

“we’re quicker and more cost-effective than parachuting in a freelancer because we’re a team of professionals; not one individual”

Let’s be honest... sometimes that new business proposal is a tough nut to crack, or that media relations campaign just hasn’t delivered. You’re out of time and trying to balance deadlines and time sheets against client profitability.

Imagine if you could make one call to get help and support when you need it? **24-7 help** from experienced and switched-on individuals who can develop new ideas for your pitch, deliver a bespoke project or achieve your client’s communication targets quickly and efficiently. We want to help you surprise and delight your client with creativity and the ability to deliver what you said you would.

This is ‘Help When You Need It’; a **professional team** with over thirty years of agency and in-house experience across a number of sectors. From deck creation and social media campaigns to traditional media sell-in activities, we get things done, but remain behind the curtain, as an extension of your agency, so that you still take the credit and accolade. You can trust us to maintain confidentiality while you maintain the excellent client relationship.

- ✓ **24-7 support**
- ✓ **Senior experience**
- ✓ **We remain in the background**
- ✓ **Payment when the results are delivered**
- ✓ **Confidentiality agreement signed in advance**

“we’re quicker and more cost-effective than parachuting in a freelancer because we’re a team and not an individual”

We can integrate seamlessly into you and your client’s business from the first call. Simply select which service you need from a fixed-price menu so that you know what you’re buying from the start. And you only pay when the results agreed are delivered.

See below for an example of our core offerings. However, if you are facing different challenges with your client’s communication plan, call us and we can create a bespoke response and price structure for your specific issue:

1. Media Relations Boost

- Press release draft or re-write
- Revising release to provide unique copy for targeted websites
- New pitch ideas for media
- Sell-in activity (based on level of activity required)

2. New Business Support

- Strategy & positioning development
- Creative ideas development
- New business deck creation: from start to finish
- ‘Deck Check’ – new set of eyes on your deck plus edits

3. Campaign and Program Development

- Includes consumer and trade activities such as sponsorship, social media activities, 3rd party tie-ups, stand alone campaigns, trade events...

4. Website Content & Design

- Experienced designer working hand-in-hand with us to create meaningful, edited content taking away from you the headache of endless proof reading, and time-consuming content creation.

For lengthier project support, Help When You Need It will charge a flat fee for background research and briefings . This will be discussed with you in advance of commencing any work.

FOR A TAILORED PROPOSAL AND QUOTE, PLEASE CONTACT US ON +44 (0) 20 7993 6975 OR BY EMAIL TO EMMA@HWYNI.COM

“we are quicker and more cost-effective than parachuting in a freelancer because we provide you with a team - not an individual”

Help When You Need It: Our Credentials

We're a highly experienced team with over thirty years that includes:

- **International and UK-based in-house positions** across a variety and diverse range of businesses from the motorcycle, surfing and food industries to the natural resource, petcare and financial sectors.
- **Creation and running of PR agencies** including Brave PR, Izaby Consultancy Ltd, Clarion Communications, Green Row and The New Millennium Experience Company.
- **Senior positions** within some of the world's best-known agencies such as Edelman, Ketchum, Brave PR, IncrediBull Ideas, Seventy Seven PR, Hill & Knowlton.
- **Extensive Crisis & Issues** experience; from national product recalls to company mergers, disposals and employee situations.
- Experience across a **multitude of consumer brands**. The team believes it has worked for 85% of products across any large supermarket; you pick the aisle, we'll know the brands inside out!
- **Example of clients** include some of the best-known FMCG names: Coca-Cola, Pepsico, Nestle, P&G, Mars, Unilever, Quaker, Kellogg's, Warburtons, Walkers Snack Foods, Diageo, InBev, Heinz, Kraft.

