

Punch Is Hiring!

Welcome to the news-packed second edition of PunchLines.



Due to **several major new account wins**, Punch is on the lookout for one – or more – dynamic **new additions to the team**.

The roles are flexible and dependent upon the individuals. Marketing/PR experience is a pre-requisite, preferably to Account Manager level – although Account Executives may also apply.

The ideal candidates will need at least three years relevant experience in a marketing and preferably PR role, have the capacity to competently handle clients and journalists and the ability to work quickly to deadlines whilst under pressure. We're also looking for highly presentable individuals that write confidently and have an excellent phone manner. Given that Punch is currently small yet **growing fast**, the candidates will need to be able to grow with the business and be willing to invest their energies into both global brands and start up businesses alike.

Given the relative lack of PR roles in the Midlands, we think this is a **terrific opportunity** and have already received significant interest. However, we're growing quickly and remain on the lookout – so if you know of anyone that may be appropriate and interested, please do drop us a line at:

working@punchcomms.com

or contact **Pete Goold** on

07830 236824.

Yours,

Pete Goold



Punch To Address IoD

Following a number of recent speaking opportunities – including addressing a group of senior PR delegates from Russia, the Ukraine and Kazakhstan at the Chartered Institute of PR – Punch is to address an audience at the **Institute of Directors** in Leicestershire on **Thursday August 2nd**.

The event will take place from 7:30am to 9am at the **Leicestershire County Cricket Ground** and will cover the subjects of media and customer relations, launches, building an informed and motivated workforce, websites and much more.

For more information click:

<http://tinyurl.com/37jf4q>



£1,000 Raised for Charity

Punch has raised more than £1,000 for two charities in recent weeks.

The activity began with a sponsored swim for Marie Curie Cancer Care where Punch MD Pete Goold swam a total of 5km in 1 hour and 39 minutes as part of the nationwide annual swimathon initiative.

A second donation of £300 was made this week to the Matt Hampson Trust, a Rugby Union charity which raises funds for Matt Hampson, the Leicester Tigers and England under 21 player, following an accident that occurred during training leaving the young rising star paralysed from the neck down.

Details of both charities can be found online, here: <http://www.mariecurie.org.uk> and here: <http://www.matthampson.co.uk>

Punch To Promote Two New Clients To Marketing Community

Punch Communications has won several new clients in recent weeks, including social networking site **PPLparty.com** and groundbreaking new marketing concept **The Golden Jigsaw**.

PPLparty.com (pronounced 'people-party'), was founded by 15 year old Calum Brannan in 2005 and has subsequently grown to accommodate **320,000 users**. The site is aimed at socially minded young people between the ages of 18 and 24 and is



re-launching to mark the project's evolution from a hobby into a dynamic, angel-investor funded media business.

Punch is working with PPLparty

to convey the benefits of the brand to the advertising community and also to the target consumer audience. Within the first few weeks of launch, Punch scheduled and attended meetings for PPLparty with journalists from the Financial Times, The Director, The Guardian, New Media Age, ComputerActive and WebUser amongst others.

Calum Brannan, founder of PPLparty.com commented:

"Punch has already had a considerable effect on pplparty – the coverage that we are achieving in the campaign is providing a real platform for our business. The support which we have had from the Punch team has been invaluable and we have already recommended the team to several of our own investors and business partners."



Punch has also just signed a deal with **Infinite Ideation**, creator of a new marketing concept which is to be launched during June.

The Golden Jigsaw represents a world first for the online advertising industry, with web users required to search participating advertisers' sites as part of an innovative web-based game and race to win \$1m.

The Golden Jigsaw is believed to be the first online jigsaw where pieces are purchased by advertisers and placed in their site as code. Web users that sign up to 'play' the jigsaw game must scour participating websites for the pieces and the participant that finishes the jigsaw by collecting and placing all 1,000 pieces first will win the financial prize.

Punch will be assisting Infinite Ideation by again promoting the concept to the Advertising community, along with web users that are likely to play the game.

For more information, visit <http://www.pplparty.com> and <http://www.goldenjigsaw.com>