



MAGENTA CASE STUDY BOOK

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A TEN YEAR TRACK RECORD

Magenta is a creative consultancy that's serious about getting results.

We help our clients achieve their objectives by communicating more effectively with current and prospective customers, employees, investors and the wider public. We do this through targeted and meaningful integrated communications.

Magenta provides strategic communications and creative solutions to organisations in the built environment. With our specialist team of associates we're able to maximise cut-through with earned, owned, shared and paid channels, reaching target audiences in the most effective and engaging way.

Our services can be broken down into three areas:



PLANNING

- Communications strategy
- Market insights
- Market research
- Competitor analysis
- Messaging workshops
- Brand perception and customer audits
- SEO strategy
- Content strategy



COMMUNICATING

- Award writing
- Content marketing
- Crisis management
- Employee engagement
- Event support & facilitation
- Internal communications
- Media & public relations
- Digital marketing
- Social media



CREATING

- Animation
- Art direction/photoshoots
- Copywriting
- Graphic design
- Video production
- Web development
- Bid writing
- Social media assets



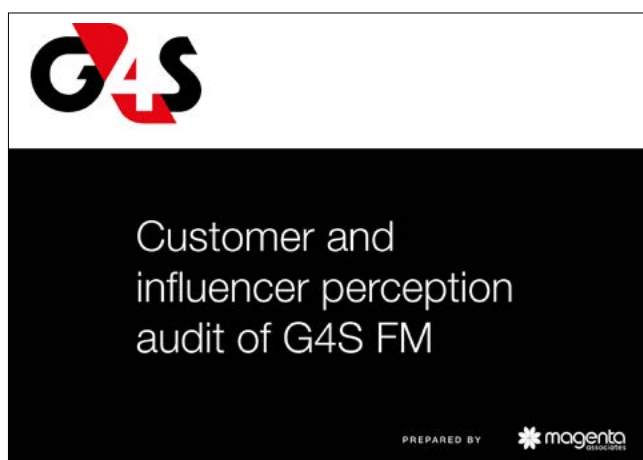
PLANNING

BRAND PERCEPTION & CUSTOMER AUDITS

Magenta regularly conducts audits with clients 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.”



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.

KBR Programme Management messaging workshop to decide on key messages

When our existing client KBR launched a new division, focusing on programme management, the company hired Magenta to run a messaging workshop with its senior team. Throughout the half-day, we worked with them to understand the KBR division's strengths and weaknesses, what it wanted to be known for, and how this fit with the white space between competitors. Next, we discussed how this could be communicated to the market. Following the workshop, Magenta produced a full report setting out the division's key messages and a plan to get this to market.

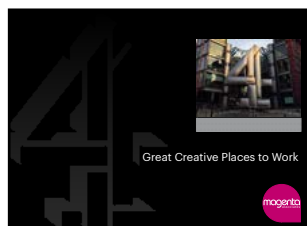
SURVEYS AND RESEARCH

In addition to offering consultation on 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 to increase 'opportunities to see', favourably positioning the clients we work with as credible thought leaders.



i-FM Brand Survey

Magenta has previously sponsored i-FM's survey research 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

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

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 the production of 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.



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

Working with our clients Servest Group and GRITIT, we 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.



OnePulse



COMMUNICATING



AWARD WRITING

As a winner of a couple of business awards ourselves, we recognise the value that can come from these successes. Magenta has a great deal of experience at writing award entries – our MD formed part of the PFM 2020 judging panel, our founder is a former IWFM Awards judge and our communications director is a former i-FM Technology awards judge – and has helped many clients to reach the winners' podium for both trade and business awards.



We have also worked with clients to produce internal awards programmes.

What we did

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 organisations to enter. Magenta founder Cathy Hayward introduced the awards with an engaging speech and announced the winners.

