

vuelio

working
word

How Vuelio helps
Working Word tell client
stories that matter



In today's fragmented media landscape, agencies are under constant pressure to identify not only the right story to tell, but the right platform on which to tell it. For communications teams working across multiple sectors, precise media outreach can make the difference between coverage that resonates, and messages that miss their mark.

For Working Word, a Cardiff-based integrated communications agency, this challenge is at the heart of their work. Creating campaigns that connect with audiences as diverse as the UK's most respected journalists, farmers in Carmarthenshire, Gen Z, policymakers in Cardiff Bay, and international trade publications, the team need to land their clients' stories with real impact.

The unique challenges of agency work

Working Word is one of PRWeek's Top 150 agencies in the UK, recognised for its integrated approach to communications. Their clients span sectors as wide-ranging as tourism, sport, financial services, not-for-profit, health, the arts and public bodies.

'We're a team of strategic storytellers; a full-service, bilingual, integrated communications agency,' explains managing director Daniel Tyte.

'Our campaigns are insight-driven, outcomes-focused, and underpinned by proven evaluation frameworks. We make data-driven decisions when it comes to mapping out a Comms strategy. Informed by behavioural science, our work drives real-world change, through pertinent and easily digestible messaging.'

The practicalities of finding the right journalist at the right publication—and making sure those contacts are current—present an ongoing challenge. Clients often require highly targeted outreach, whether that's to secure coverage in a niche trade title or a hyper-local paper. Prior tools used by Working Word were either too generic or too time-consuming to keep updated, meaning staff risked losing valuable time and missing critical opportunities.

They needed a system that would enable them to share their clients' stories on the platforms that matter most, supported by reliable, current data – a solution that could create sector-specific and location-specific media lists, update contact details at speed, and allow them to report back with confidence.

How Vuelio helped with media outreach

'Vuelio has been a huge help in enabling us to reach media platforms we need to engage with for a wide range of clients and audiences – telling our clients' stories on platforms that reach their audiences,' says Daniel.

'We use Vuelio to create sector and location-specific media lists, regularly logging in to check our contact lists are bang up-to-date.'

The team rely on the platform to build and update comprehensive media lists that can be tailored to each campaign. They cross-reference Vuelio whenever they need contact details for individual journalists or editors, particularly those working in specialist fields where contacts can be difficult to track down. They also make frequent use of the platform to identify media outlets in key geographical areas, ensuring coverage opportunities align with local audiences. And, crucially, they use it to research circulation and audience figures, allowing them to present clients with robust reporting on the impact of campaigns.

'Vuelio is user-friendly and easy to navigate, efficient with both the contact details it generates and media lists it builds and saves,' says Daniel.

Results

The ability to quickly identify and contact niche outlets has opened doors to coverage that might otherwise have been unattainable.

'We deal with so many varied case studies that we often need to find niche and specific trade titles, as well as hyper local media,' explains Daniel.


'One recent case study was a Welsh wool shop in rural Carmarthenshire. We were able to mine agricultural, farming, knitting, and craft titles on Vuelio, which resulted in 18 pieces of print, online, and broadcast coverage. Our client, who provides funding support to the shop, was really impressed with this coverage for such a specialist business.'

Perhaps most importantly, Vuelio has enabled Working Word to maintain the high standards of strategic storytelling for which it is known, ensuring that every campaign - whether for a national brand or a rural community business - can reach the audiences that matter most. By combining human creativity with data-driven precision, the agency continues to deliver stories that not only make headlines but drive genuine impact for their clients.



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Vuelio helps organisations make their story matter by providing monitoring, insight, engagement, and evaluation tools in a single platform.

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