



MAGENTA CASE STUDY BOOK

AWARD WRITING

The Magenta team comprises former awards judges and organisers. We know what an “award-winning” entry looks like and – more to the point – we know how to pull one together. Magenta Associates’ clients have won the following accolades:

2018

2018 Global FM Award Winner – Platinum award



2018

2018 BIFM Award Highly Commended – New Product of the Year



2018

2018 HVR Award Winner – Sustainable Product of the Year



2017

2017 PFM Award Winner – Partners in Relocation



2017

2017 BIFM Award Winner – Impact on Employee Experience



2016

2016 BIFM Highly Commended – Impact on Organisational Performance



2016

2016 PFM Award Winner – Partners in Cleaning – Public Buildings



2015

2015 EuroFM Awards Winner – Partners across Borders



INTERNAL AWARDS CREATION

We have also worked with clients to produce internal awards programmes. In 2015 and 2016, Magenta partnered with technology giant EMC to develop its Group Real Estate and Facilities Awards (Grefas) programme, which recognised the achievement of individuals and service partners across EMEA. Working with the in-house real estate and facilities management team, we developed the categories, promoted the awards within the different geographies, and wrote a guide to entering the awards to encourage them to enter.



Magenta's MD Cathy Hayward introduced the awards and announced the winners.



The Grefas were part of an overall strategy to develop a One Team approach to EMC's FM service delivery. Over the course of three years, Magenta supported EMC's transformation from a real estate and FM team operation to a fully-aligned One Team where competitiveness was put aside to create the best possible outcome for the client and the EMC business. This involved the Grefas, but also an annual summit, external awards submissions and ongoing media relations to spread the word.

CASE STUDY PRODUCTION

Leesman[®]

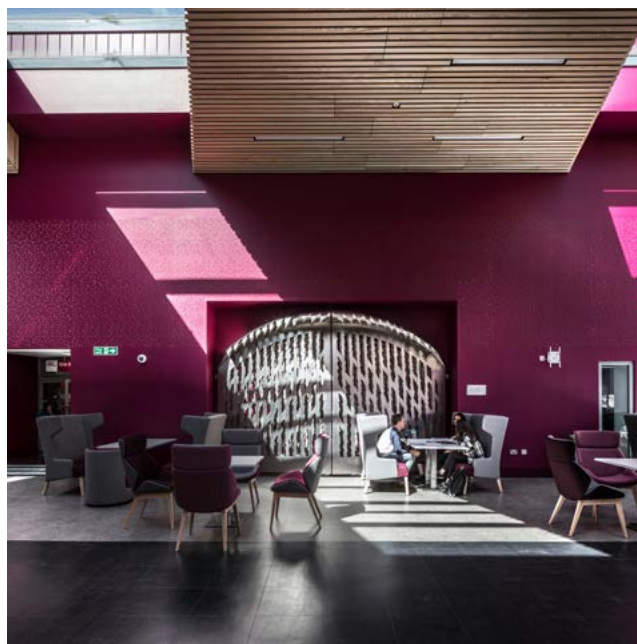
**Sheffield
Hallam
University**

Case studies are a great way to demonstrate experience, expertise and capability to prospective clients and employees.



Working with Leesman and the real estate team at Sheffield Hallam University (SHU), Magenta managed a campaign that was designed to raise awareness of the university's Leesman+ award – an accreditation that rewards organisations for high performing workplaces. In order to secure coverage across a broad, yet relevant media spectrum, the Magenta press office team carefully shaped the angle, ensuring the story resonated with a wide audience. This approach resulted in coverage in numerous titles spanning the architecture & design, HR, facilities management, education and business press.