Why it worked

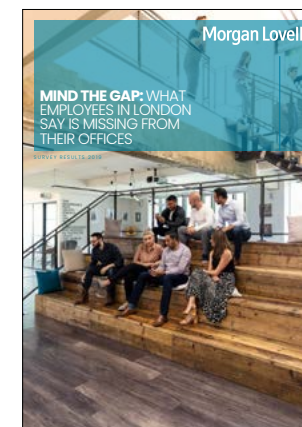
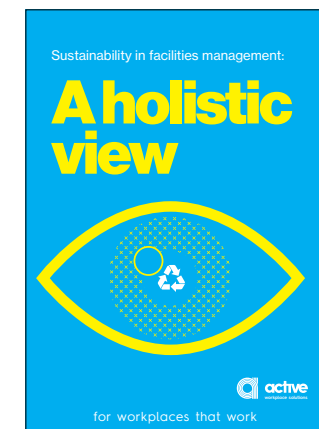
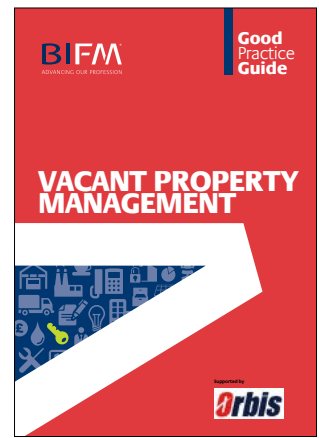
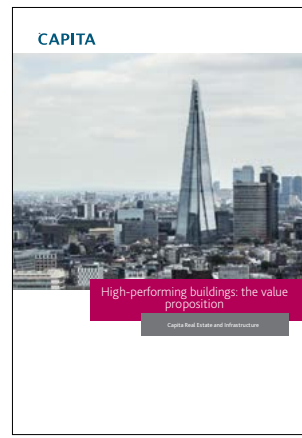
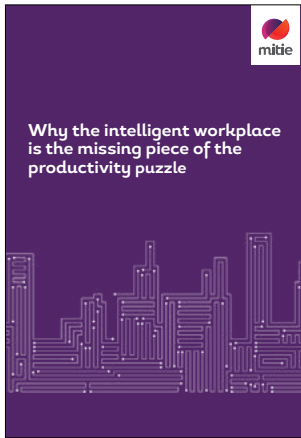
The Grefas were part of an overall strategy to develop a One Team approach to EMC's FM service delivery. Over the course of three years, Magenta supported the transformation of EMC from a real estate and FM team to a fully aligned One Team where competitiveness is put aside to create the best possible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

Download Magenta's free guide to writing winning award entries here

[Download](#)

CONTENT MARKETING

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



Download Magenta's free guide to content marketing here

Download

CRISIS COMMUNICATIONS

From the accusations around the Grenfell Tower tragedy and Southern Rail's ongoing service failures to concern over MPs' expenses and the furore over the BBC's gender pay gap, scandal sells news. Within the built environment a seemingly low-key issue, if left unchecked, can boil over into a full blown crisis that damages the standing of the organisation. And in a sector where a good reputation is a fundamental ingredient to attracting and retaining business, this could drastically impact on the bottom line.

Magenta has considerable experience in this area, being the first point of contact for media incidents and crises for several major organisations.

We have managed all types of crisis including:

- * Union disputes over pay and conditions by both recognised and non-recognised unions
- * Disgruntled employees going to the press to air their grievances
- * Health and safety incidents including serious injuries and deaths
- * Poor service standards in high-profile sites
- * Undercover journalists at client sites revealing negative information about the client / service etc
- * Branded vehicles being seen/videoed/pictured driving or parking inappropriately
- * Criminal activity by employees both in and outside of work
- * Clients being involved in court cases
- * Environmental problems from an employee flytipping a client's branded waste, to an employee disposing of hazardous material in a river
- * Discovery of hazardous materials from WW2 bombs to mustard gas
- * Discovery of body parts at a client's site
- * Inappropriate use of social media by employees
- * A client's website being hacked and pornography displayed

Magenta's eight rules for managing a crisis

- 1** Create a crisis management policy
- 2** Assign a crisis management team – and prepare them to deal with the media
- 3** Prepare written and spoken statements
- 4** Acknowledge the crisis
- 5** Ensure the CEO takes personal charge
- 6** If appropriate, say sorry, but don't admit liability
- 7** Deliver statements calmly and professionally
- 8** Monitor the media

Download Magenta's free guide to managing a crisis here

Download

DIGITAL MARKETING (SEO & PPC)

