



**Anna Hern, Director**

# PR and Advertising

## Can you tell the difference?

# Some definitions

Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour.

It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.

CIPR

 ridgemount pr

# Some definitions

## What *is* advertising?

In its simplest terms, advertising:

1. Identifies a current problem / opportunity for a product, service or corporate brand
2. Identifies the consumers who can best solve / create that problem / opportunity
3. Creates the most relevant and distinctive way of communicating to them in creative & media terms

Here is what some people have said when asked to explain it simply:



“Advertising is any paid-for communication overtly intended to inform and/or influence one or more people.”

**Jeremy Bullmore, Director, WPP**

“I do not regard advertising as entertainment or an art form, but as a medium of information.”

**David Ogilvy**

Increasingly, though, definitions of advertising have had to take on board new communications opportunities. The explosion of media channel opportunities, including social, have made the advertising environment much more complex.

Different media channels and different communications opportunities require different approaches.

Now agencies use a variety of different models of communication:

- persuasion
- engagement
- participation
- facilitation
- conversation

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CUBE is the construction industry's favourite member of the **icon** modular handrail and balustrade product range. The system is derived from the desire to specify an alternative to tubular balustrades whilst adhering to the strict philosophy of supplying fast, highly engineered, non-fabricated solutions. The speed of supply and ease of installation sets new record breaking levels of service and therefore a valuable asset to any construction project.

For further information on **icon CUBE** or other products in the **icon** range please contact us or visit our website.

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**REMOTE CONTROLLED LIGHTING**  
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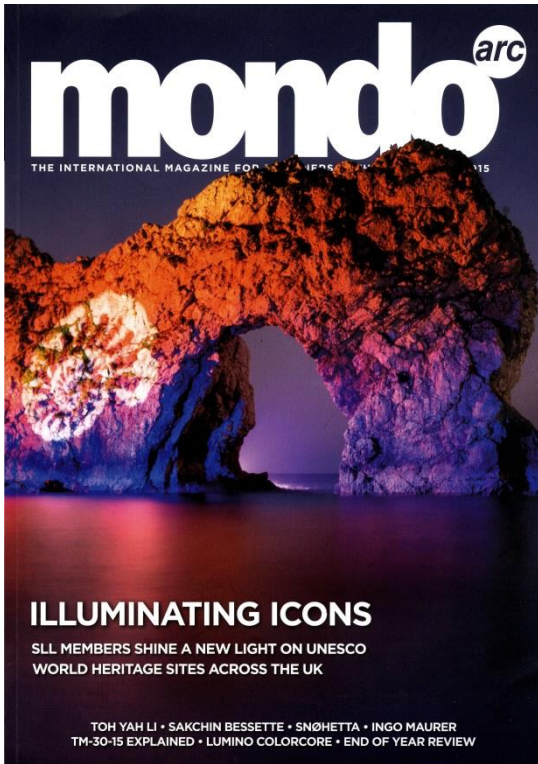
Introducing the new Director® DB8 MK2 LED, the next generation of remote controlled laminaire from RCL.

High output and precision floor level adjustability. Bold styling and high versatility set this spotlight apart, while its compact design allows for seamless integration into troughs just 200mm wide. Available in a choice of beamwidths including a very narrow 8° with a peak luminance of 51,000cd and a colour rendering of CRI 92 as standard.

**RCL**

[www.rclighting.com](http://www.rclighting.com)

**ridgemoor pr**



**FIXINGS & FASTENERS**

## In a fix over new fixing regulations?

The full impact of the changes to BS 5534 are only now being recognised by roofing contractors, leaving many with the challenge of significantly changing the way they work. Dr Kevin Ley, Redland technical manager, outlines the issues he sees and presents Redland's latest solution

**T**he changes to BS 5534, Code of Practice for Fixing and Tying, really do represent a sea-change for the industry. Although all roofing contractors – and it does apply to refurbishments and retrofits as well as new build – should have been compliant with the new standard since March last year, we are still finding many contractors unaware of the impact of the changes.

