



# EXPERT PR THE KEY TO OUTSTANDING RESULTS

THE NUMBER ONE PRIORITY at Wright Communications is to help clients earn and protect enviable reputations.

A successful structure of small dedicated client teams has enabled Wright Communications to become a trusted adviser to a wide range of organisations since it began in 2006 – these include some of the country's largest corporates, successful not-for-profits, and flourishing small businesses.

Company founder and managing director Nikki Wright says the firm's comprehensive range of skills and experience means it is able to offer clients full service public relations advice and implementation.

"A total understanding of clients' needs is the key to the company's delivery of outstanding public relations results," she says.

In most cases, the first client priority is to increase their profile through premium media exposure in front of their key audience, whether it be in specific newspapers, lifestyle or trade magazines, television, radio, or the new phenomenon of social media.

Enviably media contacts and an ability to think outside the square allow Wright consultants to devise and implement the correct media strategy for crucial opportunities such as major product or corporate reputation announcements, new staff appointments, thought-leader opinion editorials and executive profiles in business media.

Wright Communications works with its clients to develop effective public relations strategies for each part of the organisation, which includes

comprehensive analysis of objectives, risks and mitigation, audiences, and step by step implementation to achieve the desired results.

"This is coupled with a strategic messaging programme that reflects the long term goals of the organisation and positions a corporate vision and strategy," says Nikki Wright.

Nikki Wright says the firm assists clients facing public inquiries or litigation, corporate restructuring, senior executive appointments and departures and reputation issues.

"When an unexpected issue occurs and the media comes calling, we swing into action to help a client manage journalists and get its messages across in a planned and effective way," she says.

From crucial early advice and strategic counsel to urgent media training for spokespeople, the development of key messages and timely media statements, and co-ordinating interviews, Wright Communications has the experience and expertise on hand to deal with any client issues in a professional way to prevent the situation escalating into a full-blown crisis.

"It is crucial for PR practitioners to be calm under pressure, and be able to produce accurate work quickly. Our consultants are adept at helping clients deal with issues and protect their brand."

Nikki Wright says it is increasingly important for businesses to demonstrate and report on their corporate responsibility initiatives – Wright Communications' specialist expertise in CR is in demand.

"As conscious consumers assess products like never before, and businesses increasingly examine their suppliers and partners' corporate responsibility credentials, effective communication becomes a critical factor in business success," she says.

In addition to its annual report-writing



capability, Wright Communications has years of experience in producing clients' sustainability reports to global best practice standards, and challenging clients to increase their corporate responsibility. Because sustainability has been a bedrock philosophy since the firm's inception, clients know Wright Communications walks the walk alongside them.

"This is an increasingly important way for organisations to cement their reputation, and it is a vital part of an overall communications strategy," says Nikki Wright.



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