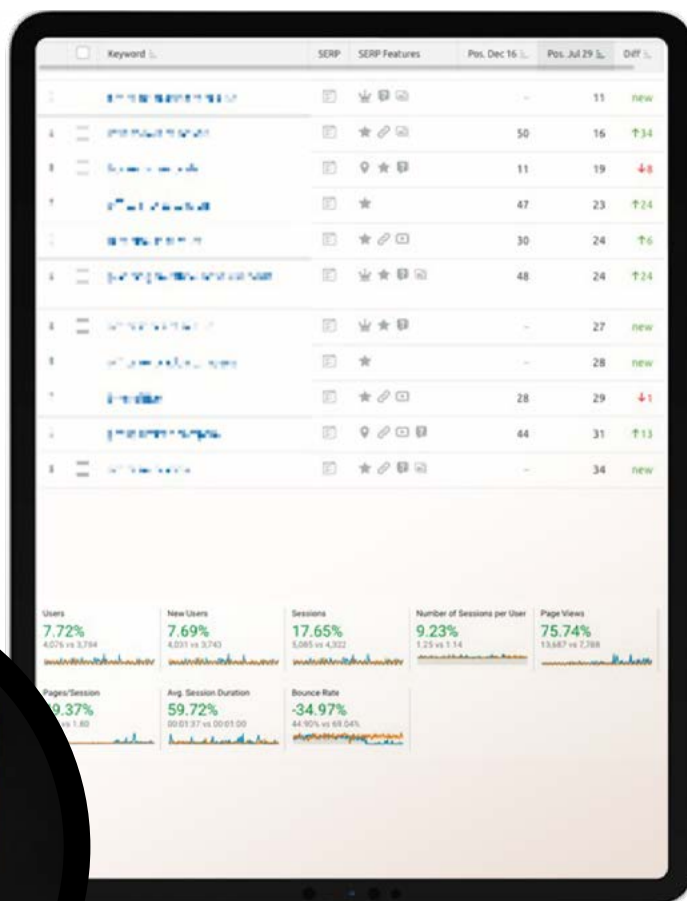
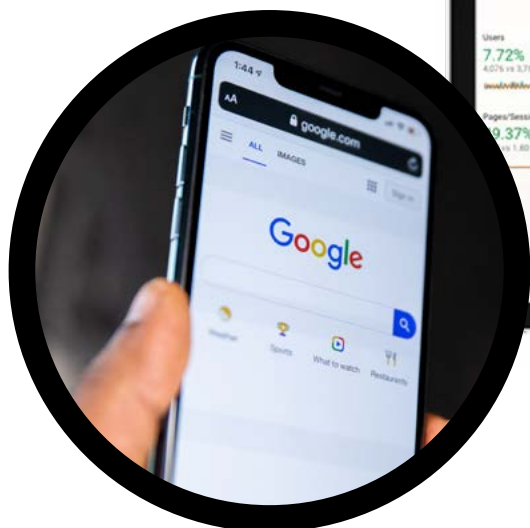
Magenta incorporates best practice search engine optimisation (SEO) from the outset of a new website build, so the final product is fully optimised on launch. We also work with website teams to ensure that existing websites meet the best standards of SEO, including site speed and mobile optimisation.

We support clients with a wide range of SEO projects to support their business goals. We have been working with Business Moves Group (BMG) since December 2019 on an SEO project that runs alongside our PR and communications work.

We started with a full website audit and detailed keyword research. This was followed by the creation of a blog calendar that targeted specific keywords. We have also added new pages to the website, optimised existing pages and managed Google Business listings to support local SEO.

There are many metrics we use to measure our success. Stand-out metrics from this campaign as of November 2021 include:

- * Rank in the top 100 search results for 67 keywords (up from 29)
- * Backlinks from 229 different domains (up from 116)
- * All key website metrics have improved, including users, sessions, page views and average session duration
- * Site health is above industry average
- * Local visibility improved in all five core BMG locations
- * An average of six calls or emails per month to BMG from people that found the website via organic search



EVENT SUPPORT

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



**WORKPLACE
WEEK ● ● ●
INTERNATIONAL**

iwfm
LONDON REGION



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



Magenta devised and delivered a high-level content programme for the Facilities Event, 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.

INTERNAL COMMUNICATIONS

For 10 years, Magenta has been the communication expert in the built environment. We have helped organisations of all sizes communicate with their target audiences, whether that be prospective customers in the wider market or people within their own buildings.

A key aspect of our work is designing and delivering bespoke communication strategies for significant relocations and refurbishment projects. Whether you're moving several thousand people across the country or continent or refurbishing a smaller regional office, we can help you to get your message across so that everyone knows what's going on, when it's happening, what they need to do, how they need to do it and why. This makes your project run more smoothly, ensures people are engaged with the process and guarantees business continuity.

Many organisations have in-house FM and comms teams who can manage most aspects of move communications and just need some extra support at either strategic or operational level. Others require more comprehensive support. Whether you need a bespoke communications strategy created for your workplace change project, or support in creating engaging material to deliver a strategy you've already produced, we can help. With teams in London and Toronto, together with partners around the world, we can seamlessly support cross-border projects.



King's College London

Magenta has supported King's with a variety of internal communications projects. Working with the Estates and Facilities team, Magenta supported the university with the development of a refreshed internal intranet, as well as the creation of external web pages. The project involved a series of staff workshops to get input before copywriting to ensure the communications platforms were easy to access, easy to read and easy to understand in plain English, as well as attractive, engaging and user friendly.

Magenta also supported the King's Estates and Facilities team to promote its work modernising the Denmark Hill Campus, particularly the creation of new student accommodation called Champion Hill Residence. The Magenta team helped King's communicate the project goals to key stakeholders, including existing and potential students and their parents and academics, ensuring en masse buy in.