As a British Standard Code of Practice, the guidelines within it form the basis of the way all contractors should work. While it isn't a building regulation, roofing work carried out in compliance with the new code of practice reduces the chance of problems with a roof and provides a legal defence for a contractor in the event of any disputes resulting from problems with a roof.

Moreover, any providers of third party warranties such as the NHBC – will only cover a building if it has been built to relevant British Standards.

Given this background, and the fact that the Standard was published in 2014, it is concerning that so many of the contractors coming in to our Redland National Training Centre are still unaware of the new code of practice and all its implications. The area of greatest concern is around the changes to tile fixing recommendations, so it's worth just taking a moment to summarise the changes.

The new fixing recommendations for tiles are the result of both an increase in the minimum fixings for the tiles for security on a roof, as well as changes in the underlying codes of practice for how design wind loads are calculated.

The resulting standard effectively reinforces mountain-top ridges and hips. While contractors may still use mortar if they choose, these areas must be mechanically fixed – the mortar then becomes an aesthetic choice rather than a functional one.

For the tiles on the rest of the roof, fixing requirements have also significantly increased. All single-lapped roof tiles now need to be mechanically fixed with perimeter tiles requiring a minimum of two mechanical fixings. The quantity and type of fixings required depend on the calculated design wind loading, which will vary depending on the roof design, location and surrounding buildings.

For some roofs in moderately exposed areas this may require perimeter tiles to be nailed and clipped with all other tiles just being nailed, while in more exposed areas it may mean all tiles being clipped with perimeter tiles nailed and clipped.

Each roof will have different requirements and the fixing specification needs to be worked out for each roof individually. Manufacturers' guidance must be followed. Redland's solution was to update its FixMaster fixing specification service and create a new online version – FixMaster Online – that contractors can use via the web or on their mobile devices for an instant response for their individual roofing projects. The new online tool has proved very popular with over 1,000 project specifications being generated online since its inception in September 2014.

**The rigour – time demands**

However, it is the rigour of the new fixing requirements that is causing most concern for the contractors we meet. Additional fixings mean additional time and traditional clipping is particularly time-consuming which is why contractors normally charge a higher labour rate of clipping is required.

Manufacturers, as ever, have put considerable resources into developing solutions to address this issue. We at Redland have benefited particularly from the input of contractors coming through our training centre to help us understand the details of the process that cause most problems. This learning was instrumental in the design of our solution: the InnoFix Clip.

We know that traditional two-part clip systems or

clips that need a hammer to fix them are simply irritating to work with. Contractors describe the feeling of "needing three hands" to complete the clipping process. We also understand the irritation of boxes of clips that get tangled up or get dropped, or run out and need yet another trip to ground level to collect more. Plus the annoyance of having an abundance of clips in the van but no idea which tile they are used with.

It takes a bit of time to get really under the skin of a problem like this, and we consider our InnoFix Clip solution to be a genuinely intelligent response to a tricky installation problem. InnoFix needs no tools. It clicks easily into place, fixing the tail of the tile to the battens without needing a nail or a hammer, giving a reassuring 'click' when it's correctly positioned. And that's it.

Speed trials suggest that the installation is around 40% quicker than traditional clips that are nailed. Installation speed is important, of course, but so is reducing the hands factor. InnoFix Clips are colour coded so you know which clip goes with which tile. They are loaded onto a magazine so they don't get tangled up and can be laid out with the tiles to make sure the right number are up on the roof where you need them.

InnoFix is a genuinely innovative product and we believe it provides the simplest solution on the market to the fixing challenge of BS 5534. The customers who have so far trialled the product agree. Long-time Redland customer Stonefarr Roofing was one of the first organisations to try the InnoFix clip on site. Managing director Colin Ridgeon has been pleased with the reaction from his installation team: "InnoFix is a good solution to the issue of mechanical fixing. The design has been well thought through and it's easy to use on site. We are now using it on a daily basis."

[www.monier.com](http://www.monier.com)  
[www.innofixclip.co.uk](http://www.innofixclip.co.uk)

All images show the InnoFix Clip; left and right being installed and fully installed

054 FEBRUARY 2016 [HORNCAG.COM](http://www.horncag.com)

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**FRENCH MADE**

What Lyon's new 59,000-seat stadium can teach UK firms p20

Hinkley work 'could start in weeks' p2 | £137k for Balfour whistleblower p6 | Hammerson site poses structural diemmas p16

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# There's a lot to read.....

