



# **Botica Butler Raudon Partners**

## **Credentials**

---

11 September 2015

[www.botica.co.nz](http://www.botica.co.nz)

In confidence

## About Botica Butler Raudon

Founded in 1987, Botica Butler Raudon provides strategic communications counsel and services to transnational organisations and domestic ventures. We have a strong base of long-term clients including some of the world's best-known corporates, established family businesses and technology start-ups. We pride ourselves on the durability of our client relationships, many of which have lasted a decade or more. Clients and colleagues alike recognise us as effective practitioners who provide sound strategic advice and quality service.

We are a full-service company offering a broad set of capabilities:

- Media relations
- Communications planning
- Crisis communications
- Issue management
- Editorial services
- Social media engagement
- Risk mitigation
- Investor relations
- Production services
- Community relations
- Strategic communications counsel
- Product review management
- Video scripting and production
- Copywriting
- Online insights
- Reputation management
- Corporate affairs
- Financial communications
- Litigation support
- Event management

We have relationships with like-minded independent communications consultancies in over 20 countries, all providing strategic communications counsel to clients addressing international markets.

You'll find more about our services at <http://botica.co.nz/services1.html>

## Capabilities

Within our practice we offer a number of high-level skills.

### Communications strategy

We work with clients to develop an over-arching communications plan that complements their own strategic plan and addresses their commercial needs and internal capabilities. We take into account the actual perceptions and expectations of target audiences, developing a broad set of storylines that can be credibly used to advance the company's overall interests.

### Media relations

Our core expertise is in media relations, and we are recognised as highly effective companies in dealing with media over challenging issues and complex initiatives, products and services. We have excellent relationships, nurtured over a number of years, with editors, publishers and senior journalists. We engage with them on social media. They regard us as people who understand their requirements and don't waste their time: we get what they're interested in, respond rapidly and responsibly to their questions and provide information of value. We're not afraid to challenge them when that is required. We're direct, and we know what we're talking about. We pay particular attention to new reporters, educating them in areas where our clients have long term interests.

Our networks are deep and durable; our media list extensive and detailed. While we access commercial media databases, our own media database has details of over 1,500 journalists currently working in New Zealand. We believe it to be one of the best private media lists in the country. We are recognised as highly effective media trainers. We manage every aspect of media engagement from strategy to media announcements, briefings, tours, case studies and relationship building programmes. We monitor print, broadcast, online and social media. We conduct media audits and provide analysis of sentiment, share of voice and messaging cut through.

### **Government relations and regulatory affairs**

Botica Butler Raudon has experience devising and managing long term government relations programmes on behalf of multinational companies, New Zealand listed companies, entrepreneurial businesses and not-for-profit organisations.

Our work includes lobbying government ministers on policy issues and preparing ministerial briefings, expert engagement with senior departmental and ministry officials, caucus briefings, public/private sector liaison, monitoring the introduction of relevant legislation, drafting submissions for select committees and preparing clients to give evidence.

### **Crisis communications**

We assist our clients to anticipate, prepare for and manage crises that threaten to severely damage their reputations. Our services include crisis communications planning, threat assessment, crisis simulation exercises, crisis management team workshops, expert recruitment, and information hotlines.

### **Investor relations and financial communications**

We provide investor relations and financial communications services to a large number of small to mid-cap New Zealand companies that have listed on the NZX, ASX, NASDAQ and TSX exchanges, assisting them to conduct successful IPOs, raise additional capital, conduct roadshows and analyst briefings, assess market sentiment, engage with shareholders, issue announcements, prepare annual reports, conduct annual meetings and meet their regulatory requirements.

We assist with ongoing analyst relations through regular briefings, informal meetings and communications programmes. We ensure our clients have the opportunity to contribute to relevant industry research and reports by connecting them to the appropriate analysts and by providing regular company updates.

Allan Botica lectures final year and graduate students at AUT's school of public relations on investor relations and financial communications.

### **Issue management**

Accidents happen. Customers complain. Issues arise. That's when we come into our own. We have extensive experience in managing sensitive reputational issues on behalf of multinational IT and biotech companies, telecommunications and infrastructure companies, airlines, food, beverage and hospitality providers, local bodies and sports teams. Our services include strategic counsel, media management, rapid response teams, preparedness audits, advocate enlistment and public and ministerial liaison services.

### **Social media**

We adopt a strategic approach to social media engagement, focusing on enhancing audience engagement and ensuring that sound reputation management capability is in place.

Our view is that good social media practice is not simply about maximising likes and followers; it's about creating and generating compelling and shareable content to maximise engagement and make the most of search engine optimisation. It's also about putting in place policies that ensure your organisation is equipped to deal with social media emergencies or crises.

### **Corporate affairs**

We have a very strong corporate practice, handling media training, corporate affairs, issue management and litigation support for New Zealand corporates and multinational companies. We have also advised numerous companies on communications during mergers and acquisitions and have worked on a number of bids made under the Takeovers Code. As a result of our experience in this area we undertook to develop guidelines for communicating under the Takeovers Code which were subsequently reviewed and approved by the Chief Executive of the Takeovers Panel.

