



RADIO

Part of



# Why Radio?

Radio remains the UK's most trusted source of news, according to Ofcom. Over 90% of Brits (over 47m adults) listen every week making it a powerful tool in the PR armoury.



Cost and time effective, get it right and it provides real ROI for brands, charities and not-for-profits offering an opportunity for real buy-in from listeners who build-up meaningful relationships with their preferred radio presenters.

As part of PA, the UK's national news agency, we offer editorial expertise and an unrivalled grasp of the news agenda, which underpins a reputation of trust and integrity at the heart of the UK media.



# Your radio journey with TNR...

## Audience

Radio audiences are firmly split by demographic. Tell us who you want to talk to and we'll devise the best radio strategy. Talk radio audiences tend to be older so our broadcast journalists will ensure the story works for them.

## Purpose

What action do you want from your audience? Brand recognition, thought leadership, education or illumination? Do you want them to change perception or be moved to buy? This is key to shaping the story.

## Creative

Expert broadcast journalists and producers are on hand to advise and collaborate ensuring your story works for radio. We know how to write an advisory to excite radio desks and have tons of media relations expertise and contacts to ensure your story is seen.

## Production

You get 5 hours in our broadcast ISDN studio on the day, plus an hour for pre-records in advance. We can even Media Train nervous or inexperienced spokespeople. We sell-in right up to the last minute, often bringing in additional hits on the day. If your story needs extra punch or regional angles you can commission TNR's experts to deliver a survey with radio appeal.

## Results

We target quality stations - BBC regionals and large commercials. We won't fill your schedule with community stations and charge you for the privilege. 10 – 12 quality hits is our average, although we've achieved over 50 in a day before...A full report indicating key message usage plus audio of all interviews will be sent to you within a week.

# Our Clients

What is it like to work with TNR? Ask our clients...

TRANSPORT | HEALTH | PHARMACEUTICAL | CHARITY | RETAIL | CONSUMER | SPORTS  
THIRD SECTOR | GOVERNMENT | FINANCE | BANKING | INSURANCE | ENERGY | OIL & GAS  
LUXURY BRANDS | PUBLISHING | FOOD & DRINK | HIGH PROFILE INDIVIDUALS

“ They get it right every time

Working with TNR is always a pleasure. Their expertise in delivering against our needs has really enhanced our ability to reach new audiences. TNR understand who we are and what our needs are – and they get it right every time in their advice about what works best with local radio stations.

As a result we have reached more people than ever before and are helping more people than ever before.

Mark Flanagan – Chief Executive, Beating Bowel Cancer

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