



Andrea Baker

**Founder/Director of The PR Hub
PR & communications specialist in
automotive**

CONTACT DETAILS

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SKILLS

- Public relations
- Corporate communications
- Media relations
- Global media communications
- Event management
- Leadership

EDUCATION

Bournemouth University
BA (Hons) Public Relations

Ennis & Co are delighted to welcome automotive PR & communications consultant, Andrea Baker, as an Associate.

Andrea brings incredible expertise from previous roles within the realms of PR, public affairs, events, sponsorship, media communications and marketing – having held senior roles for the likes of Volvo Car UK, Porsche Cars GB, Bentley Motors and LEVC.

Now channelling her years of experience and strategic vision into her new venture as Founder and Director of The PR Hub, Andrea is “flying solo” as a freelance communications consultant – and we wanted to find out more about the why’s and how’s ...

What’s the mission of The PR Hub?

“Having worked in-house within automotive communications for over 20 years, and with some incredibly talented and inspiring people, I felt I was ready to now offer a comprehensive and credible service that’s targeted to an industry where I feel I can really add value. The philosophy of the ‘hub’ approach is I have a range of skills and experience myself but if I don’t have the specialist skill, I will absolutely know someone who does. I have built a great network of peers who I can work with to deliver the client’s brief and equally, I can work with larger agencies to deliver their projects too – I like the flexibility and the teamwork that comes with this.

Alongside delivering business results, I really believe in the importance of trust, and a collaborative relationship. Organisations will only hire consultants that they can trust and value their advice. It’s also about getting that fresh point of view, someone who can review the organisation objectively.

For me, exciting prospects are working with clients who are in the “start-up” stage – where firstly it’s about getting the basics in place, prioritising plans and helping to shape the business – you are helping them get off the ground and pave their way into the industry.

Equally, it’s interesting to work with a business where there is a need or desire to refresh or change and putting a communications plan in place to help the company shift its brand position.”

How do you align with who you’d like to work for?

“I couldn’t work with a company I don’t value or believe in their business or products. Throughout my career, I’ve been selective about who I work for, and I want this to continue in my new business. It’s about being authentic and genuinely having a passion and engagement with the brand and the business, and an alignment with their mission and culture. This is rewarding for me and also for the client, it means we’ll get the best out of each other.”

What do you see as the trends in communications activity in 2022?

Hybrid communications

“Obviously, the last couple of years has seen a massive switch to digital communications – digital everything rather than just for social media and online channels. This has been useful as it’s now a proven approach and can now genuinely be part of a comms plan as a tool, rather than a substitute. Where it has been the ‘Plan B’ for the last two years, a digital activity can effectively deliver launches, conferences and can be considered Plan A without it feeling like a compromise. I’ve read recently that 70% of digital consumers prefer to watch a short video to explain a new product than read an article, so creating engaging editorial film content is increasingly important.

However, at the risk of now massively contradicting myself I feel that face to face time and events are extremely important. Media relations is so important, and nothing can replace that face-to-face contact. There’s a real pent-up demand for people to meet up again in a physical space – and to showcase people, products and experiences that you simply can’t replicate that in the digital world. Everyone’s talking about hybrid working but from a comms perspective it’s a hybrid comms strategy – a blend of both.”

The people behind brand

“Consumers are more and more interested in the people behind the brand. A company will quickly be judged on the decisions and actions of its leaders.

With social media, consumers have come to expect almost a personal level of connection and that direct contact is extremely powerful. It provides a great platform for leaders and seniors executives to capture the imagination of prospect customers and suppliers and also reassure the loyalty of their existing stakeholders.

Becoming a thought leader is all about increasing brand recognition by speaking on relevant topics and issues. Presenting intelligent commentary creates industry authority and confidence in your sector versus competitors.”

Going green

“Yes, I know. Everyone is jumping on the green bandwagon – but it’s so important. From communicating responsible business practices to setting sustainable targets and improving workplace energy consumption. It’s important to communicate on these topics and be authentic. This is an area where the truth is critical. Consumers would rather hear (and buy from) from a business that admits it has further to go and has a pathway to get there than a business claiming a lot of policies as a green smokescreen.

I also mean going green as an industry. So many new EV models are due to launch this year and yet the customer use of these products is still niche. When you buy an EV, you’re entering a whole new energy ecosystem and you’re hungry for information, advice and world of mouth recommendations. I think all stakeholders involved are learning as the industry moves along that journey and communicating to help the shift to electrification will be a massive part of communications activity this year.”

If you feel Andrea can add value to your business and you’d like to get in touch, please email:

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