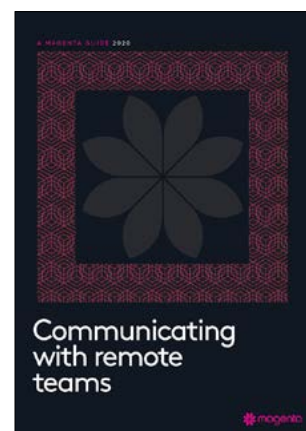
Download Magenta's free guides here



[Download](#)



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EMC

Magenta worked closely with the EMC Group Real Estate and Facilities function in EMEA on a number of projects including the creation and management of an internal awards programme, called the Grefas, to recognise excellence in facilities management within the EMEA team. This involved creating the awards categories, designing a range of communications to encourage individuals, teams and service partners to enter the awards, and setting up and managing the judging process. The team then worked with EMC to manage the event on the night.

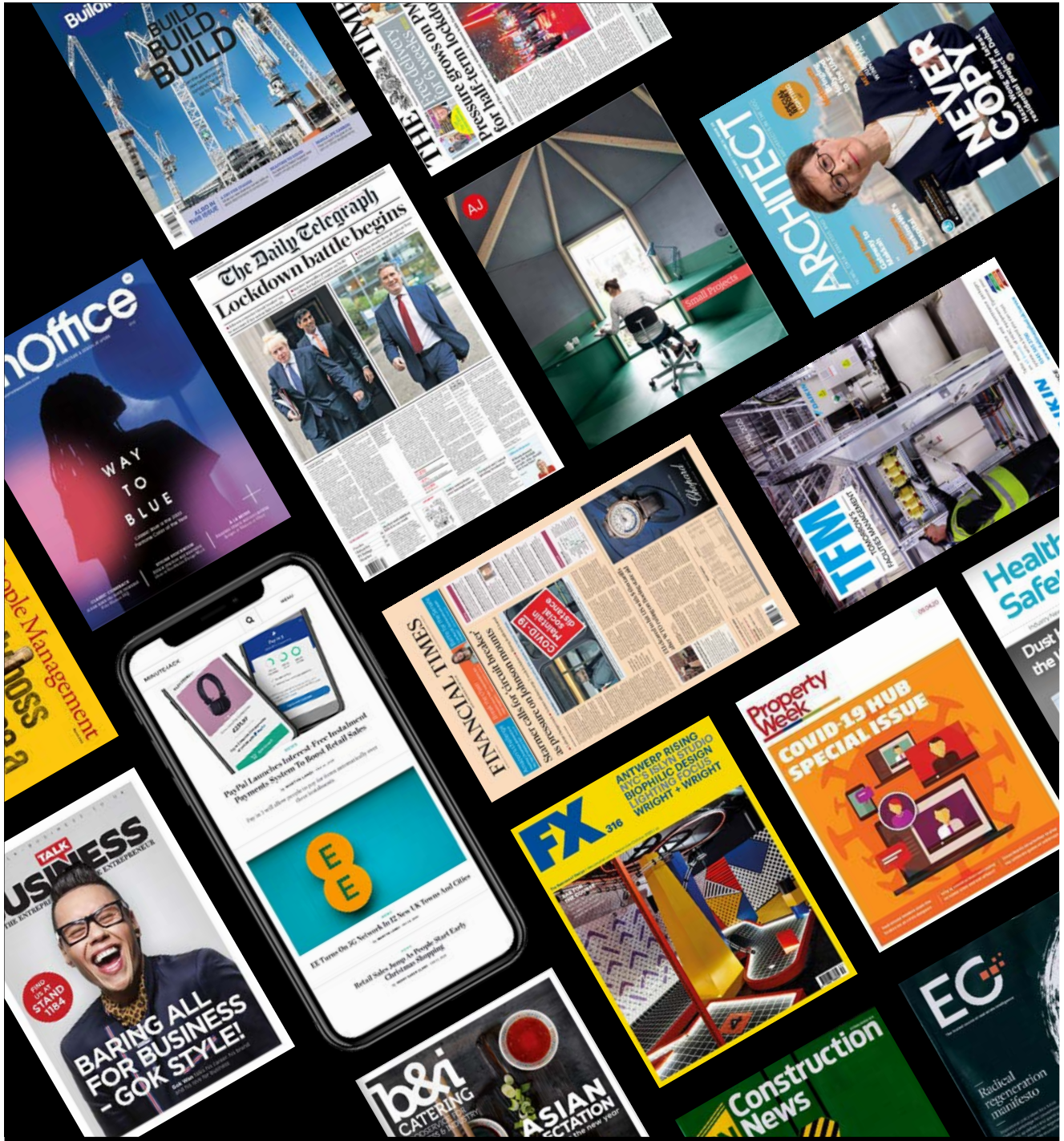
Another project saw the team participate in the annual EMC Group Real Estate and Facilities summit in different European cities including facilitating sessions and creating a summit newspaper which was distributed on the final day of the event.



