

# RIGHT LINES COMMUNICATIONS

*Raising profiles. Building brands. Enhancing reputations.*

Highly effective marketing communications – developed and delivered for you by experts



**RIGHT  
LINES**  
communications 

# Who we are

Right Lines Communications ([www.rightlines.info](http://www.rightlines.info)) was founded by Chris Lines in 2012.

Our team specialises in the full range of communications activity, from traditional media relations, through to copywriting, crisis management, event management, e-communications, and social media support.

We offer both long term strategic, and immediate tactical, advice that is grounded in many years of experience in the industry.

From our North East England base, we deliver dynamic and successful local, regional, national and international campaigns for diverse clients and across a range of sectors.





*Chris Lines*  
Managing director



*Lindsey Spears*  
PR consultant



*Lizzie Delderfield*  
Marketing consultant



*Catherine Lines*  
Office manager



*Ciaran Lines*  
Chip off the older blocks

Our wider network includes experts in photography, design and web development such as:





# Public relations

At the heart of Right Lines is a highly effective public relations machine, alongside you at all times.

- We know how to deliver the messages that are important to you, to the right audiences and through the best channels.
- We absolutely understand the fundamentals of successful communications and will implement those to meet your objectives.
- We unashamedly believe in the traditional disciplines and principles of PR, but applied in a way that works now.



# Words, words, words

Writing engaging, effective copy remains a core communications skill. We love writing the Right Lines for our clients.

- News releases
- Blogs
- Advertorials
- Features
- Web copy
- Presentations
- Social media posts
- Printed materials
- E-communications.



# OUTDOORS

#itsgreatoutthere is a new campaign to deliver outdoor inspiration to millions. It's Great Out There Coalition's Chris Lines explains all.



...days of  
adventure,  
...a long weekend  
...for fun, festival goers  
...able to climb, hike, and  
...an breathtaking alpine trails,  
...as well as learn new skills,  
...such as adventure  
...photography and backwoods  
...cooking. They camped under  
...the stars and spent special  
...times with friends, all on a  
...majestic outdoor canvas.



## BERGHAUS TRAIL TAKEOVER

In the UK at the end of August, the Berghaus Trail Takeover saw hundreds of people head for three different locations to enjoy a day of exploration, surprises and treats in beautiful locations. The brand teamed up with leading outdoor navigation app, ViewRanger, to host the free event, which incentivised participants with free routes, Berghaus product prizes and the chance to win an outdoor activity holiday.

Social media was buzzing with positive posts throughout the day, as #TrailTakeover walkers shared their photos and experiences. As well as being a resounding success in its own right, the event provided a perfect entry point to the outdoors for many who took part, and have since pledged to spend more time on the hills and trails.

## CHALLENGE PROJECT 2017

...events, the It's Great Out There Coalition also  
...them possible. The coalition offers grants to  
...people who are planning initiatives that meet  
...needs of getting Europe more active in  
...awarded to Friedrich Junge  
...partnership with Primaloft and with the  
...schoolchildren and teachers on

...people was made  
...of the coalition, and  
...love of the  
...lives.  
...an



# THE TRAIL TAKEOVER

FOLLOW THE ROUTE,  
EXPERIENCE THE REWARDS

# Thoroughly modern marketing

The marketing landscape has changed a lot in recent years and that change continues at a fast pace.

Right Lines stays at the front of the field, adapting and adopting so that we're always able to deliver communications activity that is relevant and fresh.

- We create integrated communications campaigns that work seamlessly across PR, advertising, web, social and digital platforms.
- We can help you improve your bottom line by carefully selecting the right activities and channels to get your messages across to the right people.
- We're so ahead of the game, that we can even pass on our latest insights and expertise to our clients through bespoke training packages.







# Our team is your team

Right Lines Communications can be a core part of your team. As a small company, we offer great flexibility and the ability to react to circumstances as fast as you do.

And we are proud to have worked with clients for many years, who know that they can rely on us, whenever we're needed.

Time and again, we deliver results, commitment and outstanding value for money.





## Lucy Kendall

**CEO of COCO (Comrades of Children Overseas)**

“Between them, the team at Right Lines have a wealth of relevant experience, from campaigns to social media, and everything in between. Our sector changes quickly and we often have to be reactive – having Right Lines on hand has meant that we can communicate quickly, effectively and on message.

“We have worked with other companies in the past but find the bespoke and committed service from Chris and the team works really well for us. They have invested time and effort into understanding us and continue to boost our profile with communications that stand out from the crowd. The Right Lines team challenges our perceptions of ourselves and most importantly helps increase our reputation as a charity with a positive public image.”

## Steve Cram CBE

**World champion athlete and race director at Events of the North**

“I have had the pleasure of working with Right Lines on a number of projects, both regionally and nationally, and have nothing but praise for the work that the team does. They are great to work with and have certainly made a positive difference to the events we have used their expertise on.”

# Keep your business on the Right Lines

Get in touch for a no obligation conversation about how we could help you:

✉ [chris@rightlines.info](mailto:chris@rightlines.info)

☎ +44 (0) 7971 868 329

🐦 [@rightlinescomms](https://twitter.com/rightlinescomms)

📘 [www.facebook.com/rightlinescomms](https://www.facebook.com/rightlinescomms)

🌐 [www.rightlines.info](http://www.rightlines.info)