



# MAGENTA CASE STUDY BOOK

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Magenta is the communications specialist for the built environment.

We're specialists, not generalists. By focusing on the built environment sector, we are experts in our clients' worlds, enabling us to write knowledgeably about their business. We're innovative and think creatively to understand our clients' market, to get under the skin of their business, to advise on the best course of action, and to develop a strong and enjoyable working relationship. We do not let clients down.

Our team, of highly experienced PR, marketing, writing and design professionals all have an in-depth knowledge of B2B and B2C public relations. They are passionate about delighting and exciting our clients.

We help our clients achieve their objectives by communicating more effectively with current and prospective customers, employees, investors and the wider public.

With our specialist team 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

- Brand perception and customer audits
- Communications strategy
- Competitor analysis
- Market insights
- Market research
- Messaging workshops
- Search Engine Optimisation



## COMMUNICATING

- Award writing
- Business-to-business communications
- Content marketing
- Crisis management
- Employee engagement
- Event support & facilitation
- Internal communications
- Media & public relations
- Paid digital media
- Social media



## CREATING

- Animation
- Art direction/photoshoots
- Copywriting
- Graphic design
- Video production
- Web development



## 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 understand your strengths and weaknesses, what you want to be known for, where you sit with the competition, and help you 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 find the white space to own what truly sets you apart.**



### **KBR Programme Management messaging workshop to decide on key messages**

When our 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 would fit in 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.

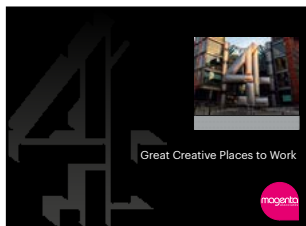
## SURVEYS AND RESEARCH

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', 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 read 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 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 tenant's 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

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, introduced a charitable incentive, and then collated the results. From the raw data, we produced a 24-page industry report which has been 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 one of our senior consultants is a former i-FM Technology in FM Award judge – and has helped many clients 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 (Greftas) 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

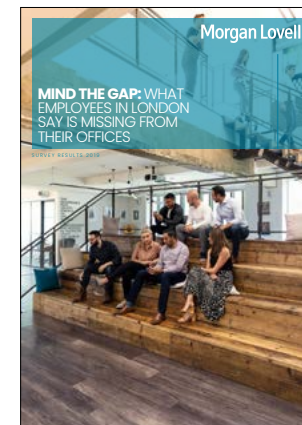
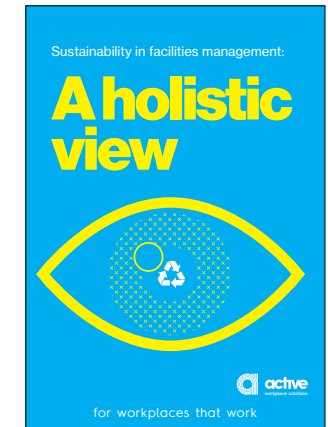
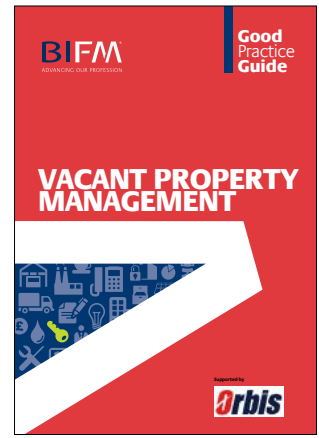
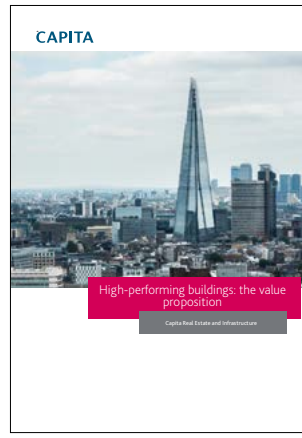
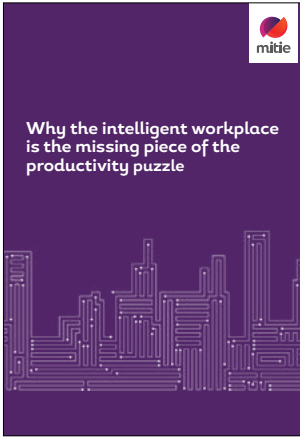
The Greftas were part of an overall strategy to develop a One Team approach to EMC's FM service delivery. Over the course of three years, Magenta supported the transformation of EMC from a real estate and FM team to a fully aligned One Team where competitiveness is put aside to create the best possible outcomes for the client and the EMC business. This involved the Greftas, 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. In a sector where a good reputation is a fundamental ingredient to attracting and retaining business, this could drastically impact 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, and 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*