The University of Sussex

Following the University of Sussex's first generation outsourcing programme for its facilities management and catering, conferencing and banqueting services, Magenta was commissioned to run a series of focus groups to explore what worked about the current FM and catering provisions and what might be improved. The aim was to generate genuine feedback from stakeholders about the current service and gain their ideas for the future which could then be fed into the contract procurement process, while ensuring stakeholders felt their views had been listened to and taken into account. The Magenta team facilitated eight workshops for people who had either volunteered, or been volunteered by their teams, to contribute to the discussion. This culminated in a report which was presented to the university and then shared with the various organisations interested in becoming FM and catering partners.

The Magenta team has excellent connections with the media. We keep abreast of the hot topics and we understand the pain points of your target audience. What's more, we know what editors are looking for and how they like stories to be presented and have strong relationships with trade, business and national press, industry bodies and event organisers.

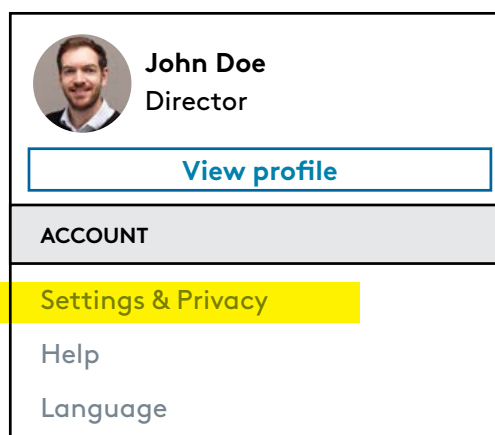
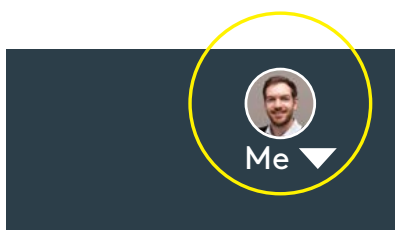
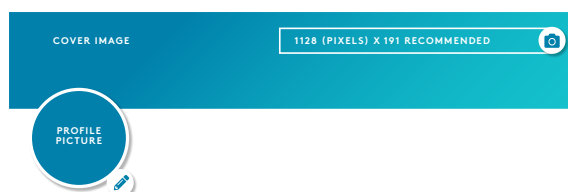


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SOCIAL MEDIA

Magenta advises on social media best practice and manages client accounts. We are particularly experienced with LinkedIn as it's such a key network for business connections and establishing clients as industry thought leaders.

We share client coverage on all appropriate channels to help maximise reach, and tag the media outlet and/or reporter when possible. We also monitor client channels to look out for any negative posts from followers, and advise clients to how to best respond.



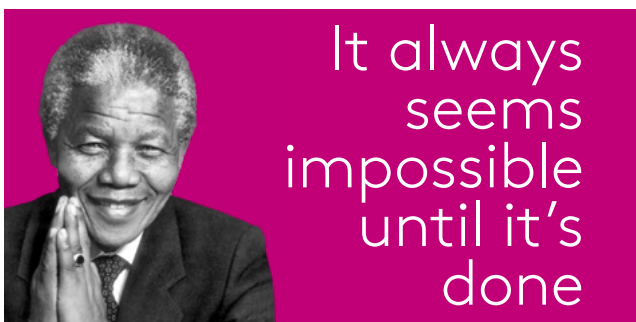
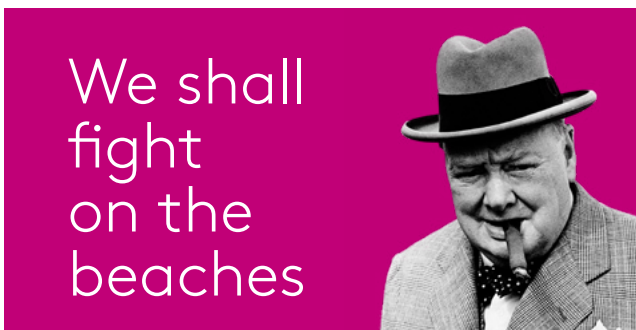
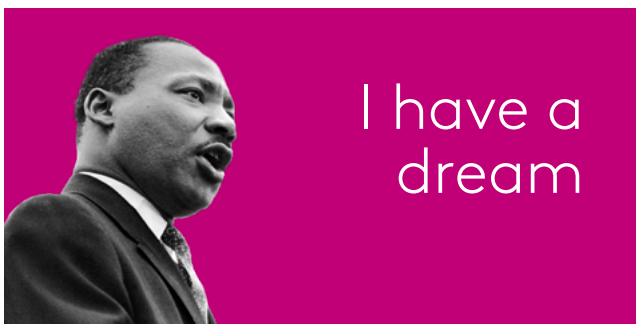
Download Magenta's free guide on how to make your personal LinkedIn profile shine



Download

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, 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. We can help. The Magenta team are experts in creating engaging and thought-provoking presentations including writing full transcripts, designing stunning Powerpoints or Prezis and coaching presenters.



