



# Pressing the right **launch buttons**

UK PR agency Tweed Media is winning friends and influencing people thanks to its innovative approach to clients and press alike.



Leading editors, publishers, manufacturers and distributors from across Europe descended on an Oxfordshire, UK, estate to meet, do business and have some fun.

Run by Simon and Selena Barr, Sussex-based Tweed Media is now in its fourth year and used its press and client day to introduce its newer accounts, such as Leica Camera and the CLA Game Fair team, as well as existing ones such as distributor Edgar Brothers and Royal Berkshire Shooting School (RBSS), to the sporting press.

Simon explained: "One of the main reasons for putting on the day was to showcase new products from our portfolio of clients to key members of the press in advance of the CLA Game Fair. We were also keen to thank editors and publishers for supporting Tweed Media from the outset.

"Our business is performing incredibly well, which the sporting press has been a major part of. The editors have always been highly encouraging and we felt it was important to show our appreciation."

Run by one of its clients, The Really Wild Clay Company, guests were treated to a day of spectacular simulated game shooting.

The high-octane day saw 18 guns shoot 7,500 cartridges across three drives using Zoli shotguns, the luxury Italian brand distributed by Tweed Media's longest-standing



Tweed Media is run by Simon and Selena Barr.

client, Edgar Brothers.

The final drive saw the guns divided into five teams to shoot simulated duck competitively above a floating pond using Hatsan FieldHunter pump-action shotguns firing at Firebird Reactive Targets.

Olympic double-trap gold medalist Peter Wilson MBE also used the event to launch his new iPad app, E-Gamebook.

Simon added: "The amused guests greatly enjoyed watching The Field magazine's Jonathan Young wield a camouflage pump-action shotgun, probably for the first time in his life!"

### Major launches

Another highlight was a Leica rangefinding competition, designed to introduce the brand-new Leica rangefinder and the latest 8x42 Ultravid HD binoculars.

Leica's Michael Agel had flown in especially from Germany for the day to unveil the latest products during the event.

After a sumptuous roasted-fallow-haunch lunch cooked by Tweed Media client and TV game chef Mike Robinson, the day crescendoed with the launch of a shooting competition, entitled the Stratstone Super

Seven Challenge, with a prize fund of £1 million.

The RBSS has teamed up with premium automotive retailer Stratstone and David Duggan Watches to present a shooting competition like never before.

The event offered the chance to win one of seven supercars worth up to £100,000 each, including a Porsche 911 Carrera 2S Cabriolet, Range Rover Vogue, Aston Martin V8 Vantage, Jaguar F-Type V8 S, Morgan Aero SuperSport, Jaguar XKR-S Coupe plus the all-new 2014 Range Rover Sport.

After RBSS managing director Dylan Williams had explained the competition to the room, the enormous barn doors of the shoot lodge were dramatically opened to reveal all seven supercars parked on the forecourt.

Williams said: "Tweed Media offered us a chance to unveil this competition to opinion leaders and key members of the sporting press, for which we are hugely grateful.

"Revealing the cars behind the big barn doors really brought the competition to life. The editors knew that something big was going to be

launched today but had no idea what it was.

"It took 18 months to put this competition together, which is a long time to keep it a secret! The competition was extremely well received and will be a first for the shooting industry."

### Dynamic approach

Guests left with bulging goody bags, provided by Edgar Brothers and stuffed full of products such as Howard Leight ear defenders, SureFire torches, Firebird Reactive Targets as well as VIP car passes donated by CLA Game Fair.

Selena said that the day was a huge success: "The field-sports sector is awash with new product launches, so finding a dynamic way to present products and services to the press can be difficult.

"Engaging with a specialist PR and marketing agency like Tweed Media gives brands the opportunity to make sure their products are seen in the right way by the right people.

"Both Simon and I were thrilled with how our first press and client day turned out.

"In particular, we would like to thank the Really Wild Clay Company for a seamless day – from start to finish it was perfectly executed. We have received some amazing feedback and hope it will become a regular fixture!" **GTW**

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