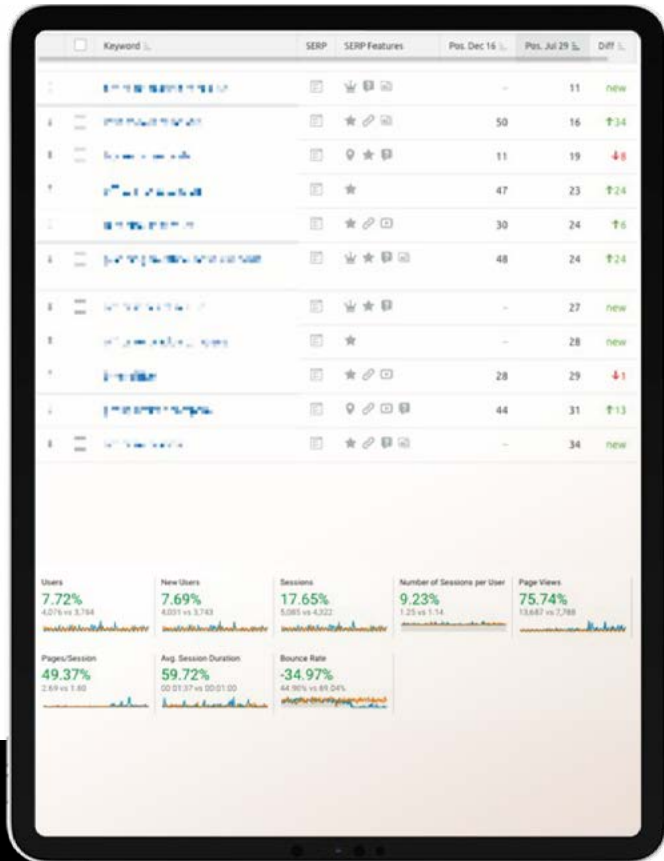
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## DIGITAL MARKETING (SEO & PPC)

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. For one client, Business Moves Group, we achieved the following results:

- \* Ranked in the top 100 search results for 67 keywords (up from 29)
- \* Backlinks from 229 different domains (up from 116)
- \* All key website metrics improved, including users, sessions, page views and average session duration
- \* Site health reached 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



### Case study

## DMA SEO

### Brief

- Improve website identity through keyword research and backlinks.
- Optimise the website to rank for relevant keywords
- Improve mobile site speed
- Increase organic website traffic and conversions

### Activity

- Audited the DMA website to understand the website's current position
- Undertook extensive keyword research to identify the relevant keywords for DMA's business activities
- Established benchmarks for keyword positions and assessed performance against key competitors
- Created a backlink strategy using key competitors to produce a backlink gap analysis
- Updated website copy across various pages to ensure it was up to date and relevant
- Added and optimised sector pages to rank for sector-based keywords
- Created areas we serve location-based landing pages to improve local optimisation in key geo-areas

### Results

- Ranking positions recorded for 51 non-branded keywords within first six months of the project, including page one positions for many highly relevant service, sector and location specific keywords
- Increased organic search traffic by 25% compared to the same period the previous year
- 52% more website conversions (such as emails and calls) compared to the same period the previous year; two-thirds originated from organic traffic
- Fixed all the major SEO and technical issues on the website, including header tags, meta data and image optimisation
- Enhanced internal link structure to improve link equity to pages with no internal links
- Expanded the website in a measured manner to build web pages that improved SEO performance, including service and location pages
- Greatly increased backlink profile - 121 new backlinks from 55 different domains

D.  
M.  
A.



## EVENT SUPPORT

Magenta has considerable experience of coordinating and chairing roundtable discussions, webinars, debates and conferences. The team has also worked to create content, and 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 more than 10 years, Magenta has been the communications 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 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 a 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.



### 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 buy-in from everyone.

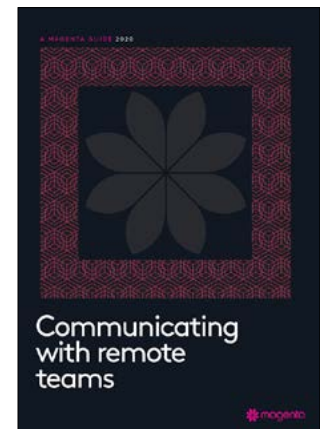
*Download Magenta's free guides here*



[Download](#)



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[Download](#)



## 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 Greftas 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. 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.

