven track record in this area – and a skill set which we can share with your group or not-for-profit organisation.

... Now, just tell us your question.

Track Record:

**A market-led, professional
approach to consultancy.**

Aardvark operates as a tightly-knit group of professionals, with a complementary skills set that ranges across public relations, journalism, market research, parliamentary lobbying, graphic and even industrial design. And where we have not got a particular skill-set in-house – we'll just go right out and get it for you.

Furthermore, we take the trouble to understand exactly what it is that you do, and develop an action plan to suit. Often, our preliminary research will throw up some hitherto-hidden opportunities that can deliver competitive advantage – and these we work into your promotional strategy to give it that legendary Aardvark 'value-add'.

**Proactive service, 24 hours a day,
7 days a week.**

At the sharp end of the business, our strengths lie in knowing how the UK media operates, understanding the forces at work within Government – central and regional - and taking a proactive approach to securing exposure for our clients. And if you need us, we'll be there, 24 hours a day 7 days a week.

We have been in business for over 15 years, and during that time, never failed to make an impact for our clients that is on a par (if not better) than what they would have got from a top London agency.

The only small thing about us ...

And which we modestly like to think has been out of all proportion to the budgets we have been given to play with.

... is the size of our fees.

**Client-agency
Partnership**

Where to go from here ...

Simple. Call us. One of our people can go through your outline requirements and together, decide where the common ground lies. Then, we fix a time and a date for a first face to face meeting.

Here are our contact telephone numbers:

01308 897 911 – Dorchester (office mobile 07971 527 484)
01484 864 520 – Northern Office (office mobile 07951 963 433)
01647 614 26 – Exeter Office - graphic design

Or use e-mail at south@aardvarkpr.co.uk

And if you want to send us any enclosures or background information about your own business, our postal address is at:

Aardvark Associates
3 Beach Road
West Bexington
Dorchester
DORSET DT2 9DF

In the meantime, we invite you to browse our website at www.aardvarkpr.co.uk to get a better flavour of how we can make a difference to your organisation.

... is as simple as picking up the telephone.

Your Next
Step ...