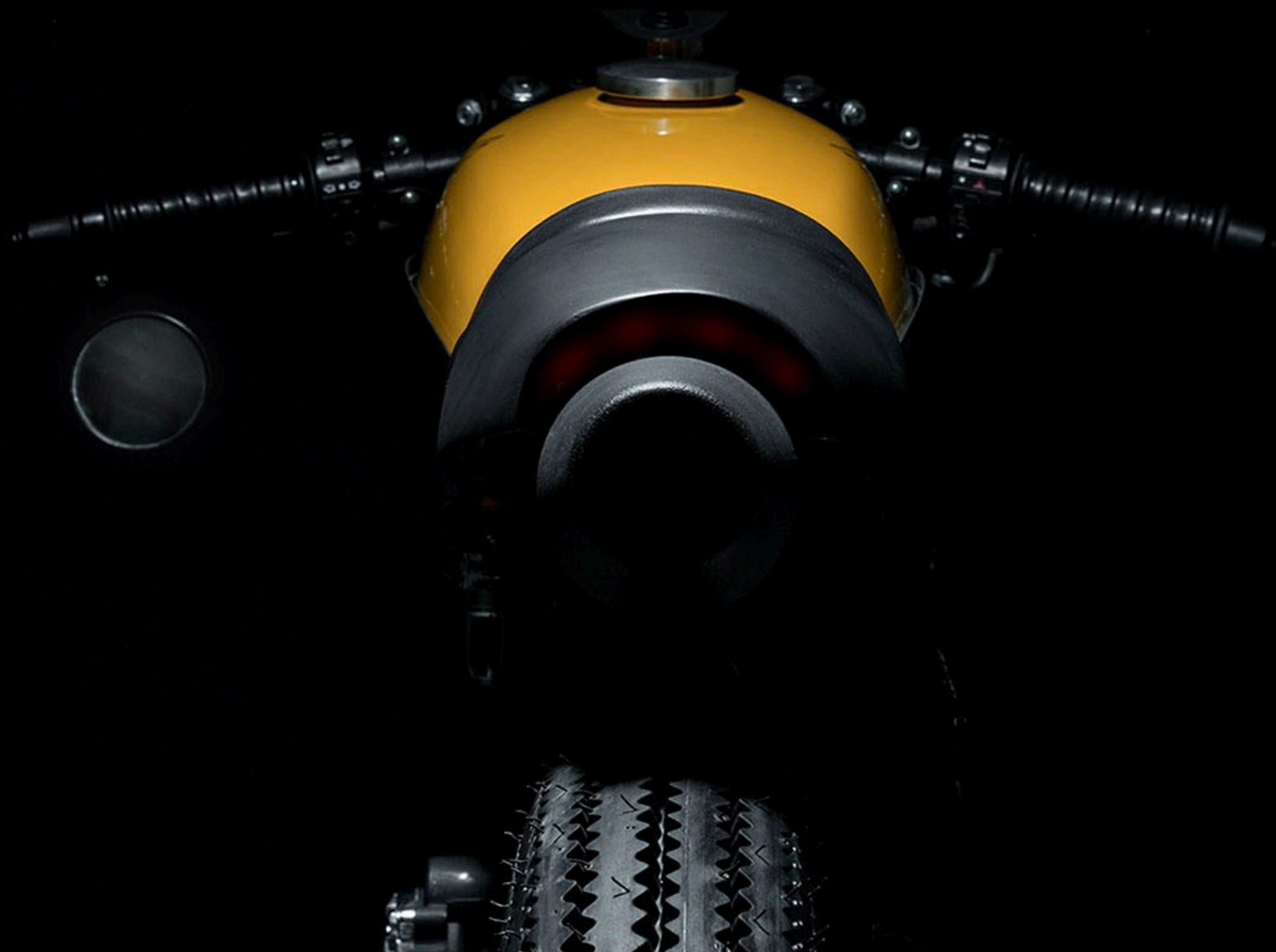




Creds doc



Holeshot PR is one of the leading motorcycle and automotive communications and social media agencies in the UK



Get in front of the competition

At Holeshot PR, we are proud of the unrivalled contacts that we have established over the past decade, ensuring our clients get seen across specialist, B2B, regional, national, lifestyle and social media. Our team includes some of the best specialists in the industry, creating benchmark copy, videography, events, social media, SEO, photography and design.





