

ALLOTT & ASSOCIATES LTD

Public Relations and Marketing Consultants

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ALLOTT AND ASSOCIATES IS PERF-EGG FOR NORFOLK COMPANY

One of the UK's leading food public relations and marketing consultants, Allott and Associates Ltd, has celebrated 15 years in business by clinching a new contract with the UK's largest producer of duck eggs.

Watercress Lane Duck Eggs in Norfolk is the latest client from the food sector to engage with the Knaresborough-based agency, which provides a full range of public relations and marketing services across a variety of industries.

The company specialises in five sectors: food, packaging, engineering, education, and public sector work and offers a 'publicity or no fee' guarantee.

Despite a tumultuous time for the economy, last year Allott and Associates was successful in winning a number of new contracts after pitching for the work against other agencies. These included Zeina Foods in Leeds, who specialises in Middle Eastern snacks and confectionery such as nuts, dates and pistachios, and a high-profile public sector contract promoting a major employment initiative in South Yorkshire.

The Barnsley Work & Skills Board engaged Allott & Associates to create and manage a year-long campaign to galvanise all sectors of the local community into action. This high profile campaign is helping to tackle long-term unemployment and through encouraging the uptake of apprenticeships, volunteering and training opportunities is helping people into work.

As part of the programme Allott & Associates created the eye-catching 'Barnsley Needs You' campaign theme which it also developed into a website and a Facebook listing.

Managing director and founder of the company, Philip Allott, says: "It's been an eventful 15 years for the company and the last 12 months have been challenging not just for Allott and Associates but for the whole UK economy. However, recessions come and go and a good agency must be able to help its clients ride the storm by consistently delivering high level marketing and PR support."

During the last 12 months the experienced team at Allott and Associates has worked successfully on a variety of both public and private sector projects. Its services include writing press releases, design, marketing consultancy, photography, advertising, direct-mail, website development, research, exhibition support, corporate events and film making.

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Background information:

Allott & Associates Ltd is a full-service agency and provides all the services you would expect from an in-house marketing department. Established for 15 years, Allott & Associates Ltd has the marketing resources, experience and determination to help your organisation attain its strategic objectives. Many of the company's clients are involved in business-to-business (B2B) activities including food, beverages, packaging, electronics, engineering, logistics, pharmaceuticals and printing together with numerous related markets. The company is also experienced in providing marketing support to a number of service sectors, including education, local and central government, the MOD and recruitment.

Key marketing services provided by Allott & Associates Ltd include public relations, design, marketing consultancy, photography, advertising, direct-mail, website development, research, exhibition support, corporate events and film making.

Currently the agency is proactively involved in marketing campaigns in the UK, mainland Europe, the US and Australia.

Clients can engage the agency on a 'project-by-project' basis or for a monthly retainer. For more information and a bespoke quotation, please give Allott & Associates Ltd a call on 01423 867264 or visit the website at www.allottandassociates.co.uk.

For editorial, sales enquiries or photography, please contact:

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