### **Copywriting**

We are experienced copywriters, producing clear, concise and effective copy for publications, brochures, websites and annual reports. We draft speeches, scripts and screenplays, letters, articles, and invitations. Four principles underline our approach to copywriting:

- Understand the audience
- Consider all the available means of persuasion
- Find an authentic voice
- Develop a supportive narrative

### **Video production**

Developing, scripting and producing videos for corporate use has little in common with television production for broadcasting. The audiences are more tightly defined, the budgets smaller and the talent needs more careful management. We develop scripts and produce videos for clients to use for marketing, capital raising, promotional and internal training purposes, making maximum use of the medium's potential to inform, engage, persuade and motivate.

### **Publications, presentations and copywriting**

We assist companies to prepare a wide range of publications including profiles, brochures, newsletters, flyers, videos, web sites and presentations. We can assist at all stages of the process, from concept, copy and script writing to project management and pre and post production. We are also experienced in a wide variety of copy writing, from letters to by-lined articles and research reports, from books to speeches. Our particular skill is to develop a voice for the organisation and to use that voice, in varying tones, across a range of communications.

### **Litigation support**

We work with clients involved in complex and high profile lawsuits where there is high public interest and significant reputational risk, helping witnesses prepare to give testify and assisting them to become familiar with the routine of appearing in court, presenting their evidence and answering questions directly. We also assist our clients, and their counsel, to prepare for and deal with the intense media scrutiny that accompanies a high profile case.

## Strategic approach

### Client relations

The majority of our clients have been with us for five years or more; some for well over a decade. We are able to build strong relationships with them because we work hard to develop a deep understanding of their business, its culture and people. And we retain them because they can trust us to provide them with excellent service and consistently achieve great results for them over a sustained period.

### Audience

Before we write or say anything we look first at the audiences. What do they know about the matter at hand? What do they care about? What do they expect? What are they prepared to consider, do or say? How will they respond to different narratives?

### Persuasion

Our primary function is to help clients inform, persuade and motivate audiences. We do this by considering, in any given case or circumstance, all the available means of persuasion and the particular uses and constraints of each. Sometimes a quietly spoken word is more effective than an open letter. Some matters should never be discussed in print or via email. Sometimes a slogan can capture people's imaginations. Sometimes only a formal document can do justice to the intricacy and gravity of a complex issue. Our practice comprehends an extensive toolbox, from online posts to ads, from confidential meetings to public events, from letters to litigation.

### Voice

At the end of last century a group of communications professionals noted, "A powerful global conversation has begun. Through the Internet, people are discovering and inventing new ways to share relevant knowledge with blinding speed. As a direct result, markets are getting smarter – and getting smarter faster than most companies." They noted that markets were essentially conversations, places where people gathered and talked to each other. Our role is to help organisations find their voice so that they can engage authentically in those conversations.

### Story, story, story

The services we provide are designed to support, enhance, and protect your reputation. They're not about your branding because it's your story, not your brand, which carries the weight of your reputation. Stories answer three questions: What's happening? Why? What happens next? We need to be able to say what brought you to this point, where the company is heading and what the interim milestones will be. We start by refining each client's story and considering the arc we want that story to follow, because that's the basis on which we will deliver a programme: everything we do and say should advance some aspect of that story.

### It's all about individuals

Our primary focus is not on placing articles in publications. It's on helping clients build long-term relationships with key media, reviewers and other influentials. We aim to develop a core audience who will trust your people, understand your story and are predisposed to listen to what you have to say. While this is all done to increase awareness and enhance understanding of your business, it's your people who will be at the heart of the effort. We help build and closely manage a base of savvy, capable and informed media. We base engagements on areas of individual expertise and, beyond that, look to develop effective two-way relationships between target influentials and a small number of your most senior people. We look to identify and nurture two types of talent: media-capable spokespeople (reputational) and subject matter (technical) experts, and would want to provide appropriate types of media training for each.

We effect introductions and initiate relationships. We respond promptly to requests and inquiries. We carefully manage strategic announcements in terms of disclosure, offering exclusive opportunities to selected targets, always within the relevant disclosure guidelines. And, where appropriate, we offer expert opinion and informed comment on issues of significant public interest.

## Our people

We employ skilled senior public relations people and retain them in a rewarding and challenging environment. Our staff turnover is exceptionally low by industry standards, and our consultants have an average of over 10 years public relations and media experience. For clients that represents invaluable experience, stability, continuity of service and effective team work.

### **Dr Allan Botica**

Dr Botica is Founder and Chairman and is widely recognised as one of the country's leading public relations practitioners. He is a former Chair of the New Zealand chapter of the International Association of Business Communicators. He has a doctorate from Oxford University and regularly lectures on financial communications at AUT University.

### **Sally Raudon**

Sally is the Managing Director and works on high-level strategy and issue management with a number of corporate, IT and entrepreneurial clients. She is regarded by senior practitioners and media personnel throughout New Zealand as one of the country's foremost crisis communications advisors and has assisted numerous chief executives, litigants and politicians to deal with sudden and intense media scrutiny. Sally is our lead media trainer.

### **Rachael Joel (APR)**

Rachael is a Group Account Director. She works with Fortune 500 companies and fast growing businesses in established and emerging sectors providing strategic counsel, media relations, issue management, investor relations, event management and editorial services. She has a background in publishing and extensive experience in corporate communications and reputation management. Rachael holds an APR (Accredited in Public Relations), a globally recognised mark of distinction for public relations professionals.

### **Arwen Vant**

Arwen is an Account Director. She is an experienced public relations practitioner with expertise in corporate public relations, communications strategy, media relations, issue management, and client and project management. Her industry experience covers corporate and B2B PR, trade and export communications, as well as communications for local and central government.