

BORKOWSKI®



**CHANGING
THE
GROUNDHOG
DAY
HEADLINES**



What Borkowski did during lockdown

Coronavirus has changed society more than we think. It has sharpened our perspective on what we need and what we can live without. In this context, a Sunday Times survey named Public Relations as one of the 5 least essential jobs in the UK. Many clients appear to agree, and our industry is facing unprecedented hardship as a result.

But even while pillars of normality and stability appear to crumble around us daily, there are those who recognise the importance of a distinctive voice and a striking message, and how these simple tenets can yield opportunity from apparent apocalypse.

Through desolation and exasperation, through lockdown, through economic standstill, through torpid recovery, Borkowski have kept telling our clients' stories.

We've kept connecting them with the platforms and people that can move brands, projects and causes forwards, even during the most tempestuous of times.

The devil works hard: Borkowski work harder. Here's a flavour of what we've been up to.

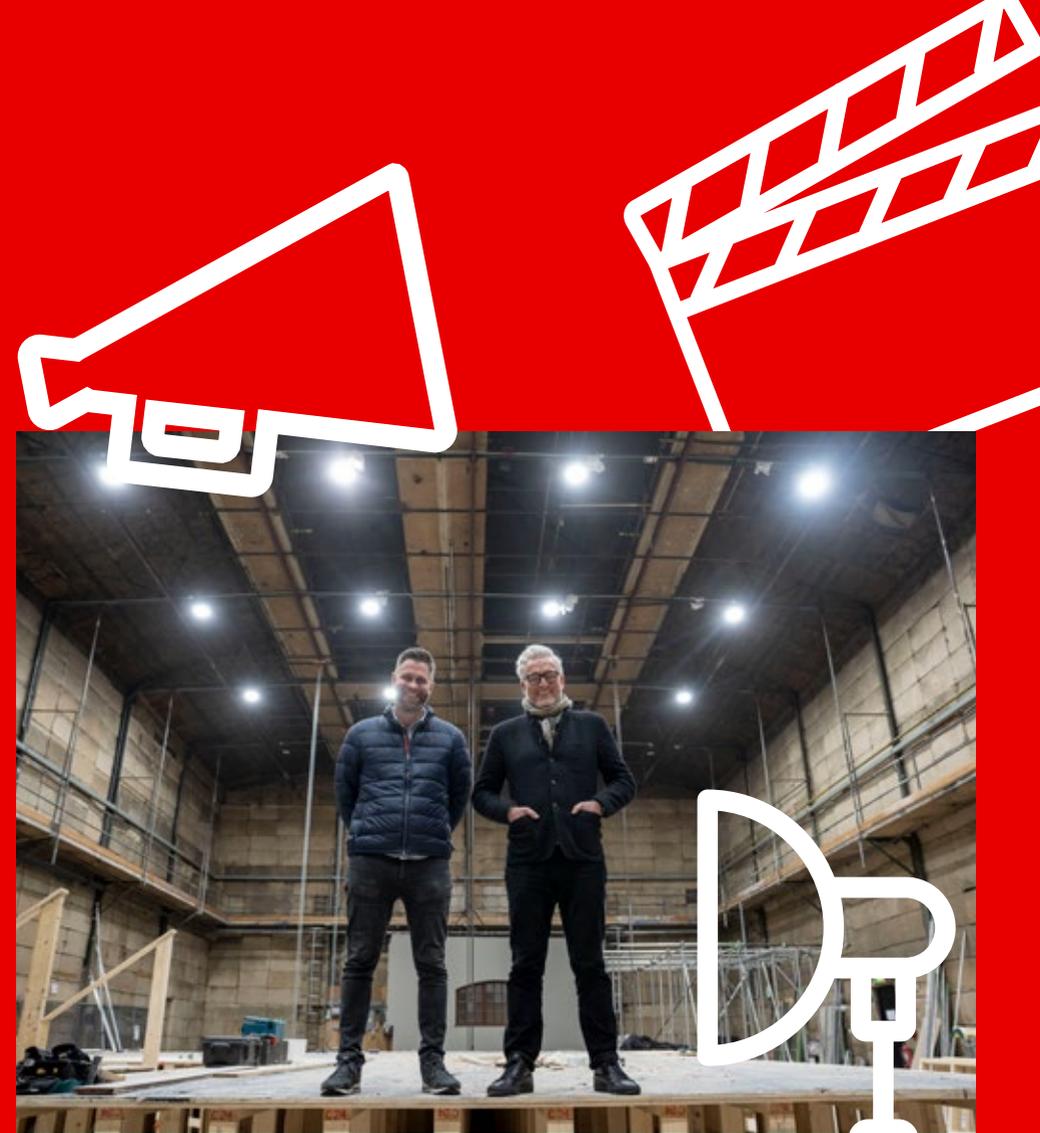
CHANGING THE LANDSCAPE OF UK FILM & TV

The Creative District Improvement Company

As the future of film and broadcast production hangs suspended in purgatory, The Creative District Improvement Company has launched an unprecedented and hugely ambitious series of investments in the UK industry's future.

TCDiCo underlined their faith in the UK's ability to punch above its weight in these industries with the announcement of two major studio spaces in Twickenham and Ashford.

