



Citation

CASE STUDY

DIGITAL PR

ABOUT THE CLIENT

Citation is dedicated to helping small and medium-sized businesses to succeed with their unrivalled HR and Health & Safety support and expertise. Their team of consultants are committed to help their clients navigate a range of legal and administrative tasks and offer highly trusted, practical advice.

OBJECTIVES

Citation tasked Click Consult with improving their link profile by outreaching a campaign relevant to office workspaces, the return to work following the covid-19 outbreak and how the future of work might change.



HOW WE HELPED

Coronavirus changed the working world almost overnight. In March, when the Government announced a national lockdown, it forced businesses to not only adjust to remote working but also grapple with how they would eventually welcome their staff back to the workplace.

Understanding this was a major concern for both employers and employees, we endeavoured to create a digital PR campaign that tapped into this theme. Our objective was to create a fun, sensationalist story around this topic that would appeal to both national and regional journalists, all the while demonstrating Citation's expertise in human resources and health & safety.

To achieve this, we came up with the idea to investigate some of the surprising ways in which the workplace might adjust post-coronavirus.

We set up an interview with our go-to expert on all things futurology: Dr. Ian Pearson. Pearson has excellent relationships with the media; his expertise has been utilised by the Metro, the Sun and the Mirror in the past.

We knew he could be relied on to not only provide insightful, scientific predictions around health and technology but also give out-of-the-box ideas that would be great for generating headlines.

Afterwards, we also compiled a large amount of research from industry experts and business leaders on the topic of the post-coronavirus workplace. This was eventually merged into an article exploring how various areas of the traditional workplace would alter when lockdown is lifted.

We also decided that the best way to communicate this to readers would be via a series of isometric floor-plans.

EXAMPLE PLACEMENTS

URL	DA
https://www.dailypost.co.uk/news/uk-world-news/post-coronavirus-workplace-rules-could-18743909	79
https://www.examinerlive.co.uk/news/uk-world-news/post-coronavirus-workplace-rules-could-18743909	79
https://www.walesonline.co.uk/news/uk-news/post-coronavirus-workplace-rules-could-18743909	89
https://www.grimsbytelegraph.co.uk/news/uk-world-news/post-coronavirus-workplace-rules-could-4410726	73
https://www.getsurrey.co.uk/news/uk-world-news/post-coronavirus-workplace-rules-could-18743909	82
https://www.mylondon.news/news/uk-world-news/post-coronavirus-workplace-rules-could-18743909	80
https://www.bristolpost.co.uk/news/uk-world-news/post-coronavirus-workplace-rules-could-4410726	80
https://www.coventrytelegraph.net/news/uk-world-news/post-coronavirus-workplace-rules-could-18743909	82

ASSET

<https://www.citation.co.uk/coronavirus-what-will-workplaces-look-like-post-lockdown/>



THE RESULTS

We identified that the strongest “news hook” in the content would be Dr. Ian Pearson’s claim that workplaces may have to ban the office tea round, implement artificial intelligence and introduce outdoor meetings in places like beer gardens. This formed the headline of our press release, which was distributed to a media list of almost 100 journalists.

The story proved to be newsworthy after Boris Johnson’s press conference at the beginning of August urging employees to return to the office. This allowed the press release to be very timely when it was distributed in the first week of the month.

Citation’s campaign was picked up by many regional news publications including MyLondon, Bristol Post and Wales Online off the back of this. It was also published by a number of HR websites, including HR News and HR Director. Later, the popularity of these stories allowed the campaign to gain extra coverage on several business blogs too.

The campaign has gained 30 placements so far with an average domain authority of 63 which link to Citation’s campaign page.

