DreamLab

PR & Communications Strategy

Building Reputation as the Creative Tech Leader

Communications Team

25th June 2025

Executive Summary

This PR and communications strategy positions DreamLab as the North-West's premier creative technology agency through strategic media relations, thought leadership, and stakeholder engagement. Our approach focuses on building credibility as the "government-endorsed blueprint" for innovation while maintaining accessibility and regional roots.

Contents

Chapter 1

Strategic Overview

1.1 PR Objectives

> **Primary Objectives**
>
> 1. **Establish Thought Leadership**: Position DreamLab executives as go-to experts on AI, immersive tech, and creative innovation
>
> 2. **Build Brand Awareness**: Achieve top-of-mind awareness among North-West SMEs and enterprises
>
> 3. **Drive Business Growth**: Generate qualified leads through strategic PR activities
>
> 4. **Attract Talent**: Position DreamLab as the employer of choice for creative technologists
>
> 5. **Support Investment**: Build credibility and visibility for future funding rounds

1.2 Key Messages

1.2.1 Core Narrative

> **The DreamLab Story**
>
> DreamLab is transforming how businesses approach creative technology. As the only agency that seamlessly integrates AI, immersive experiences, and award-winning creative under one roof, we make enterprise-level innovation accessible to organisations of all sizes. Our government-endorsed approach and university partnerships ensure we're not just delivering projects—we're setting the standard for how creative technology drives business transformation in the digital age.

1.2.2 Message Pillars

1.3 Target Audiences

1.3.1 Media Segments

1. **Trade Media**

Pillar	Key Messages
Innovation Leadership	• Only agency with true mesh fluency across AI, immersive, and creative • Government-endorsed blueprint for creative tech innovation • R&D partnerships with leading universities
Accessibility	• Enterprise capabilities at SME-friendly prices • Making the impossible accessible • Democratising creative technology
Regional Champion	• Proud Salford roots, global ambitions • Driving North-West digital economy • Creating local jobs and opportunities
Results Focus	• Performance-based pricing aligns our success with clients • Proven ROI through measurable outcomes • Transformation, not just projects

- Marketing/advertising publications
- Technology and digital transformation press
- Creative industry media

2. **Regional Media**

   - North-West business press
   - Local newspapers and radio
   - Regional TV news

3. **National Media**

   - Business and finance press
   - Innovation and startup media
   - Tech supplements of nationals

4. **Digital Influencers**

   - LinkedIn thought leaders
   - Tech podcasters
   - Industry analysts

Chapter 2

Media Relations Strategy

2.1 Media Targeting

2.1.1 Tier 1 Media Targets

Publication	Focus	Key Contacts
Prolific North	Regional business	Editor, Tech reporter
Manchester Evening News	Local news	Business editor
The Drum	Marketing industry	Innovation editor
Campaign	Advertising	Tech correspondent
TechCrunch UK	Startup/tech	UK editor

2.1.2 Media Relationship Building

Relationship Strategy

- **Monthly Media Breakfasts**: Invite key journalists for informal updates

- **Exclusive Access**: Offer first looks at innovations and case studies

- **Expert Commentary**: Proactive response to industry news

- **Media Partnerships**: Event collaborations and sponsored content

- **Press Trips**: Innovation lab tours and demo days

Month	Press Release Theme	Supporting Activity
Month 1	Team assembly announcement	Executive profiles
Month 2	University partnership	Joint statement
Month 3	First client wins	Case study
Month 4	Digital City Festival launch	Media briefing
Month 5	Innovation report release	Roundtable event
Month 6	Award shortlisting	Awards strategy
Month 7	Major client signing	CEO interview
Month 8	Tech breakthrough	Demo day
Month 9	Expansion announcement	Jobs creation
Month 10	Partnership deals	Joint ventures
Month 11	Year-end review	Trend predictions
Month 12	Funding announcement	Growth story

2.2 Press Release Calendar

2.2.1 12-Month PR Timeline

2.3 Crisis Communications

2.3.1 Crisis Preparedness

Crisis Response Framework

Potential Scenarios:

- Data breach or security incident

- Project failure or client complaint

- Staff misconduct or departure

- Technology malfunction

- Negative social media campaign

Response Protocol:

1. Assess situation (30 mins)

2. Convene crisis team (1 hour)

3. Draft holding statement (2 hours)

4. Full response within 24 hours

5. Follow-up communications plan

2.3.2 Key Spokespersons

- **CEO**: Overall company vision, major announcements

- **CTO**: Technical innovations, AI/immersive tech

- **Creative Director**: Design trends, creative campaigns

- **CMO**: Industry insights, marketing innovation

Chapter 3

Content and Thought Leadership

3.1 Content Strategy

3.1.1 Thought Leadership Themes

Theme	Topics	Format
AI Democratisation	SME AI adoption, ROI models	Op-eds, whitepapers
Immersive Futures	AR/VR business applications	Video series, demos
Creative Tech Trends	Industry predictions	Annual report
Regional Innovation	North-West tech ecosystem	Podcast series
Skills & Talent	Future workforce needs	Workshop content

