

CASE STUDY

Defence Media partnered with UK startup Animal Dynamics to develop a PR and comms strategy for its innovative STORK family of uncrewed aerial vehicles (UAVs).

The project saw Animal Dynamics gain media coverage in a number of key defence and aerospace publications.



OVERVIEW

Animal Dynamics is an Oxford-based based startup specialising in the design, development and manufacture of novel UAS. Its STORK solution has applications in defence, as well as other sectors.

Defence Media partnered with Animal Dynamics to develop a PR and communications strategy, including developing key messaging around its UAS solutions. As well as strategic planning, Defence Media delivered a series of press releases and engaged with relevant press to highlight specific company milestones.

The project was successful in gaining positive coverage for Animal Dynamics in several key publications.

DEVELOPING A STRATEGY

It was important for Defence Media to develop a strategy and associated tactics that aligned with Animal Dynamics' business goals and objectives. This project included planning and research, stakeholder review, and generating KPIs to monitor performance.

The overall retainer package included:

- Monthly press releases or expert-driven thought leadership articles.
- Media monitoring, press pack research and outreach to key publications.
- Setting objectives and analysing digital performance to assess outcomes.

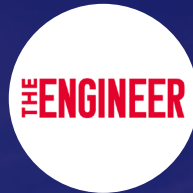
IMPACT

The project resulted in high-profile media mentions for Animal Dynamics' UAS solutions, building awareness and a positive reputation for the company. **Defence Media's strategic PR approach successfully delivered outcomes that matched business objectives.**



Breaking Defense media mention March 28, 2023.

FEATURED IN



PROCESS



PLAN: Interviews with key members of the Animal Dynamics executive team, collaborative planning and messaging development. Editorial calendar, key message documents and outreach strategy developed along with KPIs.



EXECUTE: Strategy is executed using expert industry PR professionals and process-driven approach. Content developed to deadlines in order to ensure regular cadence of news and media engagement.



ANALYSIS: Analysis of actual performance versus stated objectives. Regular communications throughout on project performance and delivery, and whether modifications to the plan would need to be made.

PROJECT LEAD

Beth Stevenson MCIPR

Beth is a PR expert and content specialist, working with a number of clients on strategic communications projects. Beth has qualifications from the Chartered Institute of Public Relations and her past experience as a journalist provides valuable insights on engaging the press and best practices for reputation building.