Spinning stories, wheels & records!

The world of communications is constantly changing but traditional PR is still an effective way to get your message in front of consumers. We understand what journalists need and tailor our proactive PR approaches to suit, creating engaging campaigns that translate into wide-spread media coverage.

Whether it is kitting out journalist's longtermers, hitting the Sunday nationals or featuring on ITV news, we know what it takes to get your brand seen week in, week out!

Hold the front page

Alongside motorcycle publications, we've obtained client coverage on TV, national broadsheets and many diverse titles.



TheObserver

Pocketlint

The Telegraph

The Guardian

Stuff

Mirror

Daily Mail

THE Sun

Evening Standard

DAILY STAR

MEN'S FITNESS

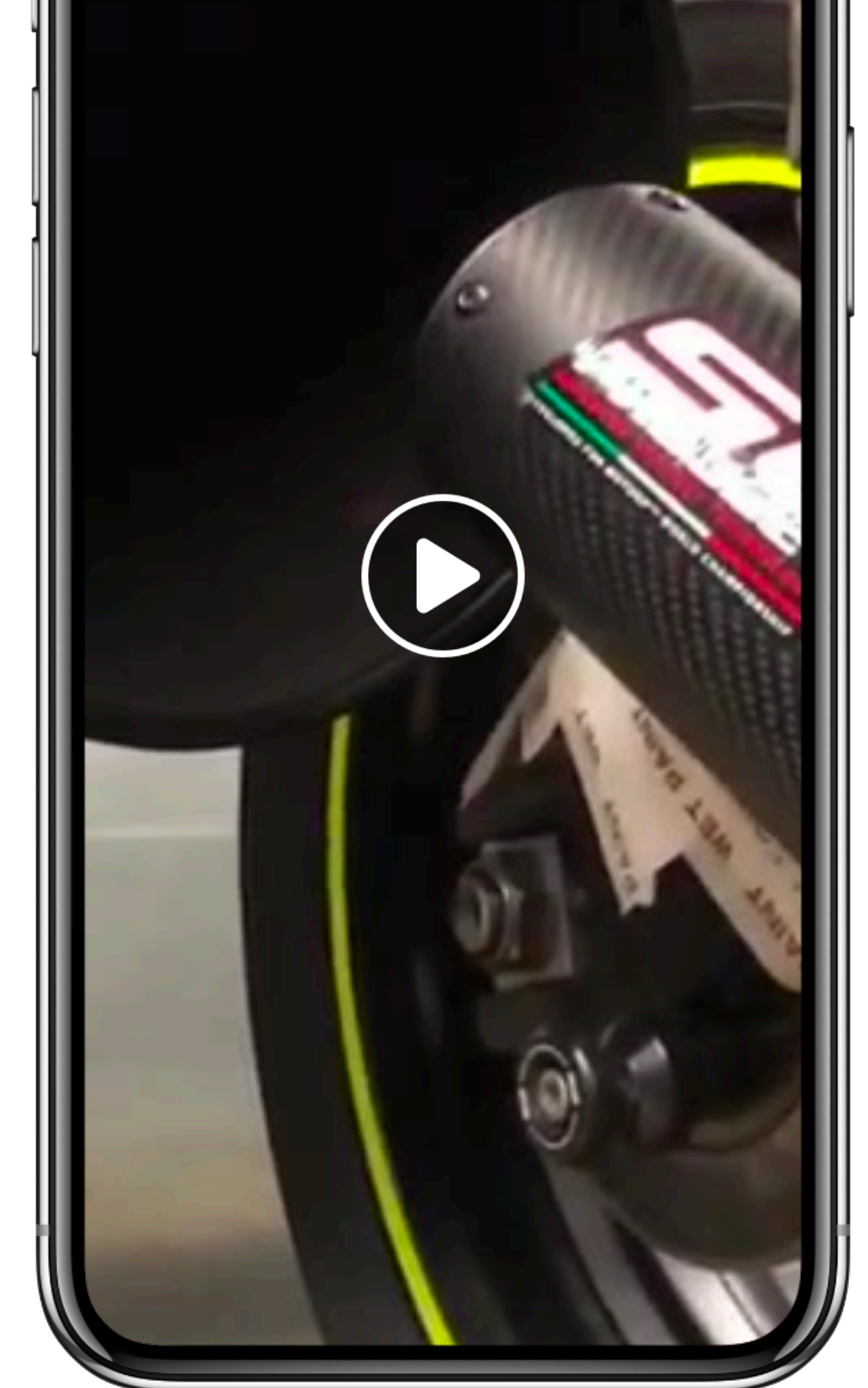


Social is a two-way street

Great content gets people talking and goes on to hit the headlines. But we don't stop there! Alongside compelling written content, engaging photography and captivating video, we also focus on ensuring followers are heard (and answered), building a thriving community of fans that helps to drive more traffic to your brand.