Global Guardians have an in-depth understanding of the vacant property market and how assets can be utilised and realised

- Latest Government data suggests there are over 200,000 long-term empty homes nationwide, nearly 20,000 of these are in London
- There are some 400,000 homes empty for under 6 months
- It is estimated there are 1.5m vacant properties overall across the UK (residential & commercial)

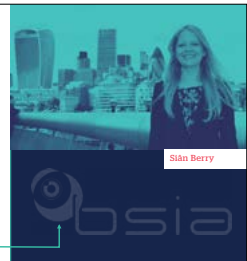


PUBLICITY

The spotlight is turning to what is being done with vacant property:

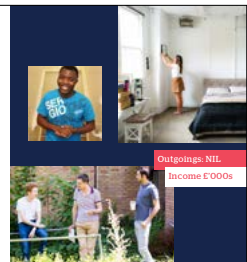
- Housing shortage and socially unacceptable level of vacant property now a major focus of the London Assembly
- The Housing Committee under the auspices of Siân Berry, its Chair, has been conducting an in-depth investigation into property guardianship as one possible solution

Stuart Woolgar of Global Guardians has been representing the interests of the guardian industry and BSIA Vacant Property Section



When you could have

- Happy people with affordable accommodation
- Property constantly watched over, kept in good order and secure
- Positive engagement with neighbours
- No squatters
- No vandalism
- Reduced insurance and council tax/business rates
- Potential of income from third party use, eg film set



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
- * Facilities Event
- * Inspired HR
- * Workplace Trends
- * Young Manager's Forum



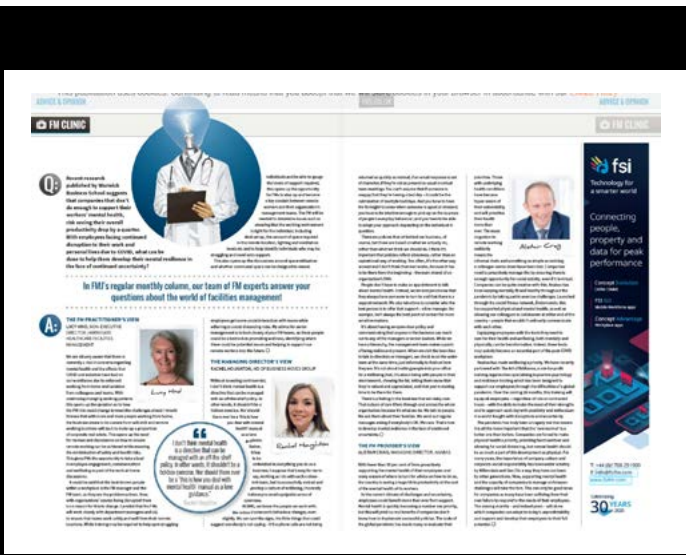
CREATING

COPYWRITING

The Magenta team includes a number of former business journalists, creative writers and published authors who specialise in producing high-quality, engaging content across a broad range of platforms. Our writers work with clients to understand their objectives and target audience, develop the right tone of voice, and then deliver content that nails the brief.

