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## PR Flirting Endorsements

Flirt Guru for hire!

As the UK's Leading Flirting and Charisma Expert, Elizabeth Clark, aka the The Flirt Guru, is regularly asked to endorse blue chip brands. From Braun to Unilever to Paramount, for products such as 'Impulse', to 'Herbal Essences', to 'Sex and the City'. See case studies below.

Listen to a couple of samples from a day of back to back radio interviews done down the wire to national and local radio stations, expertly but subtly, getting the product plug in whilst maintaining the entertainment quality of the interview.

{play}<http://www.rapportunlimited.co.uk/images/stories/music/01 Track 1 2.mp3>{/play}

{play}<http://www.rapportunlimited.co.uk/images/stories/music/10 Track 10 1.mp3>{/play}

Elizabeth is asked to do everything from:

- Simply putting her name behind a campaign, to
- Writing flirting copy related to the product, e.g. The flirting psychology of moustaches - Gillette, How your hair colour affects your flirting mood - Herbal Essences, How scent can help your flirting - Impulse, How to flirt like the Sex and the City girls - Paramount, etc. to
- Writing press releases, editorially honed towards the targeted media editors, to
- Giving press, radio and TV interviews to support the campaign, to
- Writing and recording Pod Casts and Vod Casts, to
- Voice overs for adverts and videos, to
- Presenting the product at launches to clients and media.

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As well as putting a unique spin on her topic, Elizabeth's input has helped gain valuable column inches and air time as she charms the media on behalf of her clients. Prospective clients can rest assured, that unlike other flirting experts, Elizabeth's remit doesn't venture into the realms of sex, therefore their brand integrity will be maintained at all times and the campaign will be suitable for consumers of all ages.

Call us on 08453 700 155 if you would like to know how we can help you promote your campaign.

'The little brand that the big brands trust with their reputation'

Corporate case study - Secretarial careers

Elizabeth was asked to write and deliver copy to support the launch of a new site for the Total Jobs Group , Secretarial Careers.co.uk . She wrote the copy for several podcasts and two vodcasts. These were successfully used by their social marketing department to promote the launch across the web on social media sites, etc. The campaign was considered a great success over conventional launches as it not only reached a new demographic, web users prefer a more interactive and audio visual experience and the search engines are giving more weight to web2.0 and social media. View samples of interview tips podcast [here](#)

Corporate case study - Late rooms

Elizabeth was asked to write copy and record voiceovers for a video campaign for the laterooms video service launch. Rapport was able to offer a better value service not only providing the talent, but their inhouse recording facilities to record the voiceovers and produce the videos in a web compatible format. Laterooms is owned by the worlds largest travel company Tui and is one of the most successful and progressive online marketers within the global organisation. This is considered to be the very latest development in supporting their online marketing and web 2.0 activities.

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Call us now for free advice and outstanding results on 08453 700 155.

Whether you're a business or a PR company representing a client, we'd be delighted to offer you the benefit of our experience, including the press and media contacts we've built up over the last 6 years, to the very latest in our Web 2.0 marketing tools which will propel your online campaign to the front page of Google, literally within HOURS of release. If talking web 2.0 is a bit like talking double Dutch, we can demystify it for you and show you how other clients got remarkable results for very reasonable budget.