

PROLOGIC – floatation on the Alternative Investment Market

"The crucial decision for us was choosing the right PR company. Our experience of working with Amanda Barry-Hirst in the past convinced us that she was right for Prologic. We could not have been more delighted with the outcome. The press coverage was fantastic, the content right on message and subsequent interested generated quite exceptional".

Sam Jackson, MD - Prologic

The Brief:

After 20 years in business, Prologic, a leading supplier of integrated IT solutions to the UK fashion industry, including high street brands such as Ted Baker, Fat Face and Hobbs, launched onto the Alternative Investment Market (AIM). Prologic's effective use of PR over the years confirmed that a focussed, high profile PR campaign would be an essential ingredient in achieving its floatation goals.

PR Objectives:

There were three PR campaign objectives: (1) to present Prologic to the City and potential investors as an interesting and sound vehicle for investment. (2) to ensure Prologic's current and potential clients were made aware that this was a significant and positive step for the company and its future stability and (3) to support achieving the target placement price of 75p on AIM.

PR Strategy:

The PR strategy targeted Prologic's key audiences: Potential investors, existing and future clients and opinion formers/journalists across its target media. Amanda Barry-Hirst was appointed to manage the overall PR campaign and to focus on the fashion trade media relations. City PR specialists Biddicks were selected to work with the financial and city media.

Amanda Barry-Hirst lobbied for Prologic's managing director Sam Jackson to meet with two of the industry's most influential – and most difficult to reach – senior trade journalists. The subsequent one to one briefings gave Prologic the opportunity, under embargo, to outline the company's rationale behind the forthcoming float. A series of briefings were then set up with financial journalists by Biddicks. Key messages were expressed in an Intention to Float statement and were widely reflected in the resulting press coverage.

The key thrust of the financial media campaign was to use an eye-catching photograph that would be targeted at the financial and city pages of the national daily newspapers. The photo-shoot featured two of Prologic's directors posing with mannequins. The resulting pictures were striking and lifted the story from the ordinary to the interesting.

Results:

The campaign was a resounding success with coverage across the key trade, national and financial media. Prologic achieved an initial placement price of 75p, seeing its shares rise 13 per cent to 84p on its first day of trading on AIM. The company was valued at £7.5m.