

LWARB corporate PR tender

Questions and answers

Friday 2nd October 2020

1. Are you able to share your top tier media targets with us?

We have a range of media targets, depending on the topic – many of them are ‘trade’ (which for us means environment, waste and recycling, local government) and some are sector-specialist (e.g. food, fashion, built environment, green business) – but our primary targets are London media including broadcast.

2. Increasing social media followers is listed as an output - is there a separate social media brief, or is social media management required as part of this response?

No, there is no separate social media brief and it is not required as part of this response. We manage our corporate social media in-house.

3. Which 'key moments' have been most important and successful for you over the last few years?

Circular Economy Week is always a key moment for us each year, but highlights change in nature all the time. The announcement of major partnerships are always a high point, and announcements of high impact results on projects or campaigns; research reports always gain a little media traction too on the corporate side of things.

4. Can you share any campaign successes/results to give us an idea of what's performed well previously?

Circular Economy Week over the past two years has gained us the most engagement through both news media and social media. The early outputs of our ‘Circular Fashion Fast Forward’ project also got good traction as we tied it in with an event, some engaging video content, a press release and a concerted social media effort.

5. The budget is quite tight on this contract. Can you share where your main priorities are?

We write a great deal (although not all) of our news releases ourselves, but we have no capacity in-house for sell-in. The priorities therefore include:

- *Selling in key releases when we are keen to get strong coverage*
- *Keeping a master media list up-to-date for email distribution by our in-house team*
- *Proactively identifying and securing media opportunities for LWARB, including positioning our team as expert commentators on topics relating to waste, recycling and the circular economy; securing podcast and other broadcast appearances; identifying external events, announcements and other upcoming opportunities for LWARB to use as a platform to be heard.*