SHEFFIELD HALLAM



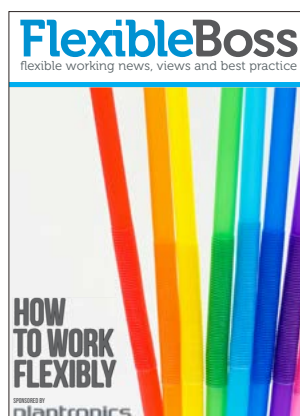
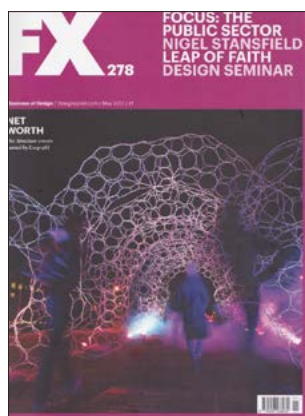
**employee
benefits**

**BUILDING
EDUCATION**

HRnews

FMJ
FACILITIES MANAGEMENT JOURNAL

iM
www.i-fm.net



EVENT FACILITATION

Magenta has considerable experience of coordinating and chairing roundtable discussions, webinars, debates and conferences. In addition, the team has also worked to create content, manage and publicise key industry events.



**WORKPLACE
WEEK** ● ● ●

**LONDON
NEW YORK**



iwfm
LONDON REGION



FMJ DEBATE



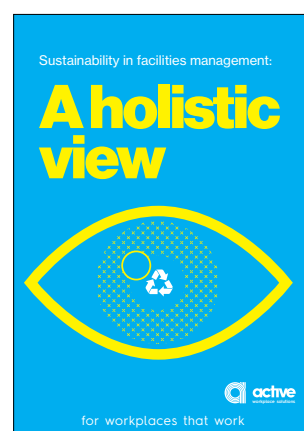
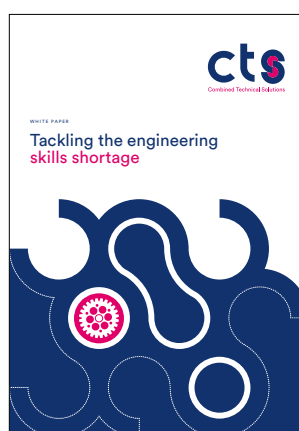
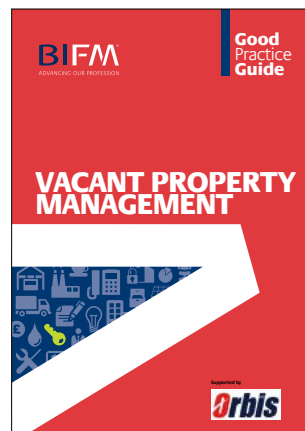
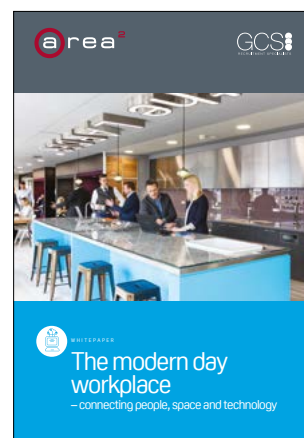
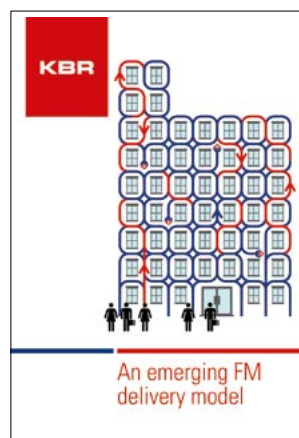
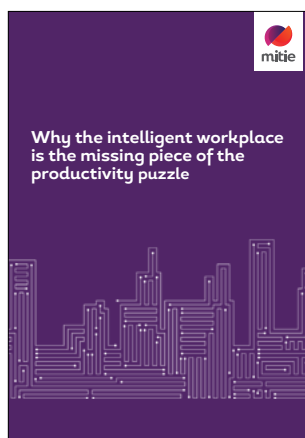
Since 2016, the Magenta team has worked with Western Business Exhibitions on The Facilities Event at the NEC and for Facilities Scotland at the SEC.



A great content and PR strategy sits at the heart of every successful live trade show, and Magenta delivered this for the Facilities Event. We devised a high-level content programme, using our vast industry knowledge and contacts to produce an unmissable line-up of speakers. A powerful media strategy, pairing speakers with the industry's most prolific journalists, produced impactful media relations during the show's most important visitor sign-up months and on site. Chairing and managing the show's theatres, and integrating engaging social media output across Twitter, this campaign delivered prior, on site and post-show for the organisers.

CONTENT MARKETING

Magenta has produced white papers, research reports, guides and tender documents for numerous clients across the built environment sector for both internal and publicity purposes.



