

Let Happy tell your story



Beginning: You've got a story to tell; it's unique, it's topical, it's relevant, it's about your business! But there's a problem, no one in your company has the skills or the time to tell it to your audience and the world and it has blockbuster potential.

Middle: From out of the shadows appears a team, armed with notepad and pen, who are able to communicate your story through the medium of public relations. They have the skills to research your business, your targets in the trade press, your

regional reporters and folks in the broadcasting fraternity. That team is Happy Creative; if you have a story to tell, a message for the masses or a product that the press needs to print then shout about your business with the Happy PR team. It's not just about print though, the digital age requires online content too in the form of blogs, case studies etc...

End: Every business is entitled to a Happy ending, make sure Happy Creative tells yours.

	PACKAGE Thriller	PACKAGE Action	PACKAGE Adventure
Discover	Intelligence: <ul style="list-style-type: none"> Getting to know you Research journals and journalists 	Intelligence: <ul style="list-style-type: none"> Getting to know you Research journals and journalists 	Intelligence: <ul style="list-style-type: none"> Getting to know you Research journals and journalists
Plan	PR Calendar	PR Calendar	PR Calendar
Create	<ul style="list-style-type: none"> Writing 1 PR story per month 	<ul style="list-style-type: none"> Writing 1 PR story per month Writing 1 blog per month 	<ul style="list-style-type: none"> Writing 1 PR story per month Writing 1 blog per month Writing 1 case study per month
Connect	<ul style="list-style-type: none"> Distribution Media Relations 	<ul style="list-style-type: none"> Distribution Media Relations 	<ul style="list-style-type: none"> Distribution Media Relations
Measure	<ul style="list-style-type: none"> Basic measurement & value 	<ul style="list-style-type: none"> Monthly report on activity, measurement and value 	<ul style="list-style-type: none"> Monthly report on activity, measurement and value

Nick Hyde / PR & Content Manager / "A great story teller"

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A former journalist and editor with more than 15 years' experience in telling stories, Nick has an eye for detail in getting under the skin of clients to find what makes a great piece of PR. An excellent copywriter, Nick's CV has seen his talents gain regional, national and international coverage during his career. A keen blogger and social media eagle, his passion for the pen has seen him cross the divide from journalism to PR seamlessly.

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