## MEDIA & PUBLIC RELATIONS

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, how they like stories to be presented and have strong relationships with trade, business and national press, industry bodies and event organisers.

### Case study

## Freespace

#### Brief

- Position Freespace as an expert solution provider in workplace technology
- Highlight the capabilities of Freespace technology and the impact it has on workplace decision making
- Build a profile across national media as an expert in workplace data and occupancy analysis

#### Activity

- Collaborated with Freespace data teams globally to collate and analyse workplace occupancy trends
- Built relationships with key national, business and trade press to understand proposed story angles, data requirements and commentary needs
- Created proactive data bulletins in line with breaking news around Covid-19 guidelines, government advice and the return to work

#### Results

- Live interview on the Sky News Ian King show for Freespace CEO Raj Krishnamurthy about the return to work and the importance of monitoring workplace occupancy
- Secured 177 pieces of coverage across national, business and trade press including The Financial Times, The Economist, The Times, The Daily Telegraph, The Daily Mail and more
- Became first choice source of data on return to work for Bloomberg
- Freespace has become a trusted expert in workplace and office occupancy data for key national and business press and one of the leading voices on the UK's return to work.

## Freespace.



### Case study

## AWA

#### Brief

- Develop AWA's Hybrid Index as a prominent and trusted source of data during the Return to Office period
- Secure coverage in tier 1 and business media
- Position AWA as a global expert in hybrid working and workplace change management

#### Activity

- Worked with AWA to crunch data and formulate most interesting angles for target media, including nationals and vertical media
- Wrote and distributed press release detailing Hybrid Working Index data to media in UK and North America
- Followed up with journalists requiring specific data points and commentary

#### Results

- Secured an exclusive with the Times, which was picked up by the Guardian, Bloomberg, the New York Post, ZDNet, and many other major business, trade and vertical outlets
- Provided Bloomberg with the Hybrid Working Index data, resulting in further coverage
- Data featured on the World Economic Forum website
- Placed the banking sector-specific data and AWA founder Andrew Mawson's comments in Reuters
- The research established AWA as an expert source on workplace issues leading to features on BBC 5 Live, BBC News and in articles in the Times and Telegraph about the suitability of 10 Downing Street as the workplace for the Prime Minister.

A W A | DNA of work



Download Magenta's free guide to find out how to pitch an idea to the media

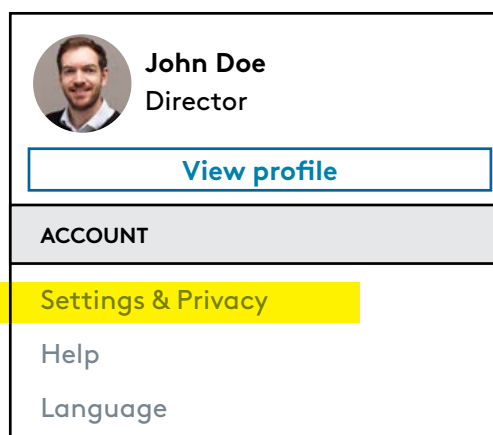
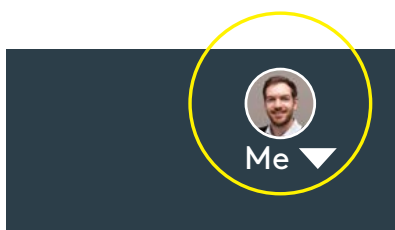
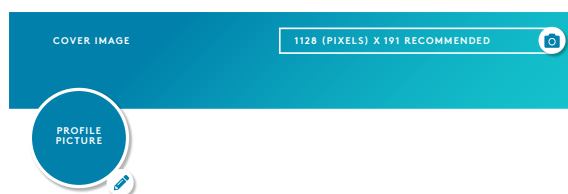
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## SOCIAL MEDIA

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.