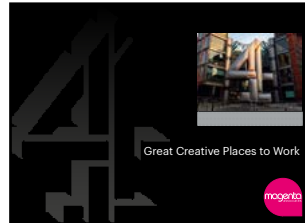
SURVEYS AND RESEARCH

In addition to offering consultation concerning research topics that promulgate key messages and resonate with target audiences, Magenta's research arm can develop and manage qualitative and quantitative surveys. Following analysis of raw data sets, Magenta designs, implements and runs research-rich publicity campaigns that engage stakeholders and generate media coverage in order to increase 'opportunities to see', favourably positioning the clients we work with as credible thought leaders.



I-FM brand surveys

For the past three years, Magenta has sponsored i-FM's survey into brands within the facilities management sector. Using the survey results, we have produced a comprehensive report on the status of FM service providers' brands, which is used by marketing experts across the sector.



Channel 4 Great Creative Places to Work project

We were commissioned by Channel 4's workplace team to research how other creative organisations used their workspaces to attract and retain great people, and provide them with the best working environments. In addition to desktop research, we interviewed workplace directors from across a range of sectors to gain anecdotal insight and produced a comprehensive report which we presented to the broadcaster. A year later, we followed up with a second report looking at how leading organisations make health and safety more engaging.



Fruitful Office research into impact of free fruit on perceived productivity

We worked with office fruit supplier Fruitful Office to measure the impact of free fruit on a workplace environment. Working with Fruitful Office, we managed the project from start to finish including producing a short video. Branded *Free Fruit Month*, the initiative was launched at a tenants' meeting and promoted with posters around the building. The building's residents were asked to complete a pre-trial and post-trial survey to monitor the change in attitude, perception and outlook on both their productivity and their working environment, together with questions about their eating habits. The key findings of the workplace fruit trial were an 11 per cent increase in respondents agreeing that their workplace "enabled them to work productively" and large majorities saying that the provision of free fruit had improved their quality of life at work and made them feel more valued.



Changing Times in Facilities Management 2016: research project for Sheffield Hallam University, Servest Group and GRITIT

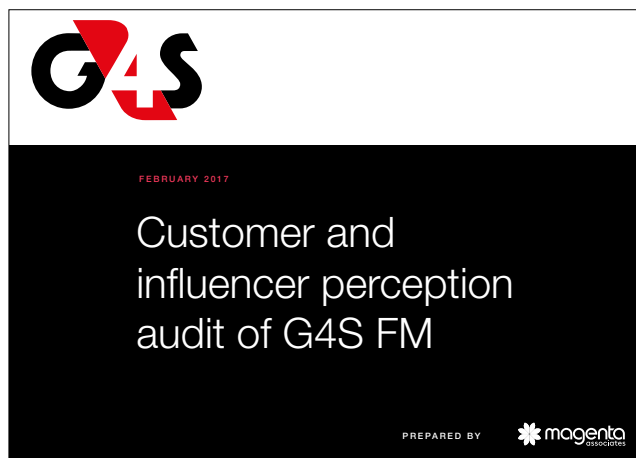
Working with our clients Servest Group and GRITIT, we project managed an industry research project with Sheffield Hallam University and media partner i-FM. We worked with the university to create the questions designed to extract pertinent information from the target audience, heavily promoted the survey to encourage responses and introduced a charitable incentive, and then collated the results. From the raw data, we produced a 24-page industry report which is regularly referenced by the industry.

one
poll.

In collaboration with our research arm, Magenta develops and manages surveys, including initial consultation, data analysis and press office support and management.

PERSONA RESEARCH

Magenta has conducted numerous perception audits for clients over the years to see how they are viewed in the market. The results can help determine strengths, weaknesses, opportunities and threats, which allow us to work with our clients to develop next steps and key messages, resulting in a high-impact marketing and PR strategy.



“The perception audit helped us to understand what our clients really think of us – and where we can improve. Thank you – it was valuable insight.”

DESIGN

People swipe left on Tinder based on the look of the potential partner on the screen. Readers often choose a book based on the image on the cover. And employers make their decision about the suitability of a potential employee within seconds of meeting them. Whether we like it or not, appearance matters. And no more so when it comes to thought leadership content.

