

# LADYCPR

Public Relations  
[puhb-lik ri-ley-shuh ns]

Noun

- the actions of a corporation, store, government, individual, etc., in promoting goodwill between itself and the public, the community, employees, customers, etc.

LadyCPR is a luxury Public Relations and Event Management Consultancy Agency. We are able to provide expert PR services for brands, other PR agencies and organisations across the luxury lifestyle industry due to the extensive and varied expertise of our knowledge and portfolio of work.

With a range of PR services available, our clients experience a tailored and flexible approach to their strategic requirements from the outset. LadyCPR can bring to life new brands seeking to maximise their impact on the market, as well as providing ongoing support for other PR Agencies requiring external freelance work to aid in promoting their clients. At LadyCPR, passion for the luxury lifestyle industry runs in our veins and we aim to use our knowledge and experience to provide the best PR services and Event Management to our clients.

## CLIENTS

LadyCPR provides expert PR service for brands across the luxury lifestyle industry due to the extensive and varied expertise of our team. As well as established names, we also work with internationally emerging brands and those that are moving into the international market for the first time. We also specialise in assisting other PR and Event Management agencies with projects and freelance work allowing flexibility for firms to outsource work.

Please [contact us](#) to find out more about our bespoke service and for information about how we can raise the profile of your brand or aid in workflow management for your agency.

## EVENTS

It is not just products, services and clients that need representation. An event often requires its own professional PR coordination. This is where LadyCPR can help, putting our experience of working with a number of events, launches and international shows to use in supporting PR collaborations, sourcing sponsorship and providing unique bespoke PR Services and Event Management to ensure that you get the most out of your event. Please [contact us](#) to find out more about what LadyCPR can offer and for information about how we can support your event.

Events  
[ih-vent s]

Noun  
- something that happens or is regarded as happening; an occurrence, especially one of some importance.

## SERVICES

### PUBLIC RELATIONS

- Integrated campaign strategy development
- Media liaison: B2C and B2B
- Tailored product placement program - across print, online and broadcast
- Targeted news and feature generation

### MARKETING

- Media Planning
- Advertising Campaigns
- Brand Strategy
- Marketing Budgets
- Digital Marketing
- Consumer Engagement

### CREATIVE SERVICES

- Art direction
- Video direction/ production
- Casting
- Promotional materials
- Look books/ brochures
- Graphic design
- Styling
- Copywriting

### ARTISTIC

- Re-touching
- Graphic Design
- Original Artwork
- Editing

### EVENTS & SPONSORSHIP

- Event creation and management
- Seasonal press days
- Store events
- Trade show support
- Exhibitions
- Sponsorship activation

### BRAND CONSULTANCY

- Brand direction and development
- Brand partnerships
- Reputation Management

### DIGITAL

- Strategy development
- Implementation and management
- Online and e-mail marketing
- Social media
- Blogger seeding and collaborations

### PHOTOGRAPHIC

- Editorial
- Lookbook
- Product Images
- Headshot
- Campaigns

### VIP LIAISON

- Celebrity endorsement
- Brand ambassador engagement

Luxury  
[luhk-shuh-ree, luhg-zhuh-]

Noun  
- a state of great comfort or elegance, especially when involving great expense.







Lifestyle  
[lahyf-stahyl]

Noun  
- the habits, attitudes, tastes, moral  
standards, economic level, etc., that  
together constitute the mode of living of an  
individual or group.

#### HOW TO CONTACT US

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Facebook | [LadyCPR](https://www.facebook.com/LadyCPR)

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