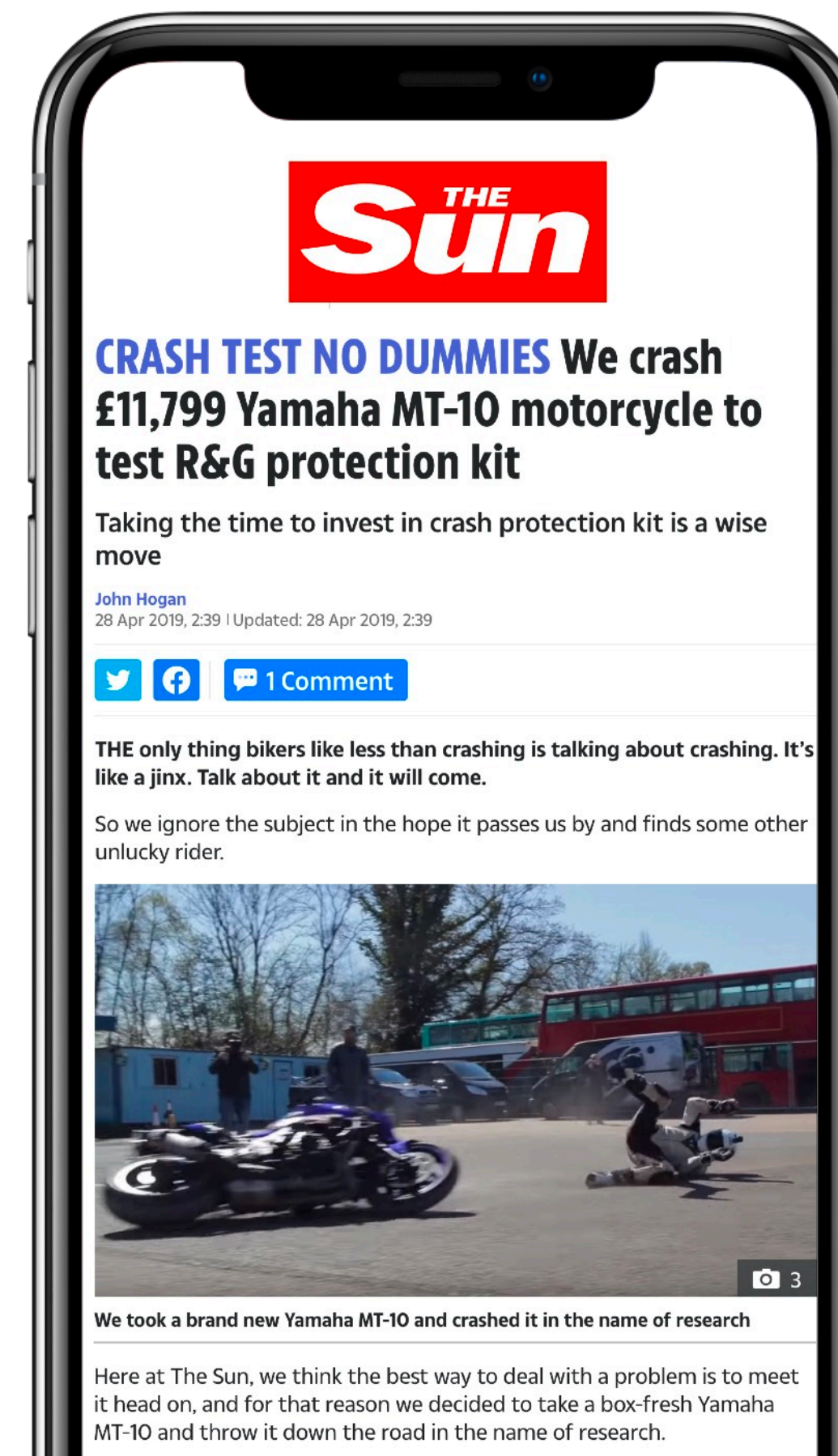
Dyno delivers >

Our HM Quickshifter video has now racked up over 2.5 million Facebook views



< Wise move

Falling off a brand new bike to promote R&G crash protection was a hit online before making it to print



Influencing the market

As the first UK motorcycle PR agency to embrace influencer marketing, Holeshot PR has become the industry-leader in working with relevant content creators.

