

# Black Cat Fireworks

## Brand and Reputation Management



### Background

Black Cat Fireworks is the largest fireworks company in the United Kingdom, marketing its products under two main brands, Standard Fireworks and Black Cat.

### Brief

Black Cat wants to promote itself as the responsible side of the fireworks industry, helping government and enforcement agencies to draft and enforce legislation that will stop the abuse of fireworks by the minority. At the same time the company is keen to solidify its position as the number one supplier of fireworks, and promote its products and brands in the marketplace.

### Approach

Our strategy for achieving the objectives includes:

- Proactive media relations, identifying opportunities for Black Cat to put up spokespeople and issuing new stories to national, regional and specialist media
- Speakers Circuit, sourcing speaking opportunities for senior Black Cat executives at Conferences, seminars etc
- Production of marketing material, promoting the brand and products
- Political affairs – ensuring an on-going dialogue with DTI and other Government departments and individual politicians
- Operating a 24-hour enquiries desk for the company in the run-up to 5 November to manage all enquiries from MPs, the media, emergency services and Trading Standards officers.

### Outcomes

Since DTW was appointed Black Cat's positive media coverage has increased by over 100%. Media outlets are now approaching the company for an expert comment. The company's profile and reputation amongst opinion formers and decision-makers has been enhanced. It is now regularly approached by government departments and Trading Standards officers to give industry input and comments on key issues.