3.1.2 Content Distribution

Multi-Channel Approach

Owned Channels:

- Company blog
- Email newsletter
- Social media
- YouTube channel
- Podcast

Earned Channels:

- Guest articles
- Media interviews
- Speaking slots
- Award entries
- Case studies

3.2 Executive Visibility

3.2.1 Speaking Opportunities

Target speaking slots at:

- **Digital City Festival**: Keynote on accessible AI
- **Manchester Tech Festival**: Panel on creative tech

- **Marketing Week Live**: Innovation showcase

- **BIMA**: Digital transformation workshop

- **Universities**: Guest lectures on industry futures

3.2.2   Media Training

> **Executive Media Readiness**
>
> All spokespersons receive:
>
> - Initial media training (full day)
>
> - Quarterly refreshers (2 hours)
>
> - Pre-interview briefings
>
> - Key message documents
>
> - Q&A preparation
>
> - On-camera practice

Chapter 4

Digital Communications

4.1 Social Media Strategy

4.1.1 Platform Focus

Platform	Purpose	Content Mix	Frequency
LinkedIn	B2B thought leadership	40% insights, 30% case studies, 30% news	Daily
Twitter/X	Real-time engagement	50% news, 30% commentary, 20% shares	3x daily
Instagram	Culture & creativity	60% behind scenes, 40% work	3x weekly
YouTube	Demos & education	50% tutorials, 30% cases, 20% events	Weekly
TikTok	Talent attraction	70% culture, 30% tech tips	2x weekly

4.1.2 Employee Advocacy

> **Team Amplification Programme**
>
> **Tools & Support**:
>
> - LinkedIn training for all staff
> - Weekly content suggestions
> - Branded templates
> - Recognition programme
> - Executive ghostwriting support
>
> **Targets**:
>
> - 80% staff active on LinkedIn
> - 10x amplification of company posts
> - 50+ thought leadership articles/year

4.2 Website Communications

4.2.1 News & Insights Section

Content types and frequency:

- **Company News**: Major announcements (monthly)
- **Industry Insights**: Trend analysis (bi-weekly)
- **Case Studies**: Client success stories (monthly)
- **Tech Deep Dives**: Educational content (weekly)
- **Event Coverage**: Live blogs and recaps

4.2.2 SEO-Optimised PR

All digital PR content includes:

- Target keyword integration
- Meta descriptions
- Schema markup
- Internal linking strategy
- Social sharing optimisation
- Mobile-first formatting

Chapter 5

Stakeholder Engagement

5.1 Internal Communications

5.1.1 Team Engagement Strategy

Keeping Team Informed and Engaged

Regular Communications:

- Weekly all-hands meetings
- Monthly company newsletter
- Slack announcements channel
- Quarterly town halls
- Annual strategy days

Two-Way Dialogue:

- Anonymous feedback system
- Innovation suggestion box
- Coffee with leadership programme
- Team survey quarterly

5.1.2 Brand Ambassadors

Develop internal champions:

- Identify natural communicators
- Provide additional training
- Give platform for sharing
- Recognise contributions
- Include in external events

5.2   Partner Communications

5.2.1   Strategic Partner Engagement

Partner Type	Communication Method	Frequency
Universities	Joint research announcements	Quarterly
Technology partners	Co-marketing activities	Monthly
Government bodies	Progress reports	Bi-annual
Industry associations	Member updates	As required
Client references	Success story collaboration	Per project

5.3   Investor Relations

5.3.1   Investment Communications

Building Investment Story

Pre-Funding:

- Build media profile
- Showcase growth metrics
- Highlight team credentials
- Demonstrate market leadership

During Funding:

- Coordinate announcements
- Manage confidentiality
- Prepare FAQ documents
- Plan launch strategy

Post-Funding:

- Major media push
- Investor testimonials
- Growth plan communication
- Talent attraction campaign

Chapter 6

Events and Activations

6.1 Event Strategy

6.1.1 Flagship Events

1. **DreamLab Innovation Days** (Quarterly)

   - Half-day workshops
   - 50-75 attendees
   - Demo stations
   - Networking lunch
   - Media invites

2. **Executive Roundtables** (Monthly)

   - Breakfast meetings
   - 15-20 C-suite attendees
   - Chatham House rules
   - Thought leadership
   - Follow-up content

3. **Tech Tuesdays** (Weekly)

   - Lunchtime webinars
   - 30-minute sessions
   - Live Q&A
   - Recorded for library
   - Lead generation

