



Magellan

Company Profile

September 2014

Who we are

- ❖ Magellan PR (Magellan) is a privately-owned boutique travel sales, public relations & social media marketing company which debuted in 1998.
- ❖ We operate our own detailed private database of over 8,000 contacts to better target key media and companies to the benefit of our client base. Our listings cover all sections of the media on and off line including bloggers, travel industry, sales & M&IT contacts and transport providers.
- ❖ We act as your *de facto* marketing office providing instant support and seamlessly becoming part of your own marketing team, prioritising our messaging as required.
- ❖ We adapt, we listen, we sell and we create - our complementary skill base is designed to propel your product into print.
- ❖ We crave the shadows, allowing our clients to seek the spotlight - we don't waste time on self-aggrandisement - the reward for us is seeing published ink and online awareness.



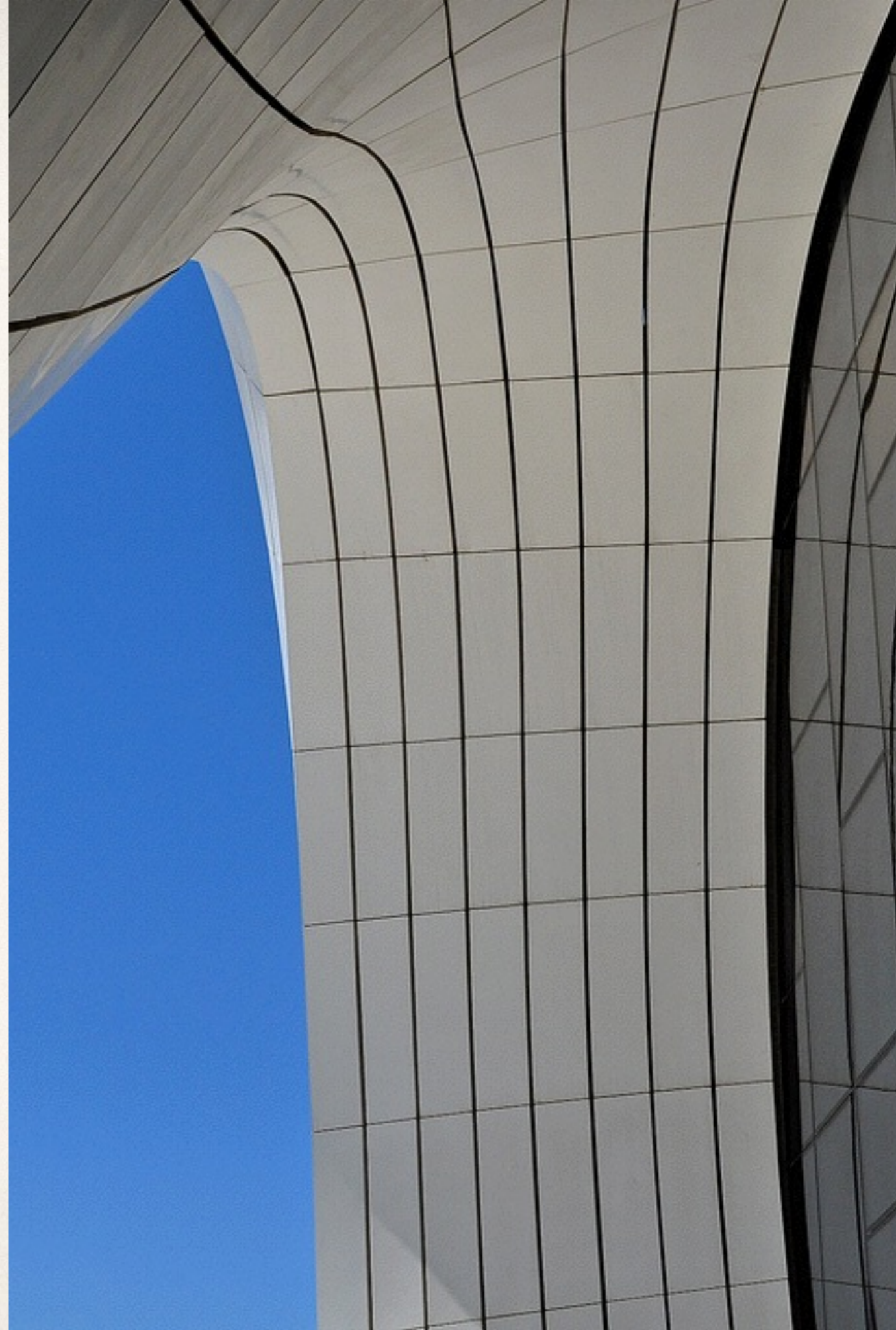
How we work

- * We listen to your business requirements and develop a fluid ongoing media strategy designed to achieve both your goals and the greatest return on your investment.
- * We like our campaigns to have flair, originality and élan, designed to capture the imagination - we inhabit the box but regularly think outside of it too.
- * We will visit you to research our stories, taking our own imagery to use for our outreach. These are then custom delivered to targeted outlets - we don't inundate the media - we handpick the moment and the medium.
- * We distribute these stories via omni-channel platforms - by release, by online content, by personal sell in and via social media - all designed to entice an editor to commission a feature or visit personally. All ensuing media visits are carefully crafted to suit the story, the media outlet and to showcase our client's offerings.
- * We summarise our efforts and successes each month within a brief report, highlighting top line successes for your director, board or ownership meetings.



What you need

- ❖ Is a safe pair of hands, an agency that has earned its spurs, is well-regarded and can instantly start work on your behalf.
- ❖ Is an agency with the industry experience to understand your business and to slot easily into your marketing team.
- ❖ Is an agency that is on first-name terms with the key media, that can pick up a phone and be heard.
- ❖ Is an agency that dislikes waste both in terms of untargeted effort and in terms of expenses.
- ❖ Is an agency that can roll out your campaign globally, using tried and tested overseas partners, similar in style to Magellan.
- ❖ Is an agency that can deliver results.



In good company

- * Magellan has worked with the finest travel & accommodation providers in the industry. Our client roster - past and present - has ranged from:
- * Hotel groups such as Fairmont Hotels & Resorts and The Ritz-Carlton Hotel Company.
- * Individual upscale resorts such as Las Ventanas al Paraiso, Abadia Retuerta LeDomaine and the Viceroy Riviera Maya.
- * Urban outposts such as London Bridge Hotel, The Savoy and Kensington House Hotel.