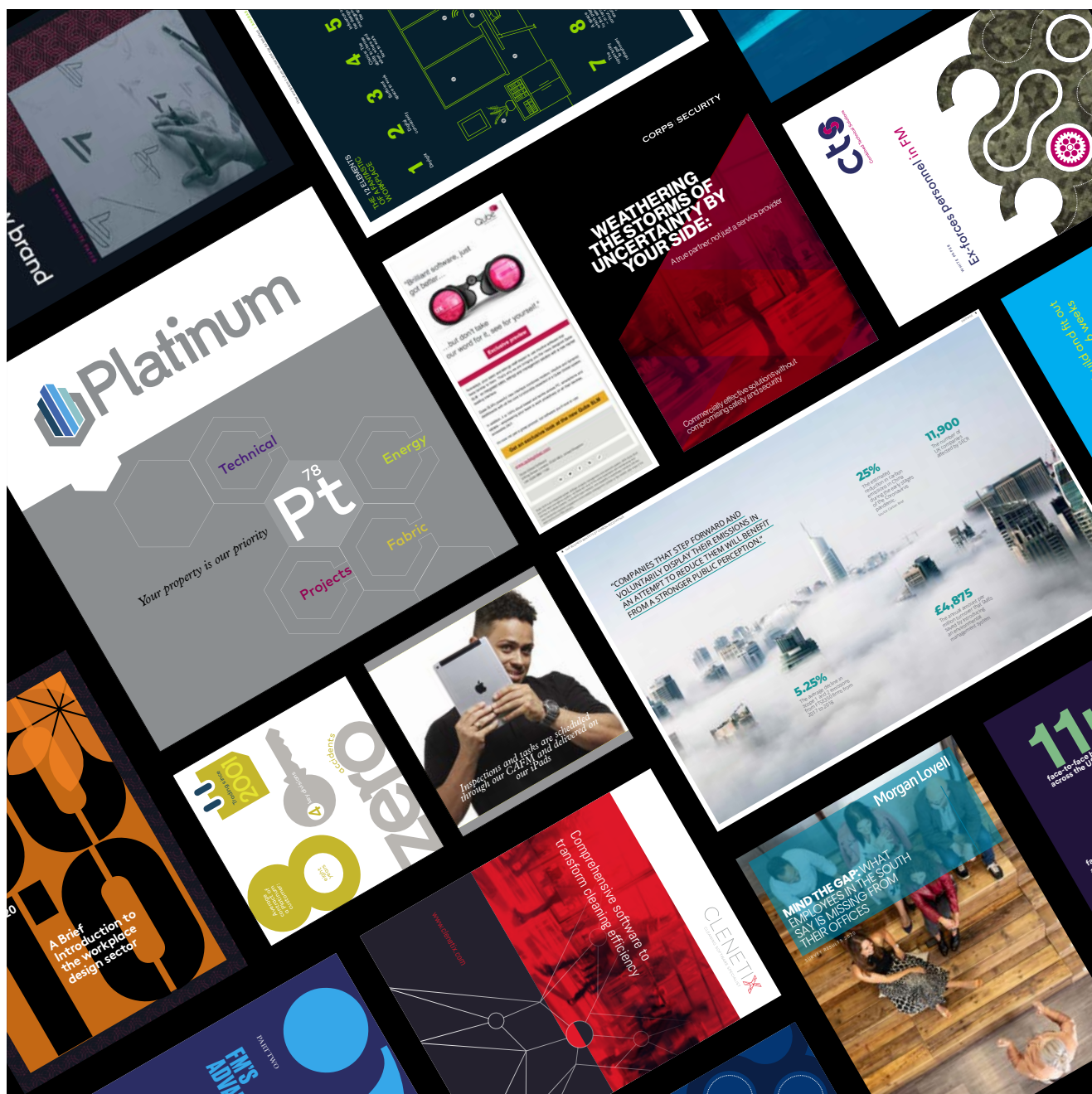
Journalists trust us. Our strong links with the media in our specialist sector mean that we know what they want they want and the kind of content that resonates with their audience. We track the latest industry issues and keep a close eye on the conversation to ensure that our copywriting puts clients ahead of the competition.

Whether it's a press release, a feature or comment piece for the media, blogs for your website, white papers or marketing collateral, we bring your content to life.



DESIGN

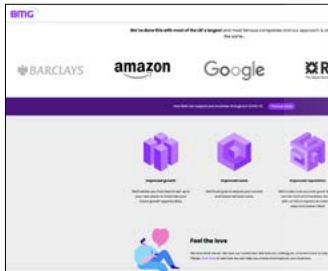
Magenta's creative team is experienced at producing everything from thought leadership content and engaging presentations to infographics and complete redesigns to delight and excite our clients.



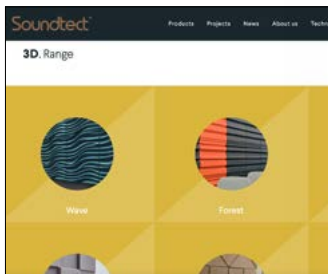
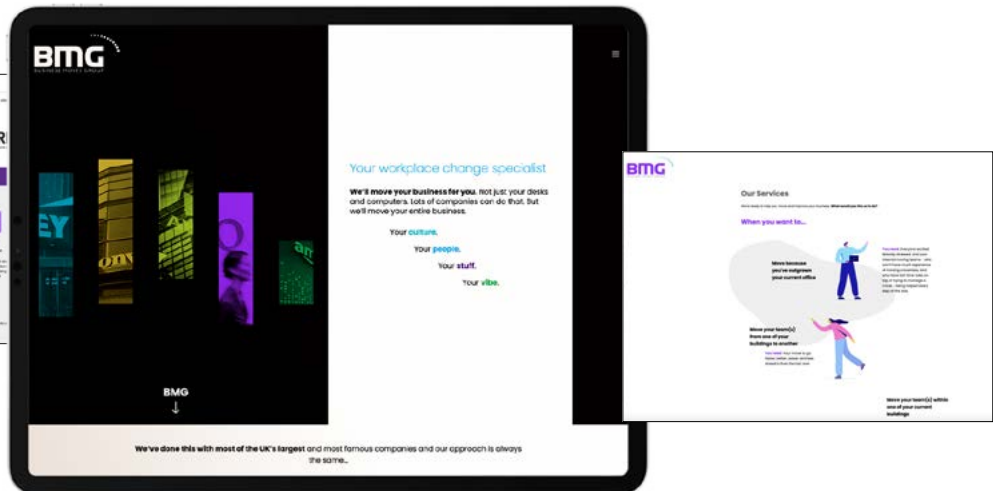
Magenta's creative director Mark Parry has more than 30 years' experience in corporate and magazine branding and design. With a strong background in B2B and B2C publishing and corporate branding, he is proficient in all Adobe products (Illustrator, Photoshop and Indesign) and has run training programmes to impart his knowledge to other designers. He also works with corporates, designing websites, and marketing material from flyers to brochures.