A white paper which looks like a technical user guide won't entice people to open the cover, while a good practice guide with a sloppily-styled cover will lose its authority. Design matters. How you present your thought-leadership material is almost as important as the content itself.

Magenta's creative team are experienced at producing everything from white papers, guides and engaging presentations to infographics and complete redesigns to delight and excite our clients. Talk to us about making you look good.

BRANDING / BROCHURE PRODUCTION



BRAND CREATION

ohlssonglobal
STRATEGIC RESOURCE ALIGNMENT

ohlssonglobal
STRATEGIC RESOURCE ALIGNMENT

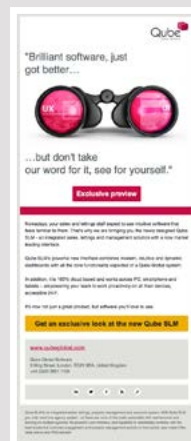
With compliments

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E-NEWSLETTER CAMPAIGN



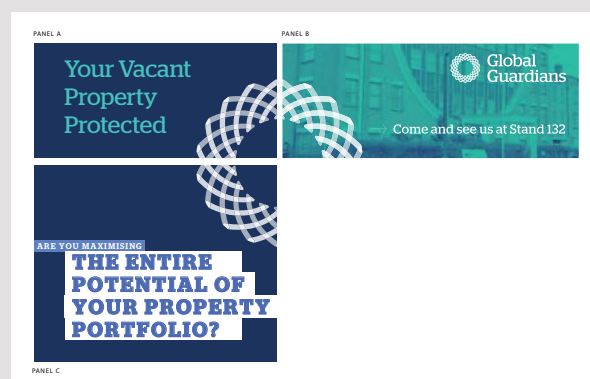
ART DIRECTION



PUBLISHING



EXHIBITION WINDOW ART

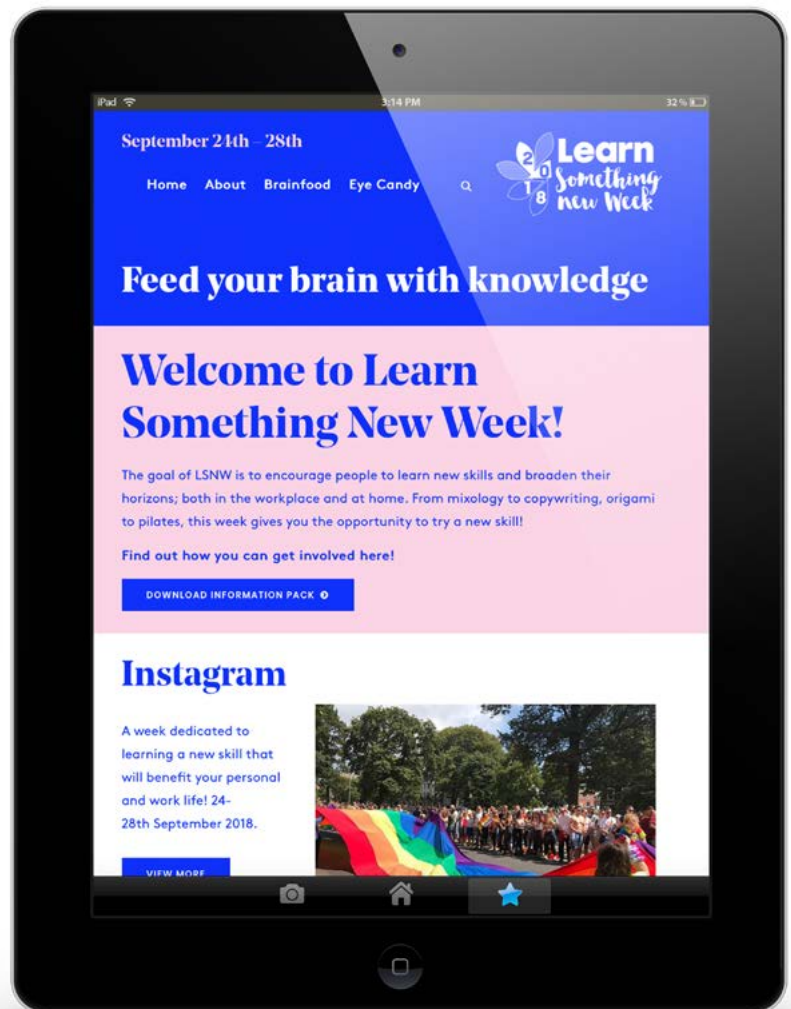
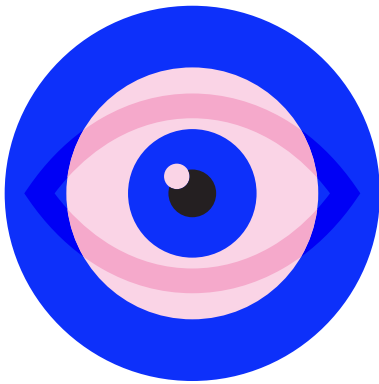


