

### **Key information**

Name of category: PR CONSULTANCY TEAM

Title of work: "From a one-man-band to a thriving firm with international recognition" – A case study on the communications programme for Amos Goldreich Architecture

Name of main contact: Charlotte Evans

PR Agency name: The Double Unit

People involved in the actual work: Hanan Kandili and Charlotte Evans

Company name: Amos Goldreich Architecture

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### **Submission**

1. Budget for period: £10,000 - £25,000

2. Objectives:

The key objectives of this case study include a tailored communications strategy to raise the profile of Amos Goldreich Architecture (AGA) amongst the press and potential clients. The practice is young and forward-thinking, with strong ambitions to change people's lives in a positive way. Whilst The Double Unit has been engaged on an ongoing basis since January 2017, we have focussed on the work delivered between February 2018 and 2019. The objectives were as follows:

- Raise AGA's profile and promote its work and successes to the media (in particular, the recently completed 'Shelter for Victims of Domestic Violence' and the practice's expertise and work on private residential projects in London)
- Grow the presence of the practice in chosen sectors, namely multi-unit housing and extent its work in the private residential sector
- Develop an appealing and recognisable online presence to reflect the enthusiasm, energy and expertise of the practice.

3. Strategy:

Our strategy was a carefully staged approach:

1. Analyse the current position of the practice, review its existing projects and clients, and assess the communications strategy to date (up to February 2018)
2. Formulate a clear set of actions to 'fill the gaps' identified in stage 1, and more ambitious targets to address the objectives
3. The actions fell into two clear categories: 1) business growth and expanding networks 2) raising the practice profile through targeted press coverage, events, awards and online.

4. Measurement / evaluation:

We measured our achievement of the objectives through the following:

MEASUREMENT	EVALUTION / RESULTS
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Press coverage gained (non-paid for content)	Vast coverage with international, national and local trade and consumer press totalling 100+ features over the fixed period
Online and social media reach / engagement	Huge increases in website traffic and social media impressions. Instagram content c. 35,000 views daily. AGA was shortlisted in the 2018 Archiboo Awards for 'Best Use of Social Media'. 2 new projects gained through social media.
Speaking opportunities secured (non-paid for)	Include: House & Garden Festival 2019 Grand Designs Live 2018 & 2019 Ideal Home Show Live 2019 UK Construction Week 2018
No. of new business meetings secured with relevant leads for the practice	Meetings followed up from new business work carried out during 2017 and 2018 = 20+
Award shortlists / wins	2019 Finalist: BD Small Project Architect of the Year 2018 Winner: Daily Telegraph Home Building and Renovation Awards 2018 Finalist: Building Awards 2018 Winner: Spark Awards 2018 Honourable Mention: Architecture Masterprize 2018 Shortlisted: AJ Retrofit Awards 2018 Shortlisted: Sunday Times British Homes Awards 2018 Finalist: Building Better Healthcare Awards 2018 Finalist: Architizer A+ Awards 2018 Finalist: Archiboo Web Awards
No. of new projects gained as a direct result of PR	4 (totalling fees of £200K+)

#### 5. Method deployed

<b>1) For: New business growth and expanding networks</b>	<b>2) For: Raising the practice profile</b>
1.1 Research target markets and competitors to inform best method of approach for reaching new customers	2.1 Step one was to identify key outlets for raising AGA's profile (and relevant costs e.g. award entries vs. likely results)
1.2 For developers, this was through targeted networking, LinkedIn contact and being able to present the practice's relevant experience through online channels	2.2 For each project, we identified key milestones and suitable target publications. Our success with securing relevant (non-paid for) coverage relied on the strong relationships we have with our journalist contacts
1.3 For private residential clients, this was through press coverage and the content we presented on social media	2.3 Identified awards for the practice to enter, in line with their budget, which we felt they would have a good chance of being shortlisted for / winning
1.4 We created clear lists of target clients and provided the practice with a schedule for tracking leads and following them up. Our research identified the best places to meet / network with new potential clients, and where appropriate, we acted as a first point of contact in order to make the introductions and secure meetings	

#### 6. Relation to objectives and cost-effectiveness:

These methods were closely aligned with the key objectives set out at the start of the period, and the results speak for themselves! Not only has the practice gained significantly from a financial standpoint, they have also benefited from long-term value which we have created. This includes creating new systems to streamline their approach to marketing and PR, growing their contacts and new business register, establishing them as a 'go-to' for expert content, and gaining new found confidence in their work.

7. Creativity / originality / innovation:

We have managed the practice's social media content over the course of the period, resulting in their shortlisting for the Archiboo Web Awards in 2018. We achieved this by adopting a 'story-telling' approach to social media - positive and meaningful messages showcasing the practice's personality and the strong emphasis they place on life-changing projects. This has resulted in project enquiries and press coverage internationally.

We also suggested that the practice engage an external mentor to help improve their confidence and expand their networks. This has been invaluable, and we are proud to promote a more collaborative approach to communications and business growth.

8. Indication of outside contractors where used:

No paid contractors were engaged, but we would like to thank Virginia Newman for her mentorship for AGA.

9. Category specific criteria:

9.1 Attitudinal change evidenced by post project work research

Whilst our communications strategy for this practice continues to evolve, we are able to provide clear evidence of attitudinal change:

- Ambition and confidence increased – the feedback we are given tells us that their ambition and confidence has grown significantly, and that is incredibly rewarding for us. As such, the size of projects secured has increased (the practice itself has grown and is winning work of a bigger scale and value). Our advice, tailored approach, and encouragement has improved the practice's lead conversion rate by almost 25%.

**Three images to accompany submission**

Image 1: Photo shoot taking place at the 'Shelter for Victims of Domestic Violence' on completion

Image 2: Final photos of the Shelter were picked up by numerous international and national press channels

Image 3: AGA was a small fish in a huge pond at the Building Awards 2018 – very proud to have made the shortlist for 'International Project of the Year'