

CASE FILE:

## **Russell New**

---

Based in Steyning, West Sussex, Russell New is a firm of business, tax and charity advisors which provides services to small and medium sized businesses, private clients, trusts and charities.

We looked to make an immediate impression and ensure that the company became part of some debates that impacted its customers. Within the first two weeks and with no prior media profile, the firm was featured in:

- **Financial Mail on Sunday**
- **CityWire**
- **Crawley Observer**
- **West Sussex County Times**
- **The Guardian**

This momentum has carried on throughout the campaign. We positioned the firm as a leading commentator on all national tax and economic issues whilst at the same time secured various by-lined opportunities for Russell New to demonstrate its work with charities and not-for-profit organisations.

A series of face-to-face media briefings was arranged in advance of high-profile news-hooks such as the 2012 Autumn Statement. As a result the following coverage was secured in December 2012:

- **FT.com**
- **This is Money**
- **Telegraph.co.uk**
- **The Guardian**
- **Mail Online**
- **Fresh Business Thinking**
- **Bdaily**
- **Mail on Sunday**
- **Londonlovesbusiness.com (x 3)**
- **Pensions Age**
- **AccountingWEB**

---

## **SHERLOCK PR**

4th floor, 8 high street,  
worthing, bn11 1nu

+44 (0)1273 123 000  
info@sherlockpr.com

✉@sherlockpr  
**sherlockpr.com**

**ON YOUR CASE**