

CREDENTIALS



INTRODUCTION

Red Hot is a boutique PR agency offering a pragmatic approach and creative, practical PR and Marketing solutions for fashion focused brands, luxury labels and 'lifestyle' products and organisations. We build brands and profiles strategically over the long term offering a very personal service tempered by professional know-how and a wealth of experience. Our contacts across the media, celebrities, blue chip companies and at 'street' level are equal to those of the largest and most expensive agencies. Increasingly our campaigns have embraced both viral and web platforms.

In brief, we provide blue chip experience combined with 'A' List contacts.

We are as passionate about your business as we are about our own and offer a team of professionals dedicated to your success. The people who present to you for your business are the people who will work on it. And, importantly, Red Hot prides itself on working within budgets.

The skills we offer include:

- Product placement and news stories that reach the client's target audience
- Feature placement
- Press days/ events
- Celebrity placement
- Copy writing for press materials and websites
- Design and production of press materials
- Excellent contacts at all levels of the media and business
- Introduction to, and management of, third party partnerships
- Creative and cost effective strategies

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BACKGROUND TO RED HOT PR (RHPR)

Following a number of years working both in-house and with PR agencies Liz Bolton spent five years as Marketing Communications Director for Levi Strauss - both in the UK and in San Francisco – before forming Red Hot PR in early 2002. Her objective was to establish Red Hot as a highly respected boutique agency representing a handful of quality clients.

Red Hot's mission is to offer clients a very personal, hands-on service, guaranteeing that the people you meet are the people who will work on your business. Members of the Red Hot team are chosen not only for their experience and personalities but, above all, for their dedication to exceeding client expectations.

We are currently in partnership with a full service agency which allows us to offer a broader range of services if required without impacting on our fees.

Recently we have been involved in the successful launch of a number of website e-tailers and instrumental in improving their SEO ranking with the creation of links on social networking sites and on E-zines, as well as via traditional media vehicles. These sites include the launch of VintageAcademe.com; StyleCompare.co.uk; Goddiva.co.uk; ProjectXdesigns.com and TaraLacey.com amongst others.

Last but not least, although Red Hot is competitive on fees, we feel it is more important to demonstrate cost-effectiveness and value for money than to undercut our competitors.

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CURRENT CLIENTS April 2010

Anika Brazil Swimwear

www.anikabrazil.com.br

Bodocious Brazilian swimwear in stunning block colours and graphic prints

Cambodian Children's Fund

www.cambodianchildrensfund.org

The UK arm of the international charity to be launched in London in September 2010

Designer Warehouse Sales

www.designerwarehousesales.com

The original and the best designer warehouse sales for men and women held ten times a year

Emobi

www.emobiswimwear.com

Youthful edgy eco-friendly swimwear from Australia

Goddiva

www.goddiva.co.uk

Fast fashion celebrity inspired online boutique

Les Soeurs Anglaises

www.lessoeursanglaises.com

Creative workshops – textile, writing, dance – in South West France

Project X Designs

www.projectxdesigns.com

Bespoke and Limited Edition Luxury Watches

Style Compare

www.stylecompare.co.uk

Fashion website representing 35 retailers, 1,700 labels and 70,000 items

Tara Lacey

www.taralacey.com

Newly launched designer website aimed at stylish women aged 18-58 years

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“We are passionate about PR and our clients! We work tirelessly to exceed expectations and to impact on bottom line results.

Small yet highly professional, we deliver a rewarding and cost-effective service. As a results led lifestyle agency Red Hot PR has established a reputation for targeted brand and profile building.

We enjoy a wealth of experience in product and major feature placement, celebrity endorsement, events, sponsorships and image enhancing third party partnerships. Our copywriting skills, knowledge of the web, and below the line support are increasingly in demand by our clients.

At Red Hot PR our topline strategy is to deliver on our promises.”

Liz Bolton

MD of Red Hot PR

We would very much welcome the opportunity of a meeting to discuss what we could do for you and your company. Please contact us:

Red Hot PR

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