LOGO DESIGN



AWARENESS CAMPAIGN MANAGEMENT

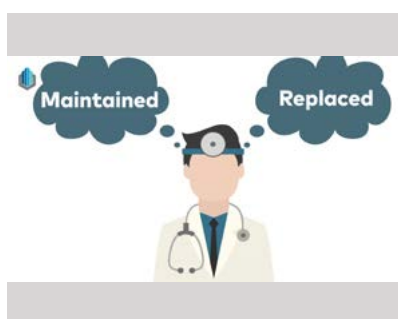
In 2017, Magenta set up Learn Something New Week – a campaign designed to encourage people of all ages and backgrounds to learn a new skill. From initial conception through to implementation, the Magenta team managed the entire project and worked closely with local and national press to reiterate the importance of professional/personal learning and development opportunities at work. Numerous organisations were involved and the campaign resulted in 20+ items of coverage, including HR Magazine, HR Review, Manchester Evening News and the Sussex Newspaper Network, with an approximate audience reach of 2 million. The campaign demonstrates the positive impact of a tailor-made and company-sponsored awareness week and there have already been calls from prospective clients to take part this year.



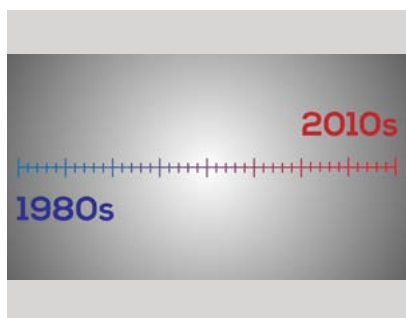
MEDIA PRODUCTION

Video is a powerful medium. It can help to explain complex messages and/or make dry topics more exciting. In collaboration with our media production partners, we have produced numerous motion graphic videos for our clients. Magenta is also able to script, storyboard, produce and sell in video news releases (VNRs), talking heads and webcasts/podcasts.

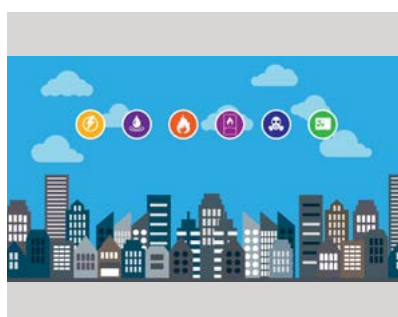
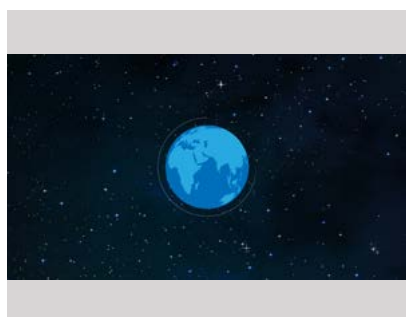
PLATINUM: CONDITION-BASED MAINTENANCE



KBR: THE FM INTEGRATOR MODEL EXPLAINED



CHURCHILL: HOW COMPLIANT ARE YOU?