- * Destinations such as Santa Monica, Palm Springs, The French Riviera, Poitou-Charentes, Midi-Pyrénées and Basel
- * Travel providers such as AFerry, ABTOF ,Voyages SNCF and Headwater Holidays
- * Attractions such as Futuroscope, The Hermione and Galeries Lafayette.



What they say

- ❖ Sue and her team at Magellan would be a tremendous asset to any hotel company looking for representation in the United Kingdom (The Ritz)
- ❖ They are professional, innovative, efficient & have proactively lead and assisted on many media opportunities with us. (British Airways)
- ❖ Expertise and enthusiasm is a winning combination and Magellan always provided both. (Cendant VRG)
- ❖ Magellan provided Capita Business Travel with an impressive return on our PR investment. (Capita)
- ❖ Magellan is very pro-active, ready to adapt to any actions depending on changes in the market, always keen in proposing new ideas and ways of promoting our destination, even if it is outside of “traditional PR”. (CRT Poitou-Charentes)
- ❖ Magellan is a real pleasure to work with and a key part of our success. (Fairmont Hotels & Resorts)



What we do

- ❖ Over the past fifteen years, Magellan has used its in-house expertise to good effect, handling any number of projects from mainstream travel campaigns, to local awareness projects, to social media management, to sales and marketing initiatives.
- ❖ You know we offer an expert PR service, but did you know we can also handle:
- ❖ **Magellan Events:** From a day of press appointments, to a major technology launch to a grand gala event, Magellan has the right address book & business clout to ensure a stylish, productive and successful result.
- ❖ **Magellan Marketing:** Aside from partnership marketing and third party partnerships, we can produce e-newsletters, place advertising, source and oversee custom photography & website production. This year, we have also moved into a new sphere - celebrity management.
- ❖ **Magellan Sales:** If you want a local office and a targeted travel industry campaign, we are used to generating leads & being your local brand representative.



We're social!

- ❖ **Magellan Social** - Magellan leads the field in travel social media management & can simply offer advice, training, blogger outreach or can completely manage “white label” campaigns for you. Our expertise includes:
 - ❖ Content provision - we source suitable stories and write content to suit each social media stream in the right tone of voice for your key customers
 - ❖ Photographic input - we are keen amateur photographers and take specific images for use on your social media streams - a photo is worth a 1,000 words!
 - ❖ Training - we can offer insights and help for your in-house team as required or we can simply help amplify your message with our own tweets and posts.
 - ❖ White label - we can manage all your streams for you.
 - ❖ Blogs & website content - we can write blog posts and website copy for you - using links and our SEO knowledge to best effect.





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Contact: Sue Lowry - Sue@Magellan-Pr.Com M: +44 (0) 7725 997 121

[www: Magellan-Pr.Com](http://www.Magellan-Pr.Com) | www.Magellanstraits.Com | www.A3Traveller.Com |