Our positive news story put particular focus on the historic scale of each investment and their potential impact both on the film and television industry, and on their wider local communities and gained widespread coverage in national outlets such as the [Guardian](#), [Telegraph](#), [Evening Standard](#), [BBC](#) and [ITV](#), as well as in the trade press including [Variety](#), [Hollywood Reporter](#), [Deadline](#), [Broadcast](#) and [Screen International](#).



Piers Read and Jeremy Rainbird by Jeff Moore

INTRODUCING VALUABLE UK IP TO THE CONTACT TRACING DEBATE

Scentric

We've also been spreading the word about Scentric, the global digital privacy and security experts and Smart Nations pioneers whose dial-shifting IP could change our relationship with the internet and privacy forever, beginning with the global clamour to create a fully operational and interoperable pandemic management app which can deliver contact tracing.

Tapping into the media conversation around Contact Tracing, and specific workplace and personal online vulnerabilities created by the pandemic, we scored media coverage in such outlets as the [Sunday Times](#), [Telegraph](#), [Times of India](#), [Independent](#), [Open Democracy](#) and [Coin Desk](#), and made high profile introductions which opened up paths both to government and public sector procurement processes, and to potential new investment and business development.

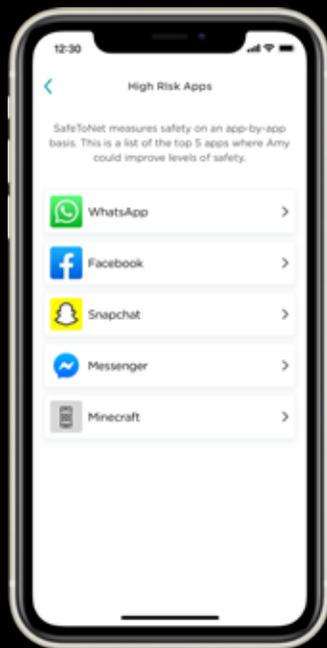


SHOWCASING CYBER SAFEGUARDING FOR CHILDREN

SafeToNet

Our client, SafeToNet – the internet safeguarding pioneers – are working hard to protect children online. So much so, they have just been recommended to parents by the Government.

Borkowski let the nation know this by securing over 260 pieces of coverage for SafeToNet this month alone. This successful piece of activity gained a global reach of over two billion, with stand-out articles in [Daily Telegraph](#), [Daily Mail](#), [Daily Express](#), [Evening Standard](#), [Independent](#), [The Sun](#) and [ITV](#).

