

10 reasons why

Power up your PR with Holyrood Partnership



Consistency



Holyrood Partnership is run by the same people who founded it: Scott Douglas and Raymond Notarangelo.

They spend every day leading from the front with a hand-picked and carefully-nurtured team which is now nine-strong.

That's big enough to deal with issues of scope and scale, while small enough to ensure the standards, ethos and commitment to quality and excellence are imbued in the entire team.



Most suppliers can tell you what they do and how they do it. Only the very best can tell you *why* they do what they do.

We know exactly why we love our work so much.

We believe stories are at the heart of every business. We love to find and share stories, on paper, online and on air.

Everything we believe is demonstrated every day, telling our own stories and those of our clients in words, pictures and video.



We ensure our clients always remain fully in control, with tried and tested sign off procedures and protocols.

These have been forged while working for clients with complex hierarchies and/or numerous third party stakeholders.

Nothing is ever issued on your behalf without express permission, to meet exacting sign off standards tailored to your requirements.



Our PR is about much more than writing media releases.

Digging out stories, injecting them with life and personality while arranging pictures, video or audio for extra impact, is a creative process which clients love.

Talk about the importance of 'visual communication' is currently in vogue.

We've had in-house photography at the heart of our work since 2002 and added video five years ago. This ensures every job we undertake is tackled creatively.

Calm in a crisis



All our proactive creativity would be undone if we didn't have the reactive credentials to match.

Many of our clients work in controversial or emotive areas – from wind farm developers to the body which inspects nurseries and care homes.

Our team deals with hundreds of reactive calls every month, often on matters of major reputational risk. We defuse the majority of these and ensure that any coverage is as positive as possible.

Change management



Change can be unsettling – but the communication landscape is being transformed by the internet.

We are *always* ahead of the changes. Our content-driven website set a standard of excellence in Scottish PR five years ago. We are recognised as early adopters of social media and new media, including video and podcasting.

All of which means our clients enjoy expert counsel in traditional media, but can also seek guidance and advice on new tools, secure in the knowledge that we have the answers.

Credentials



Every member of our team is also a member of the Chartered Institute of Public Relations. We have been represented on the CIPR Scotland Committee for the past five years.

Each team member has an appropriate media-related degree, significant media experience – or both. We encourage rigorous ongoing training and professional development.

That's why staff members have won Young Communicator of the Year three times since 2006. We've also won awards for consumer relations, campaign planning and social media success.



Our media contacts are vital to us. We encourage relationship-building and delivering tailored pitches over the 'spray-and-pray' model of mass media mail outs.

Our entire team is encouraged to meet key journalists, writers and bloggers privately and at networking events.

Our work providing a 24-7 press office function for clients like Scottish Water and the Care Inspectorate ensures we are regularly dealing with the media on hot-button issues.

Directors Scott and Raymond each have at least 25 years in the Scottish media – and the contacts which come with that pedigree.



Our culture is built round successful story telling. Both our team and our clients understand that is how we deliver success.

We embrace transparency in everything we do – from our clear and unambiguous charges to having the courage of our convictions to showcase all of our work online.

Our culture involves hard work, constant personal development and fostering a strong sense that success and having fun go hand-in-hand.



It's all about you. We speak with our clients on a daily basis to understand the organisation, dig out stories and evangelise about their products or services as widely as possible.

We report fastidiously on a monthly basis to justify everything we do, seek regular feedback on our performance and strive at all times to deliver measurable value.