

clear. Clear Architects – Property PR

Clear Architects is a small but ambitious, high-end, Essex-based architectural practice. Luminescence has worked with Clear Architects since 2013, its first foray into PR.

Following previous years success for 2,700% ROI after a Sunday Times placement (CIPR EXCELLENCE Award Finalist 2017) founder Melanie Clear, increased budget to better integrate media relations & digital.

Objectives:

- CA to appear in national media synonymous with high-quality design
- Attract clients embarking on design-led builds across South East
- To improve user experience on CA digital assets including a new website

Brief:

- Increase brand awareness, CA synonymous with high-quality design
- Increase coverage of completed projects, especially in prestigious titles beyond Essex
- Increase & improve CA's online presence

Achieved all objectives:

Positive coverage of CA projects in key, prestigious titles (The Times, Metro, Grand Designs, RIBA Journal). From June 2016 to June 2017 we achieved 67 pieces of coverage:

- ✓ 437 Million online readership
- ✓ 4.42 Million printed circulation
- ✓ 621,000 coverage views
- ✓ 887 social shares
- ✓ 1 New improved website
- ✓ 1 Digital Media Award (Best of Houzz)

Anecdotally CA team told "Melanie is everywhere, I see her projects in everything I read!"

CA won 'Best Of Design' on Houzz® 2017 voted by 40m monthly web visitors against competition of 1 million other home improvement and design industry professionals.

Melanie is now a regular columnist for Real Homes and Grand Designs magazines.

New Website

Attracted clients embarking on design-led builds across South East - new website saw an increase in users of 35%, "time on page" increased by 70% & London & Chelmsford traffic increased by 78% & 675% respectively.

Increased brand awareness; direct traffic to new website increased by 20% (Google Analytics).