



Hatch PR to have a bright Christmas despite the downturn

11 December 2008 - Birmingham, UK - [Hatch PR](#) today announced it has exceeded growth expectations through new client wins despite the wider economic gloom. Hatch PR is a boutique communications consultancy for the digital industries, formed in March this year.

In the past several weeks [Hatch PR](#) has signed on:

- [Xtract](#), a technology provider making web and mobile advertising more powerful through social networking analysis
- [CityAmigo](#), a London-based start-up creating online communities of expats for all the major cities in the world, of which [LondonAmigo](#) is the first launch

Hatch has also extended its existing contract with [Huddle.net](#), provider of online collaborative workspaces and a true UK start-up success story.

Zuzanna Pasierbinska-Wilson, head of marketing at Huddle said: "Hatch PR has delivered real value through the Huddle reviews programme. The coverage we received resulted in hard sales. They proved their media relations credentials during our LinkedIn application launch, securing excellent press coverage. Social media is critical to us and Hatch really gets this."

Hatch founder [Emily McDaid](#) said: "We expect boutique agencies to perform well in 2009 as the economic climate makes traditional agency models harder to get right. We have grown while others have shrunk because our unique business model means Hatch can offer great PR to digital companies at freelancer rates."

Meanwhile [Hatch PR](#) has expanded upon its model of using senior, talented PR freelancers instead of a traditional staffing model. Hatch PR has begun working with [Chris Lee](#), an expert in both digital and traditional media with 10 years experience in technology PR and journalism.

About Hatch PR

Hatch PR is a boutique public relations consultancy for the digital world bringing flexible, proactive and creative PR. Hatch was formed in March 2008.

In today's economic climate, digital companies require flexible, cost-effective solutions to generate awareness and raise brand visibility in their markets.

Hatch philosophy is that the impossible can be achieved, by tapping into a network of highly experienced, specialist PR professionals who provide smart PR without breaking the bank.

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