

INTRODUCING

KENDRICK PR

AESTHETICS | BEAUTY | WELLNESS

EXPERTS IN

PR, TALENT MANAGEMENT & BRAND CONSULTANCY  
FOR THE BEAUTY, WELLNESS & AESTHETICS INDUSTRIES

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# SERVICES OVERVIEW

## Press Office Monthly PR Retainer

We like to work as an extension of your in-house team - for a consistent monthly investment, we work in a strategic way to deliver against the clients' business objectives with a creative, targeted PR plan. A sustained press office campaign of consistent media pitching, targeted sampling, press meetings, content creation and news generation is the best way to build your brand and grow revenue.

**Our baseline Bronze PR retainer - £3K + Vat / month (approx 4 days blended team time)**

**includes:**

- Development of corporate and brand press backgrounders, press releases and seasonal / KOL focused announcements
- Ongoing media pitching and 1:1s to secure coverage (news, features, expert quotes, case studies)
- Development of consumer and industry award entries
- Press and influencer 1:1 briefing meetings
- Targeted gifting / seeding product to key contacts
- Client strategic counsel and planning
- Quarterly coverage and activity reporting

*Note: this is our basic level retainer and does not include sufficient team time for larger activities e.g. events, ad boards, influencer campaigns etc*

## Example Agency Monthly Fees

**Silver PR retainer - from £4-6K + Vat / month (depending on desired PR plan):**

*Includes all baseline PR retainer elements PLUS additional team time which covers:*

- Targeted gifting / seeding product or treatments to key press / influencer contacts
- Management of low-level paid social media partnerships
- Mini PR events management
- Monthly coverage and activity reporting

**Gold PR retainer - £7-10K + Vat / month (depending on desired PR plan):**

*Includes all Silver PR retainer elements PLUS additional team which covers:*

- High level press and influencer partnership management, including paid campaigns, VIP treatments etc
- Larger-scale PR events e.g. launches, KOL ad boards, content creation / filming etc
- Issues management and rapid responses
- Monthly coverage and activity reporting

**Standard Monthly expenses: £250 (additional for brands with frequent sampling / product seeding costs)**

This covers core costs of running the account such as journalist subscription services, media monitoring and analysis services, copyright licenses, press meeting subsistence, travel, magazines/newspapers (media resources) and office / admin expenses.