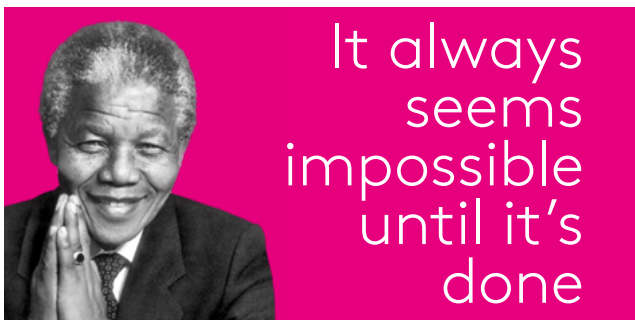
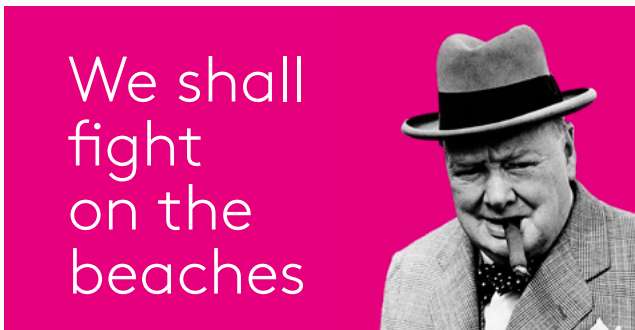
*Download Magenta's free guide on how to make your personal LinkedIn profile shine*



Download

## SPEECH WRITING / PRESENTATION CREATION

I have a dream. 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)

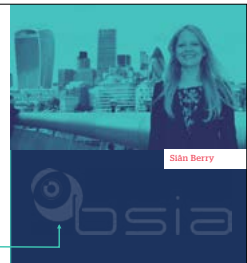


### PUBLICITY

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

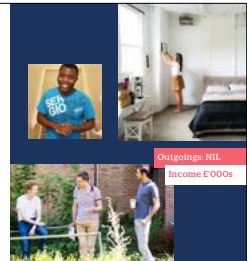
- Housing shortage and socially unacceptable level of vacant property now a major focus of the London Assembly
- The Housing Committee under the auspices of Siân Berry, its Chair, has been conducting an in-depth investigation into property guardianship as one possible solution

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



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.

Journalists trust us. Our strong links with the media in our specialist sector mean that we know what they want and the kind of content that resonates with their audience.

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.

**FM CLINIC**

**Q: Facilities management in 2021**  
 Published by **Markus**  
 Feature by **Chris Morgan**  
 That companies that don't  
 know how to support their  
 workers' mental health,  
 will struggle to recover  
 productivity this year is a stark  
 reality. So, what can we do  
 about it?

**FM's regular monthly column, our team of FM experts answer your questions about the world of facilities management**

**A: THE NEW NATURE OF FACILITIES MANAGEMENT**  
 BY CHRIS MORGAN  
 Chris Morgan is a facilities management expert with over 25 years' experience in the industry.

**THE MANAGING DIRECTOR'S VIEW**  
 BY LUCY HOFF  
 Lucy Hoff is a managing director at a leading FM company.

**LEADERSHIP**  
 BY DR. SHEKHAR BHARGAVA  
 Dr. Shekhar Bhargava is a senior leader in the FM industry.

**CONNECTIONS**  
 BY ALAN GONG  
 Alan Gong is a senior leader in the FM industry.

**Feature Security Officer Services**

**Security Officer Services**

**On The Front Line**

**For a long time now, it has been something of a given that employment as a security officer comes with certain risks, but work-related stress hasn't typically been one of them.**