- 90% of the data in existence was published in the last two years
- From the beginning of recorded time up until 2003, human beings created five exabytes of information
- In 2011 we created the same amount of information in two days
- In 2014 every ten minutes

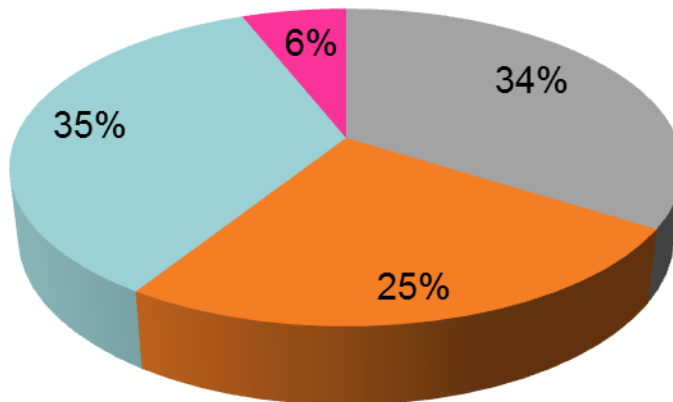
*Dave Turek IBM VP of High Performance Computing*



# Journal readership

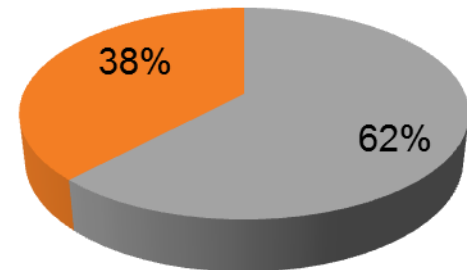
94% read industry journals

- Online only
- Hardcopy only
- Hardcopy & online
- Neither hardcopy or online



Base: 476  
Source: Construction Media Index 2015

- Read hardcopy magazines and journals
- Don't read hardcopy magazines and journals



# PR by the numbers

## 28 day summary with change over previous period



Feb 2016 - 28 days so far...

### TWEET HIGHLIGHTS

**Top Tweet** earned 866 impressions

#sds16 is next week - have you got your ticket? [surfacedesignshow.com](http://surfacedesignshow.com)

👍 2 ❤️ 2

View Tweet activity

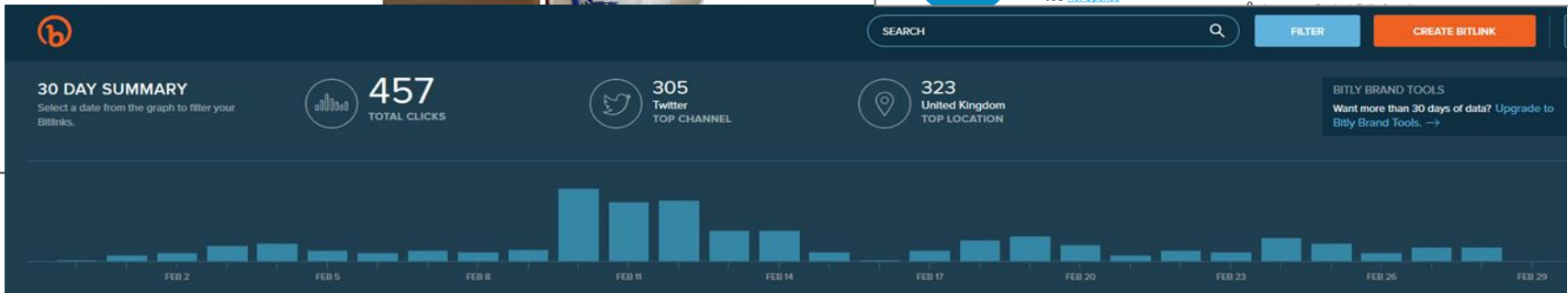
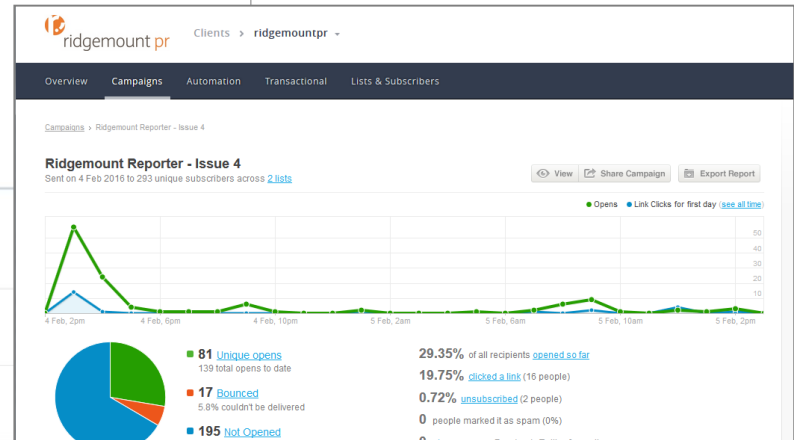
View all Tweet activity