WEBSITE DESIGN & CONTENT CREATION

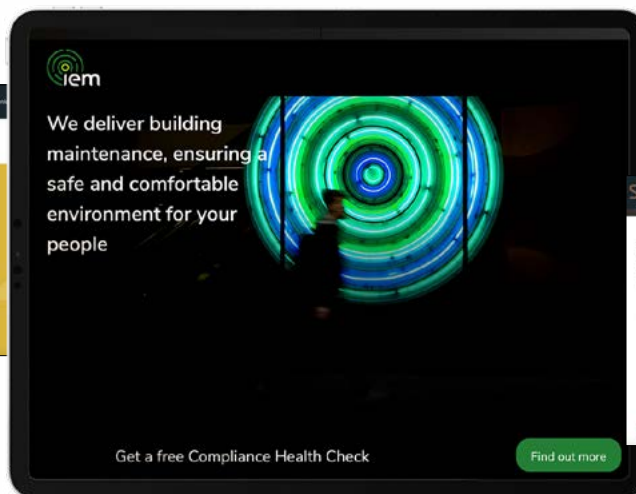
Magenta has developed numerous bespoke websites to help our clients stand out from the competition and take their digital presence to the next level. *Here are some examples.*



businessmoves.com



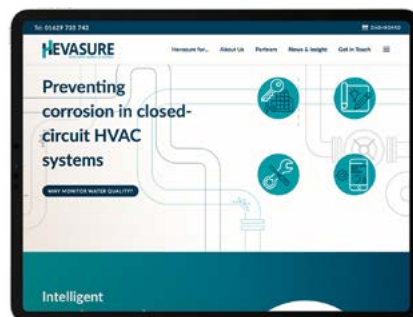
soundtect.com



clenetix.com



heavasure.com



magentaassociates.co



TESTIMONIALS

"Magenta is a **true extension of my team**. After working together for over five years, our relationship keeps getting stronger and stronger. They are much more than just a PR agency, I see them more as a business partner."

Rachel Houghton
Managing director,
Business Moves
Group



"Without doubt, they are one of the **best PR agencies** I have worked with."

Roya Babadi
Marketing manager,
Anabas



"Magenta has taken the business to a **different level**."

Mark Rogers
Sales and marketing director,
Corps Security

"Magenta has really helped to raise and heighten our existing profile, as well as helping us to **reach new audiences**."

Steve McGregor
Group MD, DMA Group



"Magenta's understanding and the **intelligence of the team** is the main benefit. I feel confident that what we are going to get back from Magenta is thought through and relevant."

Paul Kelly
Head of marketing, Overbury and
Morgan Lovell, both part of Morgan
Sindall Group

"Magenta are like an **extension of my team**. They were brilliant during Covid – we would not have been able to navigate without them during that time."

Lizzie Neave
Group marketing and communications
director, Churchill Group

"As a direct benefit of the work that you have put in, we have just had a new member sign up to the SFMI. They read the articles that you promoted in the trade press about our reports, downloaded the reports, had two conversations then joined the team"

Acclaro

"Magenta are consummate professionals, producing **high quality** innovative work backed by impeccable industry credentials and expertise."

Bruce Barclay
Senior manager,
FM, Dell Technologies



"The team is very **on the ball** with current affairs and highly skilled at adapting quickly."

Luisa Coates
Marketing manager, Electronic
Temperature Instruments

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.

MAGENTA TEAM

Cathy Hayward
Founder and chairman



Jo Sutherland
Managing director



Shahlia Nelson-Rogers
Client director



Mark Parry
Creative director



Simon Iatrou
Communications director
– North America



Sabrina Stubbs
Consultant



Craig Peters
Consultant



Greg Bortkiewicz
Consultant



Ellie Davis
Content writer



Jess Lowe
Associate – consultant



Clare Collins
Associate – consultant



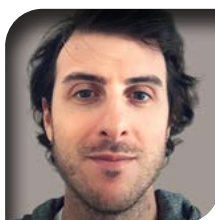
Jillian Chertok
Associate – consultant
(North America)



Dannie-Lu Carr
Associate – public
speaking trainer



Jonny Lawrence
Associate – digital
marketing, SEO & PPC



Stuart Nisbett
Associate – web
development



Adrian Taylor
Associate – designer



Katina Byford-Winter
Office & employee
wellbeing manager



Sharon Caple
Finance manager



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



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www.magentaassociates.co