Winning
relationships >

Our contact book ensures we
match the best influencers to
your audience



< Get seen

Vloggers help rack up the
views when it comes to
promoting new products and
services

Using events to bring brands to fans

We know how to make the most of events and PR opportunities, on a large or more intimate scale. From managing the Press Office at the London Motorcycle Show and running product experience days for journalists, to organising a media meet-and-greet with Guy Martin at a local pub, we know how to make an impact.





Content creation for web and print

Holeshot PR can tell your story through photography and videography, alongside traditional press releases, proactive media sell-in and bespoke editorial.

Our content creation doesn't stop there though. We can also design and build websites, print ads and more. And the more content we produce, the better we understand what works for your brand.



Consistently excellent level of client service

"In an industry strewn with ineffective PR agencies, it's refreshing to work with one embedded in the market, with a natural feel for what works and how to get results. Having a knowledgeable agency who ensures the press are informed and assisted is of huge value.

Holeshot PR provide a consistently excellent level of service for their clients, representing them to MCN with professionalism and integrity – while never shying away from problems or difficult topics. The result is greater value for MCN's readers, and deeper – more extensive – coverage for Holeshot's clients."

Richard Newland, Editor, Motor Cycle News



Extremely well connected

“Holeshot have effectively activated Pirelli’s strategy and transition from traditional Print PR to a digital offer. This is combined alongside social media support for both Pirelli and Media, acting as our front line at BSB and continuing to develop traditional PR coverage.

They are extremely well connected within the two wheeled industry, flexible enough to activate quickly and have been an important partner for Pirelli over the last decade. “

Simon Carter, Marketing Manager, Pirelli UK

The Pirelli logo, consisting of the word "PIRELLI" in a bold, red, sans-serif font, set against a yellow rectangular background.

A rider in a black helmet and suit is riding a blue and green Kawasaki motorcycle on a paved road. The motorcycle is in motion, with a blurred background of trees and a clear sky. The rider is leaning forward, and the motorcycle's headlights and mirrors are visible.

Growing engagement levels

“Taking the step to entrust the social media ‘voice of a brand’ to an agency is one that needs careful consideration. Holeshot quickly reached the correct balance of tone and response, to developing fresh and engaging ideas to appeal to both new and dedicated ‘hardcore’ fans of our brand.

Their dedicated approach and immersion into our brand and product groups have helped them to grow our audiences and engagement levels within each of our channels.”

Craig Watson, Sales & Marketing Manager, Kawasaki Motors UK

Kawasaki

Fast off the mark

"I've always found Holeshoot PR to be helpful, reliable, fast off the mark and on the ball with news and feature items from the world of motorcycling and beyond."

David Williams, Motoring Correspondent, Evening Standard

EveningStandard.





An extension of our business

“Holeshot PR have become an extension of our business, working with our staff and spreading the word of our ever increasing portfolio. From events, traditional PR, managing our social media and kitting out ‘industry influencers’, they continue to look for new, diverse opportunities.

They’ve certainly grown the awareness of the R&G brands and crucially supported our ongoing sales promotions.”

Simon Hughes, Managing Director, R&G



Our team

Previously PR Manager for Yamaha UK, **Harley Stephens** set up Holeshoot PR to further his passions of biking and promotion. Harley has spent a lifetime at dealerships, shows and race paddocks, always with one eye on new PR opportunities for his clients.



Mike Aylwin cut his teeth across a range of Consumer brands at some of London's top PR agencies. With a 2-wheel passion, he joined HSPR in 2014 to focus on traditional media engagement and Social Media.