**Top mention** earned 201 engagements

**Dylan Griffiths**  
@toptrowel\_dylan - Feb 2

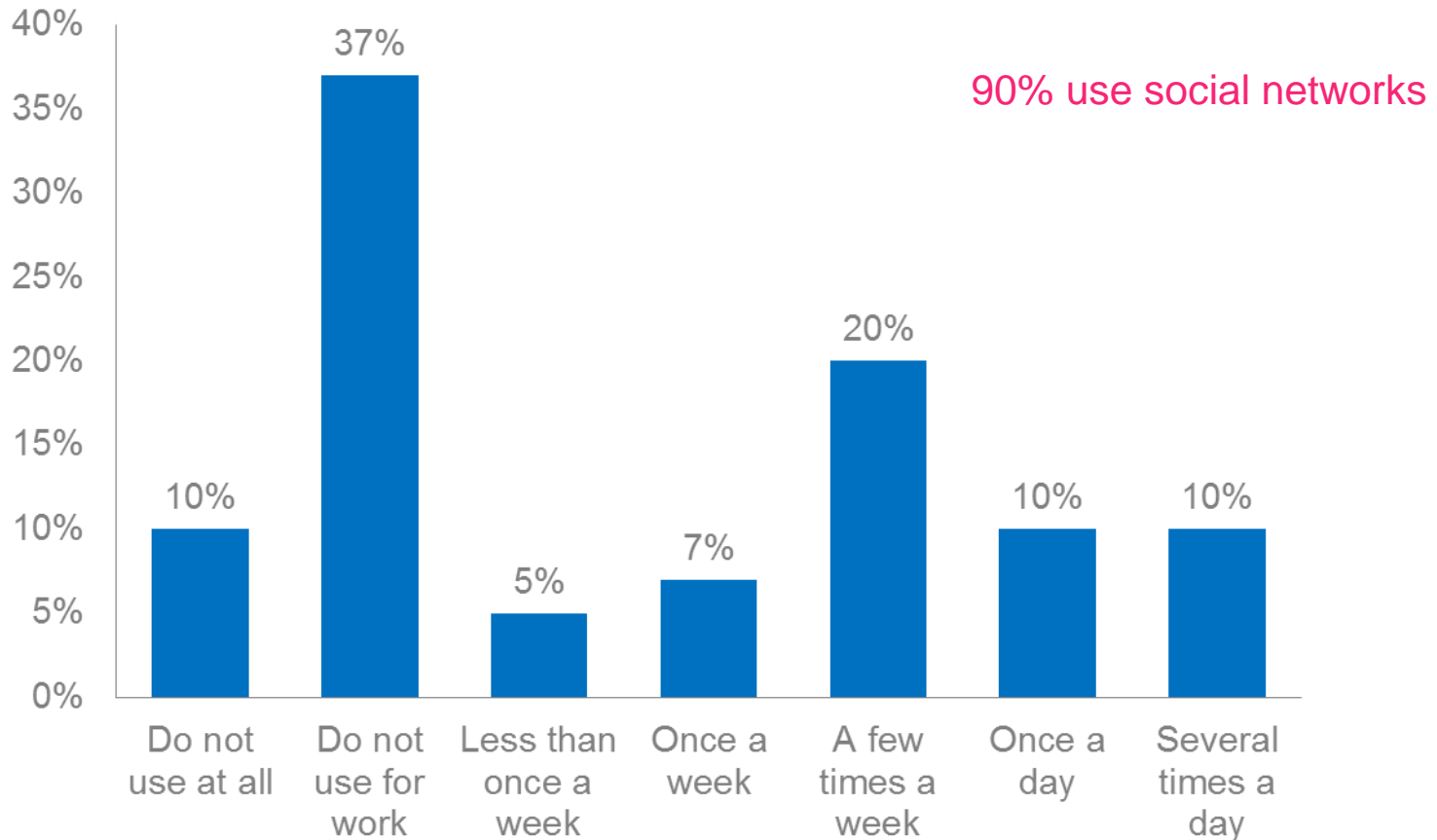
@GracoInc @Knauf\_UK @RefinaLtd  
make the day a little easier  
[pic.twitter.com/PbRT9JrpZ4](http://pic.twitter.com/PbRT9JrpZ4)

