



flamepr

FLAME PUBLIC RELATIONS

**PR & MARKETING
CREDENTIALS**

2024



ABOUT FLAME PR

Our Story

In 2004, Flame PR began with award-winning BBC journalist Kully Dhadda. Today we are a strong, versatile and global B2B & B2C public relations team, headquartered in Central London.

At Flame PR we take the time to develop bespoke 'no nonsense' public relations campaigns, structured around guaranteed deliverables which truly reflect the commercial objectives of each client. We value our relationships with each company as we represent their voice.



Our Guaranteed Delivery Model

Flame PR takes a results-focused approach in helping clients to reach their commercial objectives. Our transparent approach offers our clients a measurable ROI baseline, where we guarantee that we will hit the stated PR outcomes and build them into our contracts to derisk the process for our clients. We achieve this by creating dynamic campaigns, which ensure your story is part of today's news agenda.

Example Clients

Flame PR has a proven track record in supporting technology, finance and innovation-led businesses through strategic, results focused media relations campaigns. Additional case studies available upon request.



OUR SERVICES



MEDIA RELATIONS

Obtaining maximum coverage by targeting relevant journalists, through the use of our personal database.



BROADCAST PR

Securing valuable broadcast opportunities + providing tailored media training sessions.



THOUGHT LEADERSHIP

Experienced in creating content on behalf of companies to position them as an authority within their industry.



AWARDS PROGRAMME

Identifying relevant awards to enter, assisting client entry and providing support to promote award wins.



DIGITAL MARKETING

Applying integrated digital marketing techniques to increase your company's online visibility.



CONTENT MARKETING

Supporting the development of optimised web and offline content, with conversion prioritised.



INFLUENCER ENGAGEMENT

Identifying relevant influencers with aligned audiences and building engagement-focused campaigns.



CRISIS MANAGEMENT

Strong track record of helping high-profile companies and business leaders stay out of the news when crisis hits.

Case Studies



CASE STUDY: pingpong



PingPong Financial is a rapidly growing innovative fintech unicorn for cross-border e-commerce merchants across the world, which was founded by a group of payments and finance professionals in New York in 2015. Today, PingPong's headquarters are located in Hangzhou, the payment and e-commerce hub of China, with business operations across 3 continents and over 500 employees.

Flame worked with PingPong to position the brand as trusted and leading platform in the U.S. within the e-commerce, online marketplace and payments sectors. A strong focus area for Flame was to build visibility amongst the community of fast growth Amazon merchants selling internationally.

Flame PR Delivered:

- 2,211 total media mentions for PingPong
- 8 national, high-reach media (Tier 1)
- 29 thought leadership placements secured and placed
- 44,983 social followers gained
- 'Best Payment Solution Provider USA' winning award entry



CASE STUDY: SIGNAVIO



Signavio Business Transformation Suite is a powerful, all-in-one SaaS platform that enables businesses to model, analyse and optimise business processes. Operational acceleration reduces the time taken to deliver value from intelligent process mining initiatives, RPA at scale imperatives, end-to-end process orientation, and customer excellence strategies.

Our Objective:

Secure valuable coverage around how businesses can reduce risk and ensure compliance through innovative business transformation SaaS solutions and building Dr. Gero Decker as a leading voice within the industry.

Coverage Includes:

ComputerWeekly



RACONTEUR

techradar.

sky news

Finance Monthly.



CASE STUDY:



Condeco is a global leader in enterprise level workspace solutions. Their software is designed to equip staff with the tools they need for a seamless end to end experience in today's office. They are trusted by over 2000 of the world's largest companies to realize the future at work.

Flame PR partnered with Condeco to enhance their client base and elevate brand recognition in the United Kingdom, United States, and Germany. Additionally, we were assigned the responsibility of amplifying the public image of their CEO, Paul Statham.

As a result of our collaboration, Condeco achieved remarkable milestones. They secured an impressive \$30 million in investment, witnessed a significant 30% expansion in their global clientele, experienced a remarkable year-on-year growth of 28% in their global turnover, and garnered recognition as one of the fastest-growing technology companies in the United Kingdom according to the esteemed Sunday Times Tech Track 100.

Coverage Includes:



CASE STUDIES: DRIVING VALUATIONS



Intelnet Global Services was a large global business process services player that was acquired by Teleperformance in October 2018 for \$1 billion. Since the acquisition, Flame PR has continued to work across media relations for Teleperformance Group.

Main Focus: Deliver coverage in key trade titles to establish Intelnet as a leading player within business process outsourcing. This was achieved through a very proactive thought leadership campaign that targeted various industries such as FS, pharma, travel etc.



Signavio is a vendor of Business Process Management software based in Berlin and Silicon Valley. SAP completed the acquisition of Signavio in March 2021.

Main Focus: Secure valuable coverage around how businesses can reduce risk and ensure compliance through innovative business transformation solutions and building Dr. Gero Decker as a leading voice within the press.



Syntel were a NASDAQ-listed digitalisation provider with a wide variety of solutions across automation, robotics and digital migration. Syntel has now been acquired by Atos in a deal worth \$3.4 billion.

Main Focus: To place Syntel at the heart of industry discussions as a thought leader and trusted advisor – by combining trend-based insights with comments on breaking news.