



■ Public Relations Consultancy

The latest addition to Kells wide range of training and consultancy services, it aims to assist companies in strategic communications planning. In order to fulfill the individual needs of clients and achieve their goals, Kells will implement an integrated set of communicative strategies which cover project components such as branding enhancement to marketing collateral and advertising campaigns.

Public Relations and its related creative support services; copy writing, graphic design, logo development, brand communications, advertising campaigns, photography, we handle it all. Our media services range from planning and executing appropriate paid media for your advertising campaign to dealing with the Press for Public Relations opportunities.

Our media services include:-

- ✦ Media planning and execution
- ✦ News event planning (liaising with the Press for news conferences to generate media coverage)
- ✦ Writing and Editing (Press Releases, Articles, Publications)
- ✦ Event Planning and Promotions
- ✦ Special Event development and implementation
- ✦ Product awareness campaign
- ✦ Publicity campaign

Our advertising and design services include:-

- ✦ Logo Development
- ✦ Media advertising
- ✦ Print production and management
- ✦ Collaterals
- ✦ Outdoor advertising

Clients

Our priorities are:-

- ✦ To identify the most aggressive and cost effective way to help our clients reach their audiences and earn media attention through using the right media at the right time.
- ✦ To assist our clients to develop a positive image and cultivate a good perception of their products and services
- ✦ To reinforce our clients market position by refining their corporate image and visibility.

The services we provide are:-

- ✦ flexibility
- ✦ high standards of creativity and quality
- ✦ fast turnaround
- ✦ vast industry experience
- ✦ cost-conscious production

We value close working relationships with our clients and will endeavour to engage them throughout the planning and implementation of all in-house strategic communications. We have also assembled incredible staff that has more than 20 years of combined working experience in media relations, advertising and creative design. They include a pool of experienced, talented writers and graphic designers who have a strong industry background in the hospitality, food and beverage and travel industries.

We will be happy to furnish you the profiles of our staff upon request.