### FEB 2016 SUMMARY



# Use of social networks

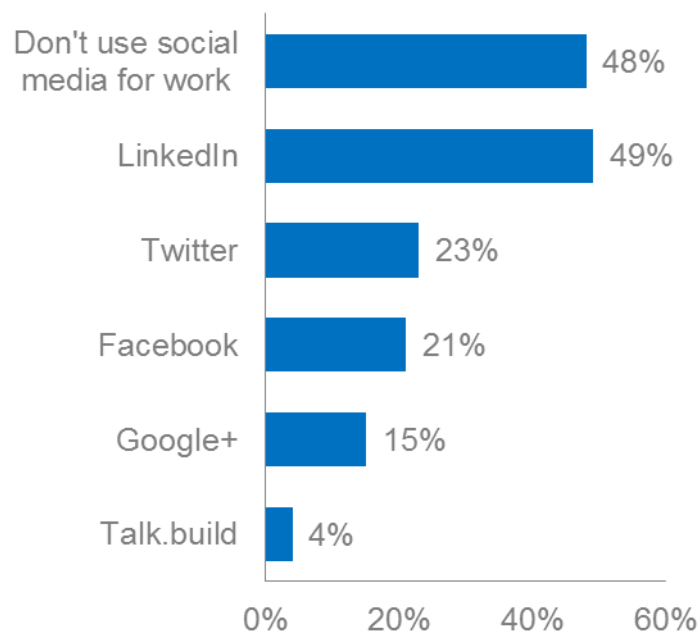
## Frequency of accessing social networks for work



Source: Construction Media Index 2015

# Use of social networks for work

Use of social networks for work:  
construction sector



Source: Construction Media Index 2015

UK internet users: population as a whole

- ▶ 96% of UK adults who are online have a Facebook account
- ▶ 25% using Twitter in 2015
- ▶ 49% using LinkedIn

Sources: Ofcom, emarketer, LinkedIn

# Social media at work: Facebook



# Being seen

## Working with the algorithms

- Facebook rewards engagement
  - And conversations
  - And relevance
- It punishes overt sales messages
  - And repetitions
- More engagement = more visibility
- Great content = organic shares
- Promoted posts boost engagement

$$\left\{ \sum u_e w_e d_e \right\}$$

AFFINITY ( $u_e$ )      WEIGHT ( $w_e$ )      TIME DECAY ( $d_e$ )

The diagram shows a blue rectangular box containing a mathematical equation at the top:  $\left\{ \sum u_e w_e d_e \right\}$ . Below the equation are three icons: a speech bubble for Affinity ( $u_e$ ), a shopping bag for Weight ( $w_e$ ), and an alarm clock for Time Decay ( $d_e$ ). Each icon is accompanied by its respective label and mathematical symbol.



