



JOSHUA WALKER PR

A LITTLE ABOUT US ...



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JOSHUA WALKER PR

A FRESH

APPROACH TO PR

JOSHUA WALKER PR is a young, hungry **PR AGENCY** headed by ex-journalist and PR Supremo – Joshua Walker

Despite being under two years old, the **AGENCY** has flourished from humble beginnings of a solo Joshua working from his kitchen table to a team of five; counting household celebrity names and big brand names as clients – all by using one principle – 'a fresh approach to PR'.

OUR APPROACH

We work with **JOURNALISTS** – giving them the stories they need to keep their **EDITORS** happy (no matter how wacky – in fact, the wackier the better!) – in turn securing coverage for our clients. With a little black book of top **JOURNALISTS** pitching a story to a top publication is as easy as sending a WhatsApp message – so no mass press release sending and 'hoping for the best'. It helps that we have a few celeb pals too!

NOT YOUR TYPICAL PR AGENCY

We have ripped up the PR rule book:

- We look after clients from a range of different sectors (from hospitality and technology, to beauty and celebrity).
- No expensive monthly fees;
- No fixed-term contracts (only rolling monthly ones)
- And most importantly – clients only pay each month if they are happy (no strings).

WHY ARE WE SO CONFIDENT?

Our track record speaks for itself. Take a gander at our case studies to see what we've achieved for our lovely clients.





JOSHUA WALKER PR

OUR STORY

The beginning of our story starts well before the glitzy world of PR – in the much duller world of banking.

Young Joshua Walker supported the **CEOS** of banks as **CHIEF OF STAFF** during a ten year career. Disillusioned, he wrote a regular blog on life in London, which over the years attracted an increasing number of readers and ultimately the attention of magazine and newspaper **EDITORS**.

He was approached to write freelance articles by these **EDITORS**, which saw him contributing to **THE GAY UK**, **THE GAY TIMES**, **QX MAGAZINE** and the **MAIL ON SUNDAY** during his spare time.

In 2015, Joshua quit banking for good and went on the hunt for a job at a 'nice bank' (he never found one); it was during this time that Joshua poured himself into his writing – writing column pieces, interviewing celebrities, organising fashion shoots and reviewing events, shows and even botox!

This was Joshua's first exposure to PR (an abbreviation he originally thought meant Press Relations) and those people who claimed to work within it. They tended to be a shoddy bunch – acting haughty and 'put out' – slow at sending over the press releases and photo credits he needed to get their clients copy, and generally disinterested.

Inspired by Joshua's creativity, and his keenness to promote the businesses he worked with on articles, some of the businesses asked if he could help with their PR. After a little persuading, he agreed, knowing he had the contacts and the 'out-of-the box' thinking to really offer results to clients – the rest is history (and banking lost some sparkle).



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OUR JOURNEY

AUG – 2015

We opened our doors (well – we opened a shoddy laptop on the kitchen table)

JUNE – 2016

We worked with **LINDSAY LOHAN** and **KOURTNEY KARDASHIAN** to secure coverage for **PRETTY**

APRIL – 2016

We supported the lovely **JOANNE CLIFTON** during the casting process of **STRICTLY COME DANCING** (she got on the show and won!)

SEPT – 2015

We got our first big client – **THE JACK THE RIPPER MUSEUM** and made headlines across the world with the controversy we caused

OCT – 2016

We hosted the **GET NAKED LONDON** event to launch our client **THE TAKEOVER**

FEB – 2016

We took on **GOGGLEBOX'S SANDI BOGLE** as a client

OCT – 2016

We hosted a pop up exercise class for our client **BOGGIE BOUNCE** with **LOVE ISLAND'S OLIVIA BUCKLAND**

DEC – 2015

We supported **NANCY DELL'OLIO'S PR** as she headed into the **CELEBRITY BIG BROTHER HOUSE**

JAN – 2016

We secured the **BREAKFAST GROUP** as a client – getting them 27 articles in the first month alone

NOV – 2016

We worked with **BRITNEY SPEARS** to secure press coverage and an Instagram post for **THUNDER FROM DOWN UNDER**.

FEB – 2017

We travelled to New York to explore the opportunity of expanding



JOSHUA WALKER PR

DR JONEY DE SOUZA

CLIENTS



GARY AMERS

TO MENTION A FEW ...



URBANMASSAGE

Vanakoutyoumity

SUSAN HEPBURN



YOUR BRAND IN LONDON'S HANDS



SANDI BOGLE



Part of the easy family of brands. Find us on easy.com, the [easy](http://easy.com) portal



JOANNE CLIFTON

WHAT'S THE PROCESS?

1. CALL / COFFEE ✓
TO DISCUSS WHAT YOU ARE LOOKING FOR

3. CALL / COFFEE -

TAKE 2 - TO DISCUSS THE PROPOSAL IN FULL
AND DISCUSS AN ACTION PLAN

5. JUST CHECKING -

WE SEND BACK PRESS RELEASES / INVITATIONS
FOR YOU TO APPROVE

7. HOW DID WE DO? - AT THE
END OF THE PROJECT / AT THE END OF EACH MONTH WE
SEND YOU A COMPREHENSIVE REPORT TO SHOW OFF.

2. PROPOSAL - WE SEND YOU
A CLEAR PROPOSAL AS TO WHAT YOU CAN EXPECT
FROM US ✓

4. HAPPY? - WE ASK FOR A 50%
DEPOSIT AND WILL ASK FOR YOUR MARKETING
'BITS' (LOGO, PHOTOS, PAST PRESS)

6. DOING OUR 'THANG' -
WE GET TO WORK - CHECKING IN ON YOU PERIODICALLY
TO KEEP YOU UPDATED

8. PAY DAY - YOU PAY US THE
REMAINING 50% FOR A JOB WELL DONE (AND HOPEFULLY
TELL YOUR FRIENDS!)