



Rowan Asset Management (www.rowanasset.co.uk)

Backed by 8 years' corporate PR experience in London for a range of clients, Jack Ozanne – a former national business journalist and broadcaster – won 2 clients for start-up company Full-Media Solutions at the end of 2004. Its first was Rowan Asset Management.

This international property company commenced trading in 1997.

In-line with its overall approach to press and public relations, Full-Media Solutions set about producing a presspack; it also updated and improved the client's website.

Working as a team with its client it assessed the benefits of specific PR approaches, set agendas and produced monthly reports. PR harnessed Rowan Asset's two main newsworthy attributes (its international financial acumen, and successful participation in Rowan-sponsored endurance sports car racing) and garnered extensive coverage – most importantly in UK trade journals *Estates Gazette* and *Property Week* and specialist US fund manager magazines.

1:1 meetings with selected, relevant journalists were arranged; these meetings helped pave the way for further news coverage, offered on an exclusive basis. Coverage in Spring 2005 extended to the *Reading Post* and *Irish Independent*, and London Docklands' weekly consumer newspaper *The Wharf*.

A minor crisis engendered by erroneous coverage in the weekly *Building* magazine was ameliorated by positive coverage six weeks later in sister monthly magazine *Regenerate*, following an intervention by Jack Ozanne and a 1:1 meeting with the editor of *Regenerate*, Jo Smit.

At the time of writing, May 2007, 1:1 meetings with relevant journalists on the FT and the Times are planned, plus meetings with *Frankfurter Allgemeine Zeitung*, and the *Herald Tribune*. A 12-page technical feature co-penned by Jack Ozanne and the MD of Rowan Asset appeared in the October 2005 edition of the *Journal of Retail and Leisure Property*. A book *Fresh Thinking* was produced on behalf of Rowan Asset Management in December 2006.

For more details, please see
www.Full-mediasolutions.com



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