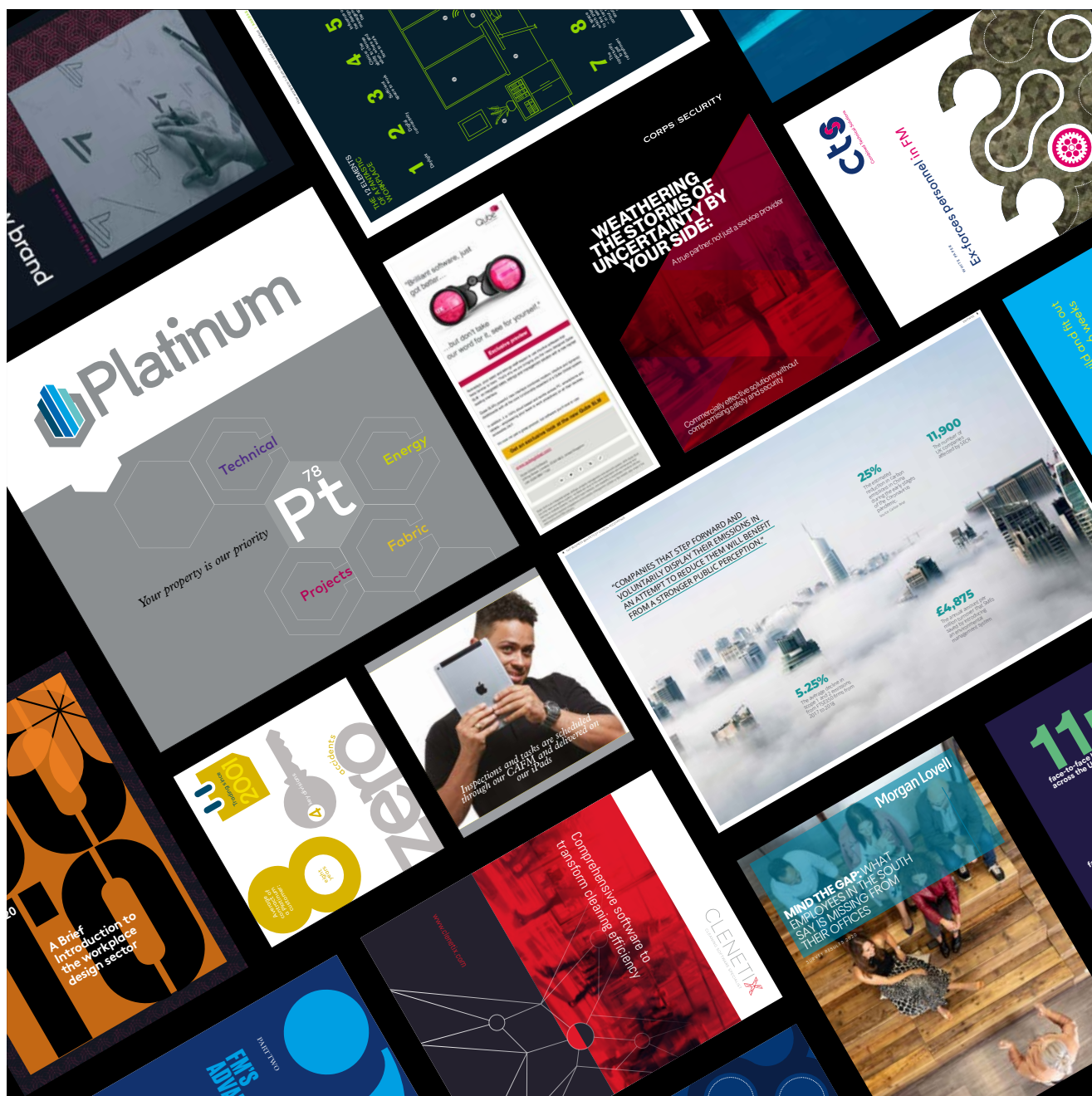
**For those looking to the open findings, solutions such as faster recruitment are also a cost-effective means of producing both clients and security staff**

**Security Officer Services**

**For those looking to the open findings, solutions such as faster recruitment are also a cost-effective means of producing both clients and security staff**

## DESIGN

Magenta's creative team is experienced at producing everything from thought leadership content and engaging presentations to infographics and complete rebrands 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.*

The BMG website design is shown across three devices. The desktop view features a navigation bar with logos for Barclays, Amazon, Google, and Xfinity. The main content area includes three purple cube icons and a 'Find the love' section. The tablet view displays the BMG logo at the top, followed by a vertical stack of images and the headline 'Your workplace change specialist'. The mobile view shows a 'Our Services' section with icons and text.

businessmoves.com

The Soundtect website design is shown across three devices. The desktop view features a '3D Range' section with circular icons for 'Wave' and 'Forest'. The tablet view shows a large image of a person looking at a circular acoustic panel with the headline 'We deliver building maintenance, ensuring a safe and comfortable environment for your people'. The mobile view displays a 'Trip Advisor' section with a photo of an interior space.

soundtect.com

clenetix.com

The Clenetix website design on a tablet features a red banner with the text 'We are a leading edge software solutions provider transforming cleaning efficiency' and a 'Find out more' button. Below the banner is an 'Overview' section with a photo of a person cleaning.

hevasure.com

The Hevasure website design on a tablet features a blue and white color scheme with the headline 'Preventing corrosion in closed-circuit HVAC systems'. It includes several circular icons representing different HVAC components and a 'Find out more' button.

magentaassociates.co

The Magenta Associates website design on a tablet features a pink and white color scheme with the headline 'We are communications specialists for the built environment'. It includes a list of services and a 'Find out more' button.

