

## Client

The Shore Porters' Society (SPS)

## Brief

To raise the general profile of Shore Porters 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 the range of services Shore Porters provides continues to expand, and the firm continues to grow, we have helped ensure the company name remains in the public eye and awareness of the organisation as a whole, is maintained within key media sets.

PR and the resulting media exposure have played an important role in helping the company achieve this impressive level of growth.

To date, media outlets successfully targeted include:

- Scottish Television (STV)
- The Press & Journal (Your Job supplement)
- The Press & Journal (Your Home supplement)
- The Evening Express (Aberdeen)
- The Aberdeen & District Independent
- The Perthshire Advertiser
- Fidi Focus
- Removals & Storage
- Energy International
- Platform
- Commercial Property Review

*Kevin Brown, a partner with The Shore Porters' Society, said:*

*“Having never worked with a PR consultancy before, we were keen to make sure we selected a firm that would best fit with our company’s culture.*

*“We found Mackenzie PR to be extremely professional, knowledgeable and enthusiastic and look forward to continuing our work with the team and raising the profile of our firm and the services we offer.”*

For further information, please contact SPS on 01224 569 569 or visit [www.shoreporters.com](http://www.shoreporters.com).