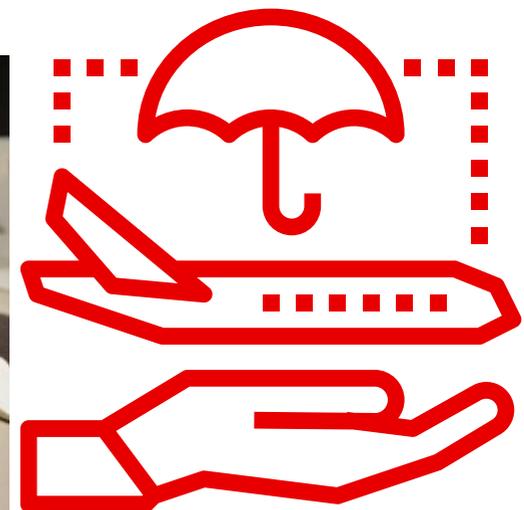


SHAPING THE TRAVEL BUSINESS POST-COVID

Ryan Howsam

As part of our work for entrepreneur and business guru Ryan Howsam we helped roll out the first ever travel insurance policy to cover COVID-19.

A [huge story](#) for the business and an important step towards giving people the peace of mind to travel once more. We've also continued to work on a television format for Ryan, more on which anon.



UK'S BEST-LOVED STREAMING BRAND SET TO TAKE ON THE STREAMING GIANTS

NOW That's What I Call Music

With streaming having boomed throughout lockdown we've been supporting our long term client NOW That's What I Call Music in their mission to expand their streaming service, the NOW Music app, to allow them to bring their famed curation skills to an entirely new generation.

Digital director Alex McCloy outlined their insights into the market in [Music Week](#) amidst a host of other [key trade press positioning pieces](#), including this recent quiz in [The Sun](#).





HELPING BRING A LEGENDARY LIFE STORY TO THE SILVER SCREEN

Midas Man

At the start of this month we were delighted to announce Midas Man, the first, only and definitive biopic of Brian Epstein, the man who managed the rise to global fame of The Beatles.

Working with the film's distributors we cushioned the landing of the trade press announcement with launch articles in the [Guardian](#) and the Press Association, and pieces in [Metro](#), [NME](#), [Der Spiegel](#), [Rolling Stone](#) and [The Guide Liverpool](#) adding consumer intrigue to international trade headlines and adding to the heightened anticipation around the project.

ADVOCATING FOR THE ARTS

Theatres have gone dark and the sector is in desperate need of support and of hope.

While lockdown has stopped live performance Borkowski have been supporting digital entertainment programmes at the likes of the revamped **Riverside Studios**, including pub quizzes with Stephen Fry, John Lloyd and Jo Brand, and virtual film screenings and Q&As, including with Dunkirk star George Mckay, with press coverage in the likes of the [Guardian](#), [BBC Radio 2](#), [Forbes](#) and [Time Out](#).

We've also been helping the Society of Independent Theatres raise a voice for theatre beyond the West End and the major regional houses in the conversation about the artform's future, including introductions to the [Telegraph](#) and the [BBC](#).

We've helped West End producer extraordinaire and Mamma Mia! creator Judy Craymer signal a note of hope in an [exclusive interview with Baz Bamigboye](#) which has been syndicated over 600 times.

In June, we helped signal to the UK that theatre is on its way back, announcing the country's first major production to restart rehearsals: **Bill Kenwright's production of Hamlet, starring Sir Ian McKellen and directed by Sean Mathias** which made international headlines in over 500 outlets, trended on Twitter



Sir Ian McKellen Circus Protest

Credit: Jack McGuire

and received page 3 coverage in the [Times](#) and [Guardian](#), and inspired impassioned op-eds in the [Telegraph](#) and [Observer](#) among coverage [in every other major UK title](#).

When the government eventually did announce support for the arts, some were left in the lurch. With our **Circus** industry in peril, we helped them get on the government's radar. Fifty performers and impresarios delivered a letter to the gates of Downing Street calling for either the right to open or to be considered for government support as part of the rescue package. Their march and rally gained news coverage in the [Guardian](#), [BBC](#), on [Sky News](#), [ITV News](#) and a [widely syndicated PA Video](#) piece, and picture coverage in titles including the Telegraph, I, Daily Mail, Sun and Mirror.

We're also working hard on Greece's ambitious plan to relaunch its arts and culture sector this summer via our work with the Greek National Opera, and on plans for the first major American production to come back. Watch this space...

In the meantime Mark Borkowski has been outlining how theatre marketing and communications must evolve to the new normal for [The Stage](#).

