Superbrands 2019 PR coverage

Launch date: 8 April 2019. PR agency: Velvet PR

Launch week 8/4 – 14/4

This summary focuses on immediate coverage received in launch week, and should be viewed in the context of the news agenda.

To mitigate Brexit, the UK launch date was moved back from 25 March to 8 April, which would have been after the initial Brexit date of 29 March. Article 50 was then extended, and during launch week, the UK was still due to exit the EU on Friday 12 April, with the European Council agreeing to extend Article 50 on 10 April, in the middle of launch week.

Given this context we were not expecting to achieve widespread national print coverage as usual, so instead focused on creating a relevancy story online, and supporting brands with trade press outreach.

Not included here is social media coverage or reach. Both Superbrands and member brands were very active on LinkedIn and other social channels with many member brands employees showing considerable pride in their brands’ accolade.

Brands’ own outreach continued into week 2 and generated additional trade press.
The headline stats
Monday 8 April – Sunday 14 April
Radio coverage
Regional and national print and online
Trade coverage

Working collaboratively with leading Superbrands to gain key vertical coverage in trade publications.