MESSAGING WORKSHOPS

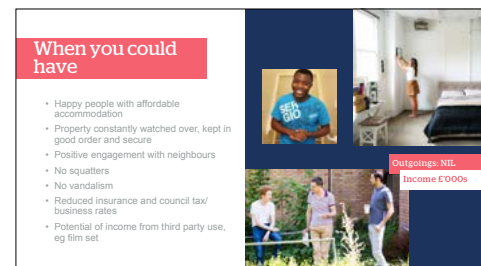
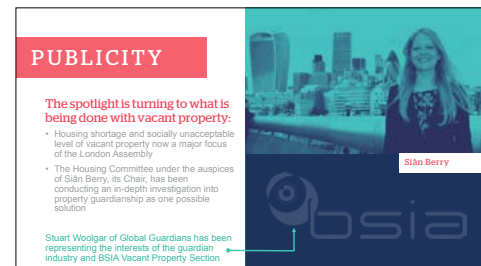
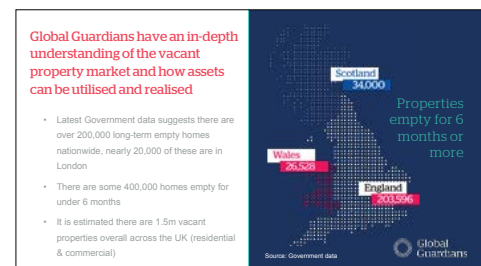
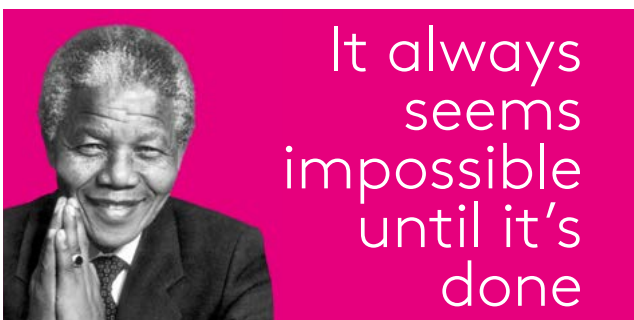
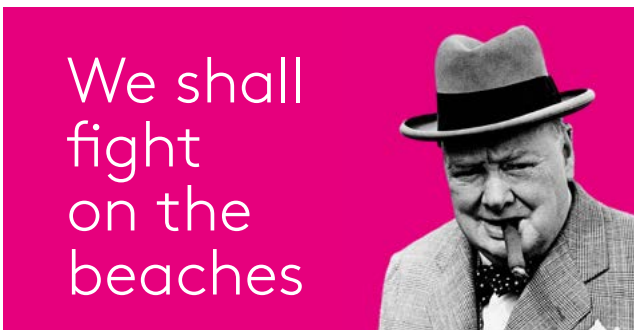
Do you struggle to understand where you fit in the market? Are you unsure about your USPs and your messaging as an organisation? Magenta has considerable experience working with organisations to develop their messaging so they can communicate more effectively with the market and win more business. Through our highly successful messaging workshops, we can help you to understand your strengths and weaknesses, what you want to be known for, where you sit with the competition, and help you to carve out white space in the market. Our post-workshop report includes recommendations around style and tone of voice, key messages, topics and next steps.



**It's not enough to say that your
competitive differentiator is your
people. Everyone says that.
Our messaging workshops help you
to find the white space to own what
truly sets you apart.**

SPEECH WRITING / PRESENTATION CREATION

I have a dream. Ich bin ein Berliner. We shall fight on the beaches. Everyone knows a memorable speech. And while you might not be stating the case for war, or drawing attention to the coldest spot of the Cold War, any kind of formal talk to an audience needs to be well thought through and delivered confidently. We've all sat through conferences and seminars desperate for the speaker to (finally) finish. If it's you on the platform, you want your audience to be engaged and interested. And we can help. Magenta are experts in creating engaging and thought-provoking presentations including writing full transcripts, designing stunning Powerpoints or Prezis and coaching presenters.