Event	Participation Level	Objectives
Digital City Festival	Headline sponsor	Launch, thought leadership
Manchester Tech Week	Gold sponsor	Talent, partnerships
Marketing Week Live	Speaking & booth	Lead generation
BIMA Awards	Entry & attendance	Credibility, networking

6.1.2 Industry Event Participation

6.2 Community Engagement

6.2.1 Local Initiatives

> **Community Investment**
>
> **Education**:
>
> - School STEM programmes
> - University mentoring
> - Apprenticeship scheme
> - Coding clubs sponsorship
>
> **Social Impact**:
>
> - Pro bono for charities
> - Digital inclusion projects
> - Green tech initiatives
> - Local job creation

Chapter 7

Measurement and Evaluation

7.1 PR Metrics

7.1.1 Key Performance Indicators

Metric	Target (Year 1)	Measurement Tool
Media mentions	200+	Media monitoring
Share of voice	Top 3 in region	Competitor analysis
Reach	10M+ impressions	Coverage reports
Website referrals	20% of traffic	Google Analytics
Lead attribution	30% from PR	CRM tracking
Speaking slots	24+	Event tracking
Award wins	3+	Awards log

7.1.2 Sentiment Analysis

Monitor and report on:

- Overall sentiment (target: 85%+ positive)

- Key message penetration

- Spokesperson credibility

- Competitive positioning

- Regional vs national coverage

7.2 ROI Measurement

7.2.1 PR Value Calculation

Demonstrating PR ROI

Direct Value:

- Leads generated x conversion rate x average deal

- Speaking opportunities → new business

- Award wins → credibility → premium pricing

Indirect Value:

- Talent attraction cost savings

- Brand equity building

- Partnership opportunities

- Investment readiness

Target: 5:1 ROI on PR investment

Chapter 8

Budget and Resources

8.1 PR Budget Allocation

Category	Annual Budget (£)	% of Total
Media monitoring tools	5,000	10%
PR agency retainer	15,000	30%
Events and activations	10,000	20%
Content creation	7,500	15%
Media training	5,000	10%
Awards and entries	2,500	5%
Travel and entertainment	3,000	6%
Contingency	2,000	4%
Total	**50,000**	**100%**

8.2 Team Structure

8.2.1 PR Responsibilities

- **CMO**: Overall strategy, spokesperson

- **PR Manager**: Day-to-day execution

- **Content Writer**: Thought leadership

- **Social Media Manager**: Digital PR

- **External Agency**: Media relations support

Chapter 9

Implementation Roadmap

9.1 90-Day Quick Wins

> **Immediate Priorities**
>
> **Days 1-30**:
>
> - Finalise key messages and Q&A
> - Build media database
> - Schedule executive training
> - Draft first press releases
>
> **Days 31-60**:
>
> - Launch media outreach
> - Secure first interviews
> - Begin thought leadership
> - Plan launch event
>
> **Days 61-90**:
>
> - Host media breakfast
> - Publish first op-eds
> - Enter first awards
> - Measure early impact

9.2 Year 1 Milestones

Quarter	Key Milestones
Q1	Media relationships established, team trained, first coverage
Q2	Digital City Festival launch, major media push, awards entries
Q3	Thought leadership programme active, speaking circuit established
Q4	Investment story building, annual report, 2026 planning

Appendix A

PR Toolkit

A.1 Press Release Template

> **Standard Press Release Format**
>
> **FOR IMMEDIATE RELEASE**
> Date
>
> **[HEADLINE IN BOLD CAPS]**
> *[Subheading providing additional context]*
> **[LOCATION]** – [Strong opening paragraph answering who, what, when, where, why]
> [Body paragraph 1: Expand on the news with details and context]
> [Body paragraph 2: Include a strong quote from spokesperson]
> [Body paragraph 3: Additional information, stats, or background]
> [Body paragraph 4: Future implications or next steps]
> [Boilerplate about DreamLab]
> **-ENDS-**
> **Media Contact:**
> Name
>
> Title
>
> ail
>
> Phone

A.2 Key Messages Bank

A.2.1 Elevator Pitches

- **10 seconds**: "DreamLab makes enterprise-level creative technology accessible to all businesses."

- **30 seconds**: "We're the only agency that seamlessly integrates AI, immersive tech, and creative excellence. Based in Salford, we're making innovation accessible to ambitious businesses across the North-West."

- **60 seconds**: [Full elevator pitch including proof points]

A.3 Crisis Communications Templates

A.3.1 Holding Statements

> **Template Holding Statements**
>
> **General**: "We are aware of [situation] and are investigating as a matter of priority. We will provide a full update as soon as we have all the facts."
> **Client Issue**: "Client satisfaction is our top priority. We are working directly with [client] to resolve this matter swiftly and to their complete satisfaction."
> **Technical Issue**: "We have identified [issue] affecting [scope]. Our technical team is working around the clock to resolve this, and we expect normal service to resume by [time]."