

Jack & Grace

Case Study

About Jack & Grace:

- Aiming to use comms as a force for good, this agency is on the side of brands that value people and planet as well as profit.
- Jack & Grace believe all businesses have a responsibility to shape a better world - not just by doing as little harm as possible, but by making a positive contribution. The next generation matters to this company, as well as the generation after that. 'Jack' and 'Grace' just happen to be two specific children the team are rather fond of - the co-founders' kids.
- This agency's clients include the Children's Investment Fund Foundation, The Duke of Edinburgh's Award, ActionAid, Ambitious about Autism and impact investment specialists Worthstone.

The Challenge:

Jack & Grace has grown quickly, doubling in size during 2021, so need systems the team can rely on.

'Our clients choose us but we also choose them,' says co-founder Nyree Ambarchian.

'We're committed to only working with organisations that value people and planet as well as profit. That means we work with some amazing brands and of course we need to use their budget in the best way possible. Systems that let us work efficiently are really important.'

Finding exactly the right journalist to pitch stories to is a priority as well as needing to convey complex topics in a way people will understand. Doing the homework to find the right media contact is essential, as, in the words of Nyree, 'the "spray and pray" approach gets you nowhere'.

In addition, the boom in interest for ethical and environmental stories in the media means there is lots of coverage in need of tracking – coverage generated for clients as well as linked stories.



“Is there anything worse than shopping for media databases? So confusing and takes so much time,”
– Nyree Ambarchian.

Jack & Grace wanted to:

- Zero-in on the right journalists to share their message in a clear way to the right audiences.
- Track and measure media coverage earned for clients and campaigns across print, online, broadcast and more.
- Distribute targeted releases with the ability to determine which media contacts are engaging with the content.

Having trialled around eight different media databases over the last two years and finding gaps in data, clunky navigation and failures in the basics needed, moves to search engine and social media analytics proved to waste a lot of time.

‘Finally, we found Vuelio and we’ve never looked back,’ said Nyree.

‘We’re so pleased with the system and service.’

Solution:

Jack & Grace chose Vuelio’s solutions including:

- Vuelio Media Database
- Press Release Distribution
- Media monitoring

Results:

‘For us, we like the brilliant media database including all the extra information provided about what journalists are looking for,’ said Nyree.

‘The press release distribution is great – we use it sparingly but when we do, being able to see which journalists have engaged with the release is so useful. We also use the media monitoring for print, online and broadcast.

‘We think Vuelio is the best on the market and good value for money.’

“We found Vuelio and we’ve never looked back”



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of your comms
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