“we’re quicker and more cost-effective than parachuting in a freelancer because we’re a team and not an individual”

Help When You Need It: Previous Clients

- **Retail/High Street** – Tesco, M&S, SPAR UK, eBay, Amazon, Starbucks, Costa Coffee, Bluewater, Lakeside, Foyles, Borders, Hamleys, Castles for Rascals, Wedgewood Royal Doulton, Indesit, Hotpoint, Blooms.
- **Food** – Warburtons bakery ranges, Pataks, Sharwoods, Merisant, Snack-a-Jacks, Walkers, Golden Wonder, Kellogg’s, Oxo, Little Big Food, Nimble, Hartleys, Bisto, the Food Doctor, Campbells, Cereal Partners, Philadelphia, Old Orleans, Great Little Ideas, Foodie-Tours.com, Le Dolci, various Mars confectionery brands.
- **Drink** – Coca-Cola, Diageo, SPAR Wines, InBev, Sherry Institute of Spain, Woodford Reserve, Chambord, Cherrygood, Organico Wine, Rocket Fuel Coffee, Percol Coffee, Starbucks VIA, Starbucks.
- **Travel and Tourism** – Hotels.com, Stena Line, Illinois Bureau of Tourism, Portaventura, Iberostar, Thomson, Disneyland, Caribbean Cruise Line, UNNA Luxury Resorts Barbados, Butlins, Haven Warner, travelbag, Direct Travel Insurance. Foodie-Tours.com, British Airways & The AirMiles Travel Company, The Millennium Hotel Group, Tourism Ireland.
- **Cause-Related** – Women in Mining (UK), Amigo Des Animales, Labelled for Life (Mother’s Union), Little People’s Plates (Cow & Gate), The Big Iron Count (Cow&Gate), Countryside Alliance, Country Landowners Association, SPAR Keep it Local.
- **Beauty** – Sunsilk, Montagne Jeunesse, Oxy, Effortless Skin, Bourjois, Cobella Hair and Beauty.
- **Cleaning Products** – Cif, Domestos, Persil, Greenfrog.
- **Charity** – The Children’s Society, NSPCC, Childline, Cystic Fibrosis Trust, Mother’s Union, Different Strokes, Royal Parks Foundation, Blue Cross, SeaShell Trust, Babygro Appeal.
- **Children/Parent Brands:** Cow&Gate, Bounty, Leapfrog Toys, Hamleys, Babysafe Homes, Brainy Baby, Salton, Precious Bundle.

“we’re quicker and more cost-effective than parachuting in a freelancer because we’re a team and not an individual”

Help When You Need It: Previous Clients (cont’d)

- **Petcare** – Purina brands: Felix, Bakers, ProPlan, Go Kat. Mars brands: Pedigree, Whiskas, Cesar, Sheba, PAL, Catsan, Petplan insurance, London Pet Show, P&G: Iams, Eukanuba, National Pet Month, Cats Protection, thepet.net, the Blue Cross.
- **Trade/b2b** – The Design Group, The Little Big Food Company, Hobs Reprographics, Hobs Legal Docs, Ward Williams & trade campaigns for almost every brand.
- **Clothing** – Columbia, adidas, Puma, adams kidswear, Alpha Industries, LA Star Style.
- **Electrical & Technology** – Indesit, Hotpoint, Sibdo.com, Bosch, Pioneer, Phillips.
- **Natural Resources** – Intrepid Financial, Torch River Farms, American Bonanza Gold Corp, Declan Resources.
- **Public & Service Sector** – VoiceNotes, BT’s Open Reach.
- **Legal** - Hobs Legal Docs, JP Legal.
- **Healthcare** – Conlons, Macleans, Aquafresh, Germolene, Oxy, Imodium, Blistex, Optical Revolution, Acuvue, Steradent.
- **Online** – Sportingbet.com, match.com, bluesnake.com, Foodie-Trips.com, effortlessness.com, thepet.net, castlesforrascals.co.uk, everyclick, sheerlux.co.uk, bucklesandbows.co.uk.
- **Sport** – Manchester City, Portsmouth FC, Puma, Luminar Leisure, adidas, Royal Parks Marathon, The supPOCKET and adventurePOCKETS
- **Motoring** – Shell, Ferrari, Becker, The motoPOCKET, Vauxhall, Pistolpockets, Mitsubishi.
- **Publishing** – Viz Magazine, Bare Magazine, Fortean Times, Bizarre Magazine, Abode 2 magazine.
- **Public Sector** – New Millennium Experience Company, The Design Council.
- **Financial Sector** – MM&K, American Express, Bradford & Bingley, AIG Insurance, National Landlords Association, Direct Travel Insurance, GE Money, Ward Williams.