## TESTIMONIALS

"Magenta can tease out stories for the business media that other PR professionals fail to see. Business is more complicated than simple marketing messages and the media is interested in the how and why decisions are reached as much as the what."

**Richard Tyler**  
Enterprise editor, *The Times*

"Professional, friendly and reliable – which all good PR and communications agencies should be. What sets them apart is their knowledge of the FM & BE sector, their involvement and participation within in it and their understanding of both client and media needs - it's hard to find ALL those qualities."

**David Emanuel**  
Publisher, *i-FM*



"We've not been working with them for long but the Magenta team has got up to speed quickly, started delivering results, and is always keen to learn more."

**Samantha Dawe**  
Marketing director, *Shaw Contract*

"I've been working with Magenta for years and it's always been a pleasure. They're informed, imaginative, professional and always deliver great results."

**Mark Eltringham**  
Editor & publisher, *Workplace Insight, IN magazine & Work + Place*

"Magenta has been fabulous at getting under the skin of the business and always come across as enthusiastic. Quadrant have been provided with a huge amount of insight, Magenta's expertise is very useful and we appreciate the team's links to the publications/awards/webinars."

**Sonia Brown**  
Design director, *Quadrant Design*

"The Magenta team bring passion and sincerity in everything they do. Energy, enthusiasm, experience and expertise - they have it all! Extremely professional, prompt in their responses and a great network within the built environment sector. It's fun working with them!"

**Jagori Dhar**  
Senior marketing manager, *Drees & Sommer*

"Magenta's understanding of the sector is the main benefit. I feel confident that what I get from Magenta will be well considered and relevant."

**Paul Kelly**  
Marketing director, *Overbury & Morgan Lovell*

"First rate communications practice which combines a knowledge of the sector with an understanding of media's needs. Always meets expectations and deadlines!"

**Sara Bean**  
Editor, *FMJ*

## 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.

5

**Promote ESG:** According to research by marketing consultancy Goodbrand, companies that promote their ethical stance are more likely to attract and retain affluent customers.

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.

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.

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**  
Non-executive Founder  
and Chairman



**Jo Sutherland**  
Managing director



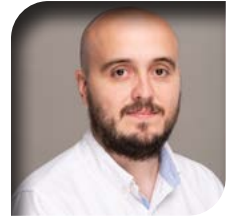
**Shahlia  
Nelson-Rogers**  
Client director



**Mark Parry**  
Creative director



**Simon Iatrou**  
Senior consultant



**Sabrina Stubbs**  
Senior consultant



**Craig Peters**  
Senior consultant



**Greg Bortkiewicz**  
Senior consultant



**Anna Kiff**  
Executive



**Richard Huck**  
Executive



**Eve Dickie**  
Executive



**Heather Ward**  
Office & employee  
wellbeing manager



**Sharon Caple**  
Finance manager



**Jess Lowe**  
Associate – consultant



**Clare Collins**  
Associate – consultant



**Jay Evans**  
Associate – consultant



**Steven Penney**  
Associate – consultant



**Adrian Taylor**  
Associate – designer



**Jonny Lawrence**  
Associate – digital  
marketing, SEO & PPC



**Stuart Nisbett**  
Associate – web  
development



**Ben Keeley**  
Associate – digital



**Laura Park**  
Associate – social media  
specialist



**Ian Valley**  
Associate – content writer



**Lorraine Mullaney**  
Associate – content writer



**Dannie-Lu Carr**  
Associate – public  
speaking trainer



**We'd love to hear  
from you. Get in  
touch to find out  
how we can boost  
your bottom line.**

**+44 (0)20 3773 3622  
info@ magentaassociates.co**

## MAGENTA SERVICES

### MARKETING COMMUNICATIONS

- PESO strategy
- Event marketing
- Content marketing
- Rebrand/brand refresh
- Community building
- Marketing strategy
- Internal communications / B2E
- ESG programme management
- Cornerstone content strategy
- Client communications

### PUBLIC RELATIONS

- Issue management
- ESG communications
- Crisis communications
- Product/service launches
- Survey development
- Media relations
- Presentation support
- Speaking opportunities
- Campaign management
- Public speaking training
- Data analysis & angle crafting
- Stunts
- Storytelling
- Public affairs