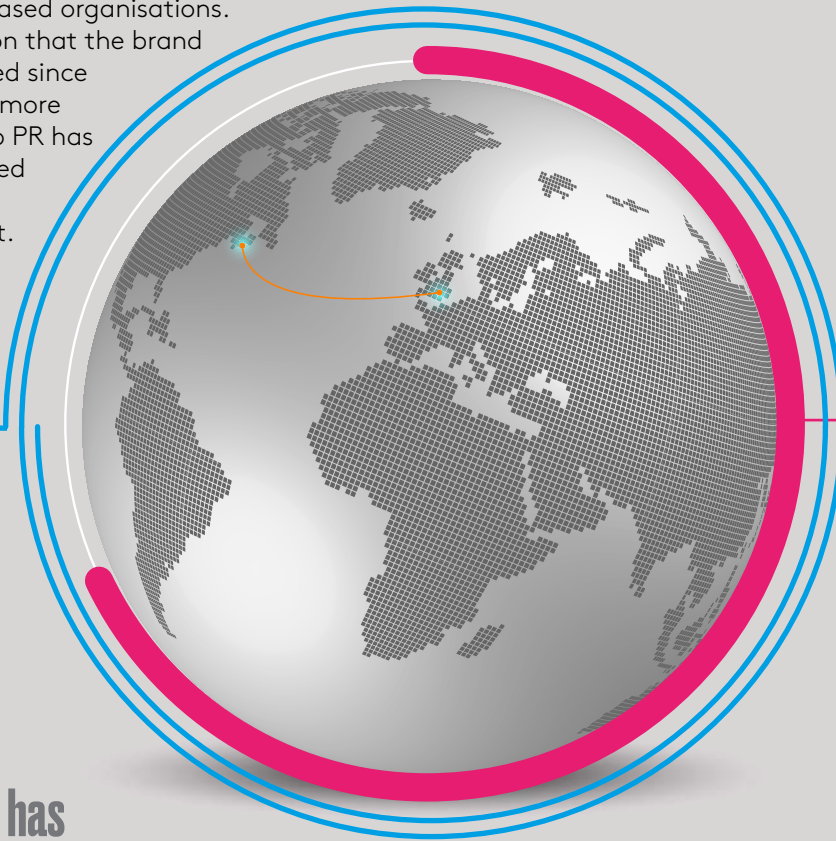
We have supported clients at the following events:

- * IWFM conference
- * Workplace Futures
- * Royal Institution of Chartered Surveyors conferences
- * Estates Gazette summits
- * Healthcare estates
- * Public Sector Asset Management
- * Facilities Show
- * Inspired HR
- * Workplace trends
- * Young Manger's Forum

THE POWER OF PR

In 2016, a long-standing Magenta client increased its PR budget by 200% to generate more traction in the UK. Within a year, Magenta secured coverage in all target titles which generated noticeable returns, including a spike in warm leads. In light of this success, and the resulting business growth, our client increased its budget by 66% a year later to be visible and win business in a relatively new market, the USA. Working in partnership with our digital marketing partner, our client's website achieved 160% more traffic than the previous year and attracted a 234% increase in visits from US-based organisations.

The traction that the brand has received since allocating more resource to PR has far exceeded the initial investment.



The client has attracted an increase in visits from US markets of over

234%



Twitter

followers have increased by **20%.**



68%

budget increase in the last year to continue the UK push and increase brand presence in the States

21k

The website has enjoyed over **21,000** website visits in 12 months, **160%** more than the previous year

THE POWER OF PR

Seven business benefits of PR

1

Generate business leads: a well-executed PR campaign can forge new leads within specific and new markets by raising the profile of a company in the media and therefore among target customers, leading to more sales prospects.

2

Attract and retain talent: By using PR to promote a company's activities and successes, an organisation can help to establish itself as a great place to work, which can in turn increase the number of applicants when hiring.

3

Encourage sharp judgment: PR forces senior management to look outside the organisation to see how the brand is perceived, and to think carefully through their branded messaging and market differentiation strategy.

4

Attract investors and buyers: When executed properly, PR tactics authenticate your business as a stable, financially viable investment and can help lure in and inform potential backers and buyers.

5

Promote Corporate Social Responsibility (CSR): According to research by marketing consultancy Goodbrand, companies that promote their ethical stance are more likely to attract and retain affluent customers.

6

Respond to breaking news: PR is more flexible than advertising so it can help organisations immediately respond to industry news and possible crisis situations. As a result, companies that engage in PR are more likely to be perceived as effective, quick-witted communicators.

7

Increase trust: PR is always personal – this human touch can help establish levels of trust by building the reputation of the business and showcasing the positive qualities of the brand.



To find out how we can boost your bottom line give us a call

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