



## Client

Association of Business  
Recovery Professionals

## Services delivered

Website design  
Copywriting  
Graphics

*“In an incredibly short time, Hot To Trot pulled the whole job together, executed a very high-quality result, and delivered outstanding value, all underpinned by excellent service.”*

Addy Frederick  
Communications Officer  
R3



# Holding rescue to ransom

The Association of Business recovery Professionals (R3) is the member body for Insolvency Practitioners in the UK “Our members’ aim is, whenever possible, to find ways to help insolvent businesses trade back to profit,” comments R3’s President Steven Law. “By saving insolvent businesses from being liquidated we can not only save jobs, but we can maximise returns to creditors.”

The desire to protect insolvent businesses from being driven to closure by supplier’s precipitate action, such as demanding ransom payments or changing their terms of supply, was one of the driving factors behind R3’s ‘Holding Rescue to Ransom’ campaign, launched on the 1st March at the House of Commons.

Addy Frederick, Communications Officer at R3, explains its background. “Continued supply is critical to the possibility of saving an insolvent business, and industry research showed that around 2,000 businesses a year could have been saved were it not for suppliers’ actions.

“We put together the campaign, gained the support of the Insolvency Minister and many trade organisations, lined up the press to attend the launch, then discovered that our website infrastructure had not been designed to allow us to add a microsite in time.”

## Clever use of Social Media

With just over a week to the launch, Addy made brilliant use of Social Media and posted her dilemma on LinkedIn, where the post was picked up by Peter Smith, MD of Hot To Trot Marketing. “A lot of people underestimate the value of social media, but this was a textbook case of its best use - Addy had an immediate need, which we could answer, so we got in touch and won the brief.”

The original brief was for a two to three page flat-file microsite, but on reading through it in detail Hot To Trot realised that a far more flexible option would be to build the site in a content management system, and use multiple pages and sections.

Gemma Banks, Hot To Trot’s Creative Director, explains. “We use WordPress extensively in website building and it was ideal for this job. We created two eye-catching templates, which gave us the flexibility to use several different page layout options, built the site and populated it with the copy that had been developed jointly by Addy and our copywriting team.

“Not only can we work very quickly to deliver a great result, it’s also very cost-effective, she continues. “It means that the client doesn’t have to go back to the agency every time they want to make an amendment to the site,” she continues.



Having completed the site build in less than a week, the next challenge was to get it on the web, as Addy Frederick explains. “Time was tight, and we simply could not get the site hosted using our existing technology. Fortunately Hot To Trot has excellent relationships with a large web host and domain provider, so was able to secure the domain and get the site hosted at [www.rescuetoransom.co.uk](http://www.rescuetoransom.co.uk) in less than 24 hours.”

## Powerful campaign

Since the site went live it has enjoyed a strong flow of visitors and provided a valuable resource for the campaign. The speed with which the project was completed has generated a lot of positive comment within R3, and Addy is absolutely delighted.

“Even though I was involved at every step, I still can’t believe quite how quickly Hot To Trot pulled it all together. The campaign microsite is very professional, polished and highly creative, and gives a strong presence to R3’s campaign

**“We started with a very tight budget, and despite delivering a project that was much greater than the original brief, Hot To Trot did so within the budget and well and truly within a wildly optimistic timescale. Their creative and content advice was perfectly pitched, and we thoroughly enjoyed working with them”**

**Addy Frederick, Communications Officer, R3**