



A/W  
2024

*Introducing...*

# THE KENDRICK PR EDIT

AWARD-WINNING

BEAUTY, AESTHETICS &  
WELLBEING PR

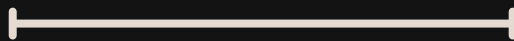
BITESIZE PR THAT  
REALLY WORKS

# Welcome TO THE EDIT

Kendrick PR is an award-winning beauty PR, talent management and brand consultancy, providing strategic agency support for premium UK beauty and wellness brands, aesthetic clinics, and expert practitioners.

We know businesses occasionally need extra PR support with an expert team who can deliver quickly; be it to push press coverage, a new product launch, or targeted influencer partnerships to drive buzz, bookings and cashflow.

So - we created The Edit! A collection of bitesize campaigns that Kendrick PR can deliver, tailored to your needs and at competitive package prices - enjoy!



“

*Julia and her team are very professional and highly knowledgeable in their sector..... Our brand has flourished under their mentorship!*

”

**Brand Lead,  
Medik8**

“

*Kendrick PR has been an exceptional partner. Their industry knowledge, pragmatic approach, efficiency, professionalism, responsiveness, coverage and fun along the way is second to none. If you're ever lucky enough to work with them, seize it with both hands!*

”

**Marketing lead, SK:N Clinics**

# *The Edit* **CONTENTS**

01

## **THE DEBUT - MINI PRESS LAUNCH**

A one-month project to launch your new clinic, treatment or brand to key press and influencers

02

## **THE SIGNATURE - VIRTUAL LAUNCH EVENT**

A two-month project to launch your new clinic, treatment or brand to key press and influencers via a virtual launch event

03

## **THE LUXE - F2F LAUNCH EVENT**

A 2-3 month project to launch your new clinic, treatment or product to key press and influencers via an in-person launch event

04

## **THE SPOTLIGHT - INFLUENCER CAMPAIGNS**

Management of short-term of organic and paid influencer partnerships to achieve tangible, immediate brand goals

05

## **THE PRESTIGE - CLINIC TREATMENT CAMPAIGN**

Management of clinic/treatment bookings via gifted and paid partnerships with selected press and influencers to drive coverage, awareness and bookings



**PR IS THE**  
*art*  
**OF LETTING PEOPLE**  
**KNOW WHAT TO**  
*think*  
**ABOUT YOU**

**INSPIRATION**





## 01 - THE DEBUT

A high-impact, rapid turnaround press push project, to help you launch a new clinic, treatment or product to key UK press and influencers. 1-month turnaround.

**Includes:**

- 1hr briefing intro/planning call
- Prep and e-send out of press release / promotional eshot to target UK press and influencer list
- Mail out of product to key targets (x25 press x25 influencers)
- X1 round of email follow-ups to secure coverage leads
- Monitoring and reporting of immediate coverage and summary of upcoming leads at the end of the project

**Fee:**

From £1.5k (+expenses), depending on scope

## 02 - THE SIGNATURE

Delivering an engaging virtual press launch event to help you launch your new clinic, treatment or product to key media and influencers. 2-month turnaround.

**Includes:**

- 1hr briefing intro/planning call
- Agreeing virtual event format/ date/ participants
- Drafting invite list, ongoing liaison to secure attendees and follow-up
- Preparing press materials, event briefs and running orders
- x1 KPR attendance at event
- Event mini-wrap report
- Mail out of release/product to key targets (x25 press x25 influencers)
- X2 rounds of email follow-ups for coverage

**Fee:**

From £3k (+expenses), depending on scope





## 03 - THE LUXE

Launching your new clinic, treatment or product to key media and influencers via a memorable face-to-face press launch event which builds brand awareness, drives coverage and boosts visibility. 2-3 month turnaround.

### **Includes:**

- 1hr briefing intro/planning call
- Agreeing date format/date/participants
- Shortlisting venues and attending recces
- Venue liaison and external suppliers (e.g. styling, catering)
- Drafting and agreeing invite list, attendee liaison and follow-ups
- Preparing press materials, event briefs, goody bags and running orders
- KPR x2 attendance at the event
- Mail out of releases/products to key targets (x25 press x25 influencers)
- X2 rounds of e-follow-ups and event wrap report

### **Fee:**

From £4k (+expenses), depending on scope



## 04 - THE SPOTLIGHT

Boost your business or brand profile via targeted influencer social media content creation and management of organic / paid partnership activations. 1-3 month turnaround.

### **Includes:**

- Development of press materials
- Drafting influencer target lists and trackers to monitor interest, fees and responses
- Conducting outreach and managing the liaison with either the influencer directly or their agent
- Liaison with client on briefs/requirements, timelines and approvals
- Reviewing all content and managing amends
- Scalable timeframe and fee dependant on organic vs paid and no. of partnerships

### **Fee:**

From £1.5k (+ influencer expenses), depending on scope



GEORGIA TOFFOLO FOR KPR CLIENT, CYNOSURE



## 05 - THE PRESTIGE

A short-term boost for a key clinic treatment or new product offering via targeted press and influencer bookings (paid and organic), to drive social posts, press coverage and customer bookings. 1-3 month turnaround, depending on requirements.

### **Includes:**

- Covers drafting all materials, any founder bios, clinic press releases, treatment menus
- Seeding product / inviting targets in to try a free treatment
- Liaising with attendee and clinic on securing the appointment
- Following up with all recipients to convert to coverage (print/digital/social)
- Scalable timeframe and fee dependant on organic vs paid and no. of bookings required

### **Fee:**

From £2k (+expenses), depending on scope

**WITHOUT**  
*publicity*  
**THERE IS NO**  
*prosperity*  
**INSPIRATION**





*Added Flair...*

# **BOLT ON FAVOURITES**

## **BOLSTER YOUR CAMPAIGNS...**

Kendrick PR also offers a suite of bolt-on services which can be added to any of the core **EDIT** activities - so if your business needs additional bespoke short-term support, choose from the below to amplify your impact!

**Fees:** From £1.5k per bolt-on, scalable dependent on scope and timeframe required. *Additional expenses TBC*



**FOUNDER  
PROFILING**



**STRATEGIC BRAND  
PLANNING**



**ADVISORY  
BOARDS**



**AWARD ENTRY  
DEVELOPMENT**



**CREATIVE  
PRESS MAILERS**



**ADVERTORIAL  
SUPPORT**



**PRESS & INFLUENCER  
1:1 BRIEFINGS**



**CRISIS COMMS &  
SUPPORT**



*Interested?*

# GET IN TOUCH

At Kendrick PR, we believe in creating newsworthy press campaigns, anchoring your profile with unique and shareable events, and bolstering activations with high-impact influencer partnerships.

Our team of seasoned PR experts are dedicated to delivering exceptional results tailored to your needs.

Contact us below to schedule a consultation and take the first step to an exciting collaboration!

[ADMIN@KENDRICKPR.UK](mailto:ADMIN@KENDRICKPR.UK)

[@KENDRICKPR\\_UK](https://www.instagram.com/KENDRICKPR_UK)

[WWW.KENDRICKPR.UK](http://WWW.KENDRICKPR.UK)



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