Client: City & Country Group

Project: Corporate, Media and Stakeholder Relations

Commission:	PPS provides comprehensive public relations support, both to gain awareness for sales sites and also to raise the corporate profile of City & Country Group with its stakeholders.
Strategy:	**Consumer Media Relations** PPS has develop a targeted media plan designed to promote City & Country Group throughout Essex, Hertfordshire, West Sussex and the South East, to drive sales and raise the company's profile through regular communication with national, regional, consumer and property trade media. PPS provides features ideas and stories focussing on the USP's of the development and its surrounds. PPS also carries out re-active communications to facilitate the media with ongoing stories, as well as creating press coverage from one-off opportunities highlighted by journalists and publications. PPS regularly organises journalist briefings and interviews with targeted media. **Corporate Communications** Utilising both media relations and broader communications tactics PPS also works to raise the profile of City & Country Group in the property trade press and national media through thought leadership PR. **Stakeholder Relations** PPS has developed bespoke stakeholder relations programmes for each of City & Country's sites. Recognising that high quality, early engagement can move a planning application forwards more quickly as well as further enhancing brand perception, PPS is working to enhance City & Country's presence in the sector, which we anticipate will lead to an increase in development opportunities.
Outcome:	PPS has generated over 60 pieces of coverage for City & Country Group since they started work in April 2010. This has provided more than 80 million opportunities for people to read/hear about City & Country Group and has an advertising value equivalent of over £220,000.
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