

Avanti's Fast-Track to PR Success: How Strategic Media Relations Drive Standout Coverage

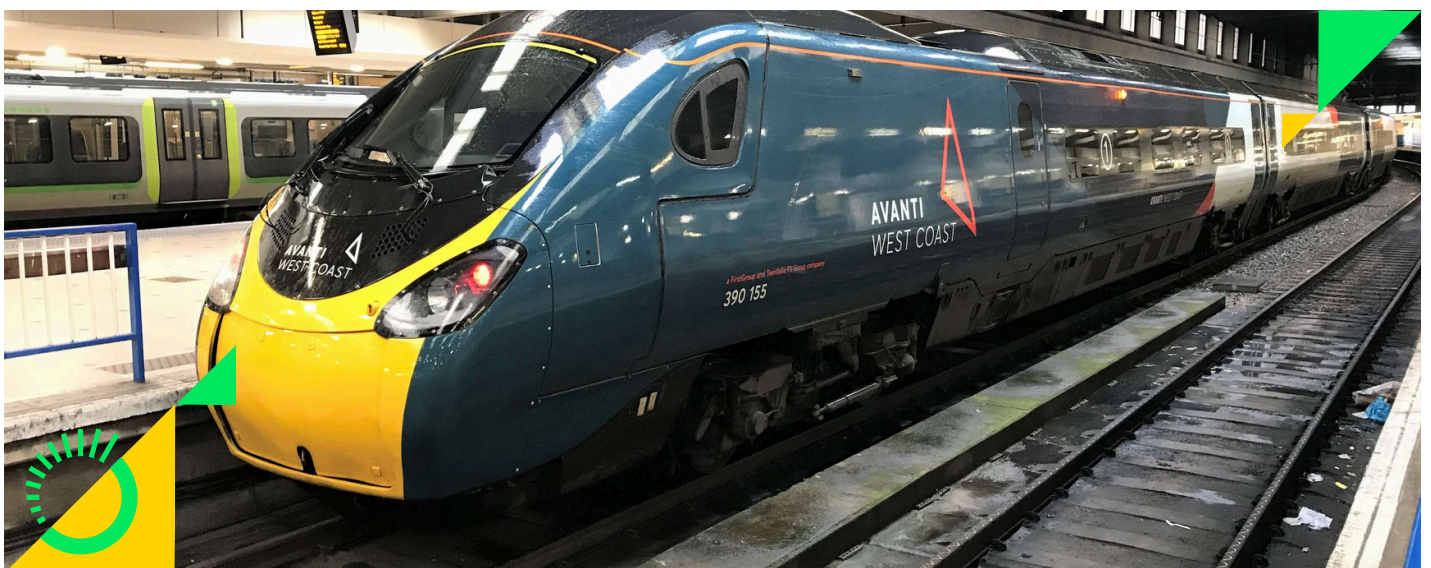


"We're effective at securing regional, trade, and national coverage. Our success stems from three key factors: strong preparation, high-quality multimedia assets, and an ability to successfully sell-in stories to key journalists. By investing in these areas, we've created a winning formula that consistently achieves impressive coverage."

Rob Singh, Head of News, Avanti West Coast

About Avanti West Coast

Avanti West Coast, part of the West Coast Partnership, operates on the West Coast Main Line - Britain's premier long-distance railway and a vital economic artery linking major cities across the UK. The company is delivering a cleaner, greener railway for customers that drives the West Coast forward and stimulates economic growth along its route.



Objectives

Avanti West Coast's media relations is managed by a small, agile team of four who are geographically spread around the regions covered by the West Coast Main Line. This distribution allows the team to effectively manage communications across key areas including Scotland, London, North Wales, Birmingham, Manchester, Liverpool, and the Lake District.

The team actively addresses various aspects of Avanti's public image:

- Creating compelling stories to secure national, regional, and trade coverage.
- Proactively managing reputational matters and responding to developing situations.
- Innovating media strategies to align with evolving news consumption habits, particularly across social media and short-form content platforms.

In order to excel in these areas, the team focuses on three key objectives:

- Promoting and protecting the company's reputation.
- Efficiently managing and responding to media queries.
- Highlighting and promoting Avanti's positive initiatives and achievements.

The Winning Formula: 5 Pillars of Media Success

The Avanti West Coast media team relies on a smart set of strategies to ensure their stories make an impact and achieve consistent success in national, regional, and trade media:

1/ Storytelling and News Hooks:

- Utilises the 'pub test' or 'family test' to gauge story interest: If you told the story to someone in the pub or to a relative, would they be interested?
- Looks for human interest angles and operational achievements.
- Aligns stories with relevant events or celebrations (e.g., International Women's Day).

2/ Build Strong Relationships:

- Maintains close connections with frontline staff and operational teams who keep the media team updated with interesting stories on-the-ground.
- Cultivates relationships with journalists.

3/ Timing and Preparation:

- Gives early notice to journalists about upcoming stories.
- Carefully times story releases to maximise media coverage.

4/ Leverage Multimedia Assets:

- High-quality photos and videos are of utmost importance.
- Supplies creative shots, for example drone footage, to enhance story appeal.
- Provides B-roll footage for broadcasters.

5/ Utilise Onclusive to:

- Centralise all content and assets for journalists.
- Streamline content distribution.
- Manage media enquiries seamlessly.



