



Gorkana
A CISION® company



RedSpark PR - Case study

Jo Rimmer
PR & Marketing

Introduction

RedSpark PR are marketing and PR specialists with an impressive track record for delivering successful trade and consumer communications programmes. Finding innovative and creative ways to increase the profile of its clients in relevant media is an everyday requirement.

The company wanted to survey a very specific demographic on behalf of its client so they collaborated with Gorkana to tap into consumer sentiment and substantial insight into the new Pension Freedoms Offer.

redspark★

Find out more about Gorkana:

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Surveys

Objectives:

- Highlight consumer attitudes around how they feel about pensions and the value of financial advice
- Generate trade press coverage for RedSpark PR's client in a fast and timely fashion

Results:

RedSpark commissioned Gorkana to segment and target 1,000 UK adults earning over £40,000 to understand how financial advice relating to pensions is received and how these people felt they would be affected by the recent Pension Freedom Offer.

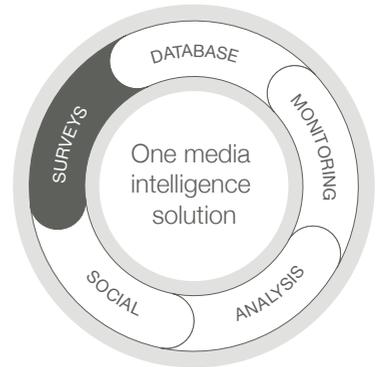
Gorkana's service also included the dissemination of the survey and the collection of results for reporting and press purposes.

The feedback from this survey presented interesting consumer attitudes about how financial advice can help individuals deal with the challenges and emerging opportunities that the new Pension Freedoms Offer presents.

The PR firm used the results of the survey to craft press releases targeting financial advisors and relevant trade press. From the client signing off the initial draft of the survey to them receiving coverage in the National and major trade press publications, turnaround was completed in one week.

"We used Gorkana Surveys to generate trade press coverage for one of our clients. Being able to survey a relevant sample of the UK population quickly and cost-effectively is a great PR tool. I was impressed with the support we got from the Gorkana team throughout the process and we will certainly be using the service again in the near future."

Jo Rimmer,
PR and marketing specialist,
Redspark PR



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