



# PurpleBeach

## Creating launch momentum through social media



“Roaring Mouse is not limited by traditional notions of what a PR agency can achieve. It creates effective and pragmatic campaigns spanning traditional, online and social media that work for both us and our audience.”

**Annemie Ress**  
founder, PurpleBeach

### About PurpleBeach

PurpleBeach brings together business leaders and thinkers to share experiences that transform thinking, change perceptions and lead to new ways of doing business. It was founded on the premise that, in a highly digital world, leaders can better anticipate and overcome emerging business challenges by connecting and conversing with people that see the world differently.

### Socialising a new experience

PurpleBeach, a new venture founded by former Skype Global HR Director Annemie Ress, first engaged Roaring Mouse in 2013 to spread awareness of its ideas and attract business leaders to its launch event.

It sought to share its philosophy of people innovation and develop a community of conversation partners that would identify how businesses might adapt to increasingly volatile and uncertain trading environments.



PurpleBeach wanted to target senior executives from all sizes and types of businesses, and convince them they would benefit from attending its launch and joining its community.

To deliver maximum impact on a small budget we chose to focus PR efforts on a social media campaign to engage, influence and encourage the sharing of its ideas amongst the target audience.

### Sharing a philosophy

Roaring Mouse established a presence for PurpleBeach on Facebook, Twitter, LinkedIn and Google, and encouraged speakers, partners, employees and customers to use them.

We followed 1,000 CEOs, founders, marketing directors and HR people from London creative and digital businesses on Twitter. A fifth followed back.

We created a blog articulating the aims of PurpleBeach, the benefits of attending the launch and carefully chosen people innovation advice.

We sourced and shared thought-provoking blog content from psychology, film-making and digital experts that would be speaking at the PurpleBeach launch.

Guest blogs were published and promoted on topics ranging from pirate innovation to “technology shabbats”.

These were widely shared across a range of social media channels.

To discuss your business goals and what Roaring Mouse could do for you please call James Taylor on +44 (0)114 3600716 or email [james.taylor@roaringmousepr.com](mailto:james.taylor@roaringmousepr.com).



*PurpleBeach seeks to challenge, shock and inspire leaders to consider new ways of doing business*

### Business leaders to learn from pirates, psychopaths & mathematicians at London retreat

James Taylor

18 FEB 2014 ENTREPRENEURSHIP



Experts on piracy, psychopathy and mathematics are to speak with business leaders at a unique people and innovation experience to be held in London at the end of April.

Acclaimed business authors Kyra Maya Phillips and Kevin Dutton will discuss what gangsters, pirates, hackers and psychopaths can teach businesses about innovation and leadership at PurpleBeach 2014.

Speaking on the same bill is Professor Marcus du Sautoy, an expert on how mathematics, data and theories such as the Wisdom of Crowds can help leaders plan for the future using Google and Twitter.

Announcing the experience, PurpleBeach founder Annemie Ress, stated: "This is a very different kind of leadership and innovation experience, the ultimate antidote to the business evil of group think. We are looking to challenge, shock and inspire leaders to consider new ways of doing business, based on potentially life-changing conversations with people that see the world differently."

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#### 1. Start with clarity & the undeniable problem

Necessity really is the mother of invention, so start your innovation journey with an undeniable problem, something everyone you wish to involve recognises needs solving.

Be mindful about what type of leadership you promote. Don't fall into the trap of being overly critical of what has gone before, but be clear about what you want to achieve.

*Be clear about what you want to achieve*

Remember that innovation is the means and not the end. People don't want innovation per se, they want its benefits: financial rewards, confidence and progression.

*Be careful criticising what has gone before*



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## Following on

Roaring Mouse's broadcast team attended the PurpleBeach launch to discuss its aims and approach with Annemie and key speakers.

These were published as a short video report on the PurpleBeach website and promoted on social media. It has been viewed by almost 500 people.



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Launch momentum was further maintained with the creation and publication of a crowd-sourced action plan for building innovative businesses. This unique insight, curated by PurpleBeach, has been downloaded hundreds of times to date.

## Business benefits

Social media PR activities ahead of the launch exposed PurpleBeach to a much larger audience.

Traffic to purplebeach.com doubled, and our client's Twitter following grew by more than 400%

These activities attracted 80 leaders to the launch, established valuable new commercial contacts and helped create a community of curators to lead new research into people innovation.

Roaring Mouse continues to work with PurpleBeach to help further awareness of its goals and philosophy.

## Business benefits



*By Annemie Ress, PurpleBeach*

**Proactive, focused and forward thinking, Roaring Mouse is a valuable partner for PurpleBeach and plays a key role driving our business forward.**

Roaring Mouse's experience, insight and approach are perfect for our growing business.

It is focused on our needs and goals, and helps us take a pragmatic approach to communication that works for us and delivers a big bang for our buck.

Roaring Mouse recognises that startups and small businesses don't want vanity ideas or a one-size-fits-all solution.

It challenges us to think about how we communicate and has delivered a highly tailored campaign that enables us to confidently reach and share ideas amongst our growing community.

# CITY A.M.

## Getting business tips from pirates and psychopaths

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A COMMUNICATION CONSULTANCY FOR THE DIGITAL AGE