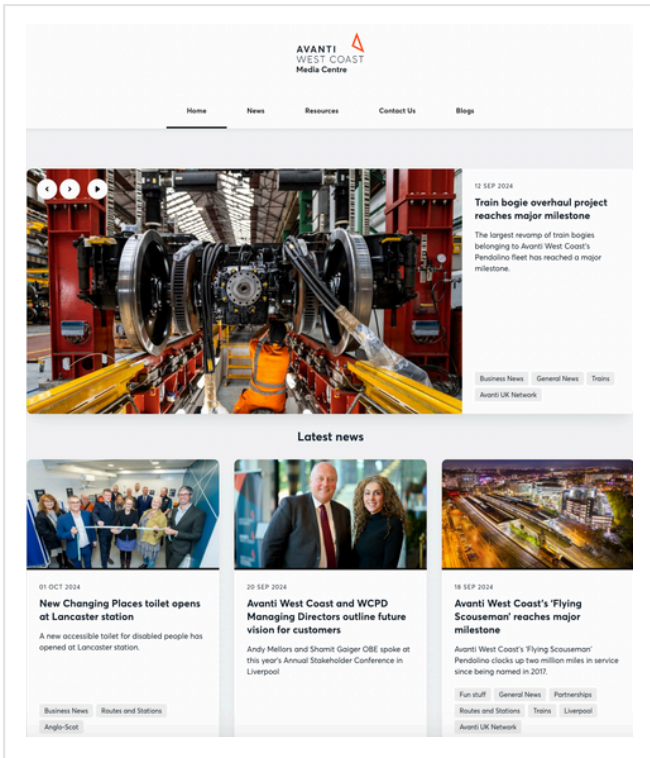
"Initially, we were searching for an efficient call logging system to manage the volume of media queries we receive. Onclusive's solution combined a robust logging system with a comprehensive online newsroom, which immediately appealed to us. The integrated approach of having both query management and news distribution in one platform was exactly what we needed."

Rob Singh, Head of News, Avanti West Coast

The Secret Weapon: Onclusive's Integrated PR Platform

Online Newsroom:

- Centralises all company news, media assets, and information in one accessible location.
- Makes it simple for journalists to access up-to-date content and multimedia assets.
- Enhances the potential for positive, accurate coverage.



Response Desk - Efficient Query Management:

- User-friendly logging system for tracking and responding to media queries.
- Enables efficient query management across teams.
- Easy searching of past interactions with journalists.

Media Contacts Database:

- A 200,000-strong, human verified database: up-to-date and continuously growing.
- Produce and filter lists of journalists tailored to your campaign needs or messaging.
- Create media lists at the touch of a button based on a wide range of criteria.

Media Outreach Tool:

- Creates visually appealing, media-rich content with customisable templates.
- Tailors communications to individual journalists or entire media lists.
- Distributes and tracks press release performance from a single platform.



Assets are key. High quality photographs, video, and well-written press releases are absolutely essential for anybody who wants to pitch a good story. Having that ready and available to journalists when they want it is vital. We want a journalist to be able to lift content from our online newsroom to use for their stories with ease. The more streamlined process the better."

Rob Singh, Head of News, Avanti West Coast



Reach the right journalists and amplify your brand with Onclusive's Journalist Database and Online Newsrooms. Build connections, share your story effortlessly, and create a custom newsroom for seamless distribution of press releases, resources, and updates.

Arrange a Demo

Results

Successfully Placed National Stories:

Including appearances on BBC Breakfast, News at 10, and online coverage in major national publications.

Improved Media Engagement:

Centralised, 24/7 access to accurate information creates stronger journalist relationships and more comprehensive reporting.

Enhanced Brand Consistency:

Uniform dissemination of company messages across all media outputs reinforces Avanti's identity and minimises misinformation.

Increased Operational Efficiency:

Streamlined distribution process allows the media team to focus more on strategic activities, reducing time spent on individual requests.

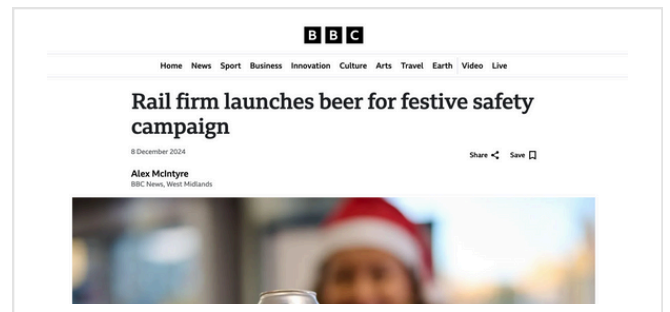
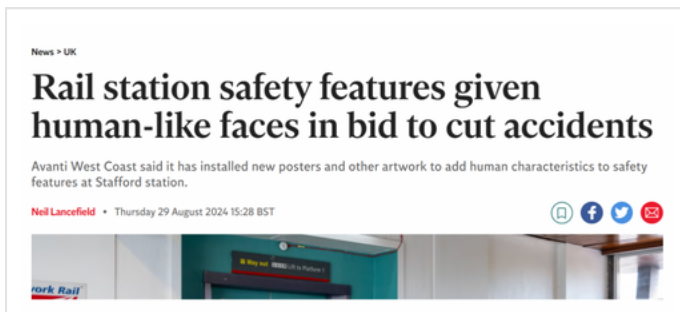
Global Accessibility:

Round-the-clock availability of resources accommodates media needs across different time zones and languages.

Comprehensive Resource Management:

Housing diverse materials in one location facilitates accurate and in-depth media coverage.

By combining smart strategies with cutting-edge technology, Avanti West Coast has created a blueprint for PR success that any organisation can learn from. Their story proves that with the right approach, a small team can make a big impact in the media.



About Onclusive

Onclusive is a world leader in media intelligence technology and services, dedicated to supporting PR, Communications and Marketing professionals. We deliver leading-edge innovation, human expertise, and unmatched media reach in a suite of media management, monitoring and analysis solutions that support every stage of the communications cycle. Our unified platform and services enable our customers to make fast, accurate, data-driven decisions about their communications and marketing strategies, allowing them to prove and improve their value.