

Punch Steers Birmingham Partygoers Towards a Credit Lunch

Submitted by: Punch Communications

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Midlands PR Agency (<http://www.punchcomms.com/midlands-pr-agency>), Punch Communications has negotiated an exclusive competition through regional radio station Heart FM (<http://www.1007heartfm.co.uk/have-your-christmas-party-for-free-6624>), whilst also securing coverage in major local evening paper The Birmingham Mail (<http://www.birminghammail.net/>), to promote Birmingham restaurant (<http://www.chezjules.co.uk>) Chez Jules this Christmas.

The restaurant offered an innovative competition, inviting consumers to win a 'Credit Lunch' for themselves and up to nine friends and thereby support those businesses and individuals in Birmingham that have had a difficult end to their year.

Additionally Punch's team of PR Consultants (<http://www.punchcomms.com/pr-consultants>) has engaged in a campaign of digital PR (<http://www.punchcomms.com/Digital-Public-Relations.html>) online profile raising, to ensure the brand is as visible as possible and maximise bookings in the run up to Christmas.

Pete Goold, Managing Director of Public Relations agency (<http://www.punchcomms.com/public-relations-agency>) Punch Communications, commented:

"Digital Public Relations (<http://www.punchcomms.com/Digital-Public-Relations.html>) is becoming increasingly important to many businesses that need to ensure visibility within the search engine listings. With terms such as 'Birmingham party' and 'Birmingham Christmas party' highly likely to be searched for by those looking for an evening venue this December, we have ensured that Chez Jules ranks highly and is therefore positioned to do well.

"Moreover, traditional, offline Public Relations (<http://www.punchcomms.com/>) is equally important – and having delivered both print and broadcast coverage in addition to the online visibility, this is a great vignette of what can be achieved with a modest budget in a matter of weeks to offer a business a real boost in sales enquiries."

For more information, please visit www.punchcomms.com or call the Punch team on 01858 411600.