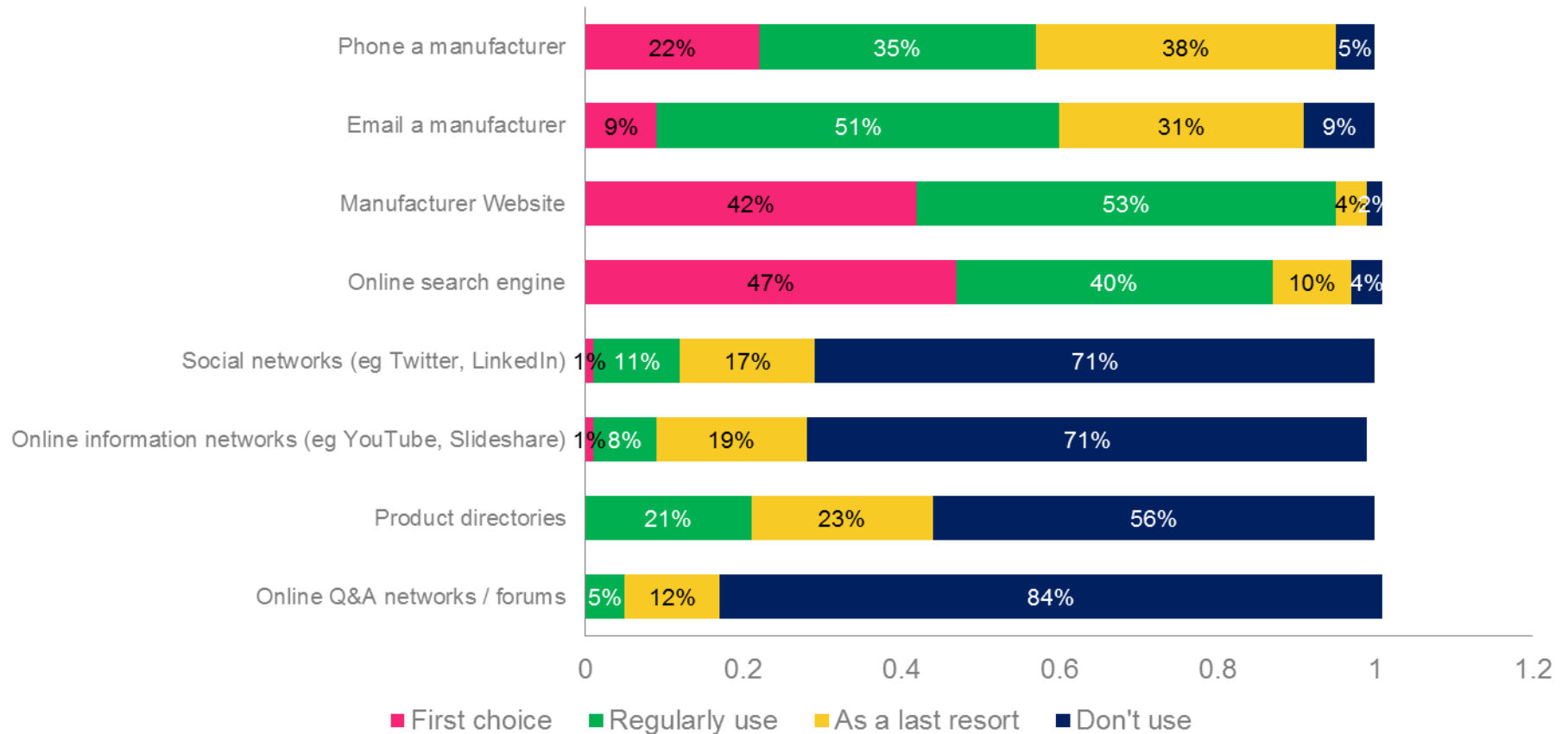
# User defined content

When you get it wrong



# Information sources

Use of sources of product information and ideas Base: 455



# Using the content – PPC&SEO

The image shows a screenshot of a Google search results page for the query "construction industry pr". The browser's address bar shows the URL: [https://www.google.co.uk/search?q=construction+industry+pr&ie=utf-8&oe=utf-8&gws\\_rd=cr&ei=sH7TVqTgIqae6ASlq5w4](https://www.google.co.uk/search?q=construction+industry+pr&ie=utf-8&oe=utf-8&gws_rd=cr&ei=sH7TVqTgIqae6ASlq5w4). The search results list several entries, each starting with an "Ad" label, indicating they are paid advertisements. A red oval is drawn around the text "Advertising? or PR?" on the right side of the page.

PR For Construction - [pragencyone.co.uk](http://pragencyone.co.uk)  
Ad [www.pragencyone.co.uk/Construction](http://www.pragencyone.co.uk/Construction)  
Award Winning UK PR Agency Construction & B2B PR Specialists

UK Construction Sector PR - [simplymarcomms.co.uk](http://simplymarcomms.co.uk)  
Ad [www.simplymarcomms.co.uk/](http://www.simplymarcomms.co.uk/) 024 7654 8150  
SMPR - Construction, FM, Energy Sector PR Packages -Results Driven

Construction Marketing - Need more contracts?  
Ad [www.contractorsmarketing.co.uk/](http://www.contractorsmarketing.co.uk/)  
Professional sales 1 day a week from your office  
Case Studies - Testimonials - Services - Blog

Construction Industry PR Services | Built Environment PR  
[simplymarcomms.co.uk/construction1/](http://simplymarcomms.co.uk/construction1/)  
Construction Industry PR Services – Digital PR and social media services for construction and built environment sectors. Click here for information.

Construction PR & Marketing agency | Dragonfly PR  
[www.dragonflypr.co.uk/construction-pr/](http://www.dragonflypr.co.uk/construction-pr/)  
Construction PR & marketing experts, over 10 years experience in the built ... We have an in-depth understanding of the construction sector, which means we ...

Ridgemount PR: Construction Marketing & PR  
[www.ridgemountpr.co.uk/](http://www.ridgemountpr.co.uk/)  
We run effective and thought provoking public relations campaigns in the UK construction industry and beyond.  
About US - We Love Construction - Setting the Strategy for STO - Gas Safe Register

CIB Communications: Construction marketing and ...  
[www.cibcomms.co.uk/](http://www.cibcomms.co.uk/)  
Construction marketing and construction PR consultancy offering a full suite of B2B marketing services: PR, ... Recognised leaders within the construction sector.

UK construction PR and marketing expertise | [pwcom.co.uk](http://pwcom.co.uk)  
[pwcom.co.uk/pr/](http://pwcom.co.uk/pr/)

Advertising?  
or  
PR?

# Advertising or PR? You decide

Guest Content



Promoted tweet

Sponsored updates

Product Collections

Bespoke media solutions



Bespoke content programmes

Custom Publishing



Boosted post

Sector Features



ridgmount pr

# Creating the reputation

Social media



Advertorials,  
sponsored content

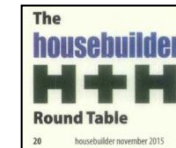
Display advertising



Seminars and  
lectures



Media partnerships



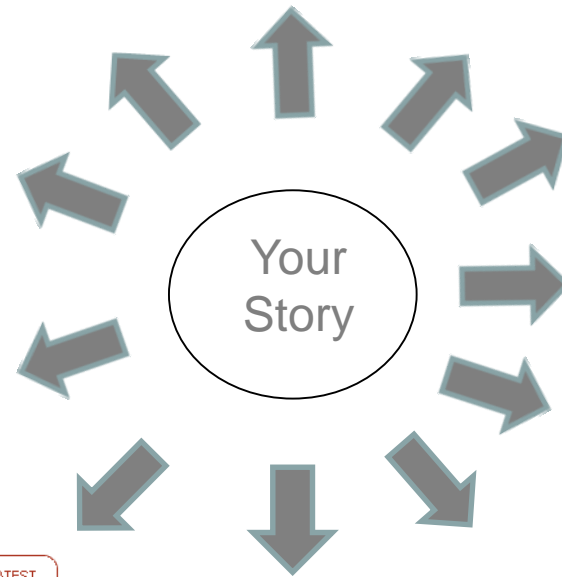
Video



e-zines



Your  
Story



Contract publishing



TV / Broadcast



Blog posts



Press releases & features



