

## **PRIME ARTS - relaunching a brand**

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### **The Brief**

Prime Arts, the fine art publisher which had been acquired by new owners, was to be relaunched at a major international trade exhibition. The company was to present a new portfolio of artists, a refreshed brand image and a new team. An extensive new e-commerce website would also be available.

### **PR Objectives**

Amanda Barry-Hirst worked with Prime Arts to identify 3 key objectives for the PR activity in support of the relaunch: 1) to establish contact with the editors and feature writers of key trade magazines 2) to achieve editorial on Prime Arts immediate prior to and during the Spring Fair exhibition and 3) to arrange briefings between important journalists and the Prime Arts management team during the actual event.

### **PR Strategy**

The approach used a series of news stories to build awareness of Prime Arts and the imminent relaunch in the months preceding the Spring Fair. For the actual event, an embargoed release was issued, providing details of the new artists signed to the publisher and timed to appear in the special Spring Fair issues of leading titles.

A key message session was organised for the Prime Arts team who would be on the stand at the exhibition meeting customers and the media. A briefing document was developed from this, which provided additional support for the front line staff during the event.

Meetings were organised on the stand during the first day with the editors of the four leading trade magazines and the Prime Arts Management Team.

### **Results**

Editorial coverage was achieved in each of the industry's four main publications - Art Business Today, Progressive Greetings, Greetings Today and Picture Business in the period leading up to, during and after the Spring Fair. Important contacts were established and information about the relaunch of Prime Arts, its products, vision and ethos communicated directly to target journalists and recorded in the resulting editorial.