

Client

Raeburn Christie Clark & Wallace (Raeburns)

Brief

To raise the general profile of Raeburn Christie Clark & Wallace throughout the North-east of Scotland and beyond, promoting the company's increasing range of services and products to both existing and potential clients.

What we do

Working closely with key journalists, we generate media coverage relating to the company's various departments and the services it offers.

We achieve this by drafting press releases and feature articles, with which to target the print media, as well as setting up media interviews with broadcast outlets.

Results

As Raeburns continues to grow, we have helped ensure the company name remains in the public eye and that awareness of the firm as a whole and the successes it has enjoyed is maintained.

To date, media outlets successfully targeted include:

- Scottish Television (STV)
- The Press & Journal (Your Home supplement)
- The Press & Journal (Your Job supplement)
- The Press & Journal (Your Business supplement)
- The Evening Express (Aberdeen)
- The Aberdeen & District Independent
- Aberdeen Citizen
- Aberdeen & Grampian Chamber of Commerce's Business Bulletin

Commercial Property Review
Ellon Advertiser
Ellon Times
Inverurie Advertiser
Inverurie Herald
Mearns Leader
Deeside Piper
The Law Society of Scotland Journal (online)
Platform
Energy International
Executive Magazine

Emma Lawson, marketing co-ordinator, Raeburn Christie Clark & Wallace, said:

“Mackenzie PR provides us with a superb public relations service. We find the team to be conscientious, professional and always willing to go that extra mile. Our profile has been raised in the regional, local and trade press and we look forward to continuing to work with the team.”

For further information, please contact Raeburn Christie Clark & Wallace on 01224 332400 or visit <http://www.raeburns.co.uk>.