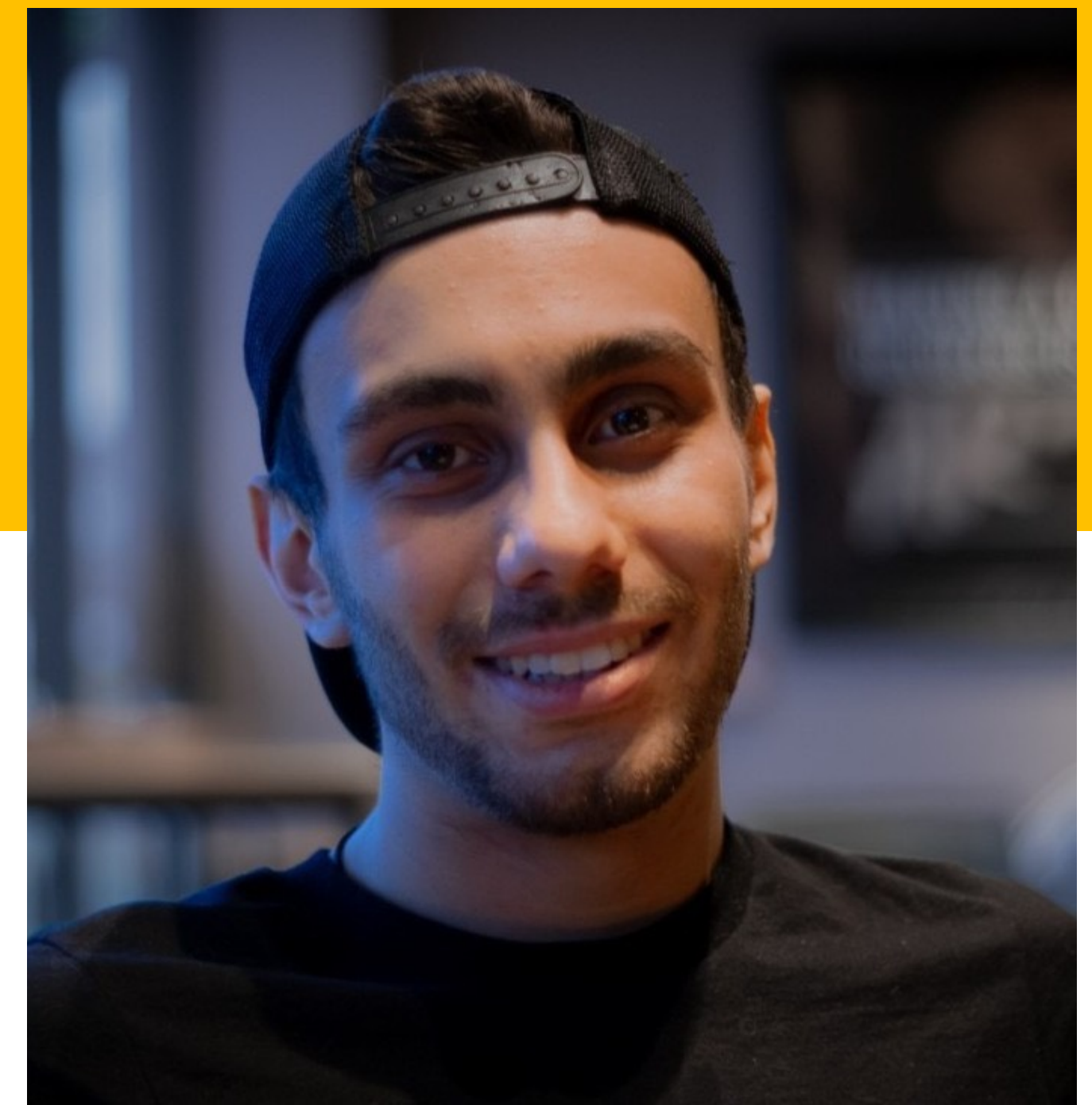
Already heading up our new International so-me campaign for Pirelli-Metzeler group HQ, **Toby Lee** is creating and managing video content for a wide range of clients, in between weightlifting and riding classic bikes at events such as the Malle Mile!



Adding another dimension to Holeshoot PR, **Tom Higham** creates engaging social media-focused video and photography, tailored to each client and their audience. His social media training workshops ensure clients up to speed online.



As an actual all-weather biker, **Frazer James** is well positioned to create meaningful content around any biking product. A keen photographer and designer, Frazer knows how to best position a brand for online audiences.



Leading the way

Holeshot PR is proud to have worked with some of the leading names in motorcycling, helping keep them in pole position in each of their relevant sectors since 2009.

We look forward to adding you to our winning roster.



Kawasaki





Thank you



www.holeshotpr.com

tel: 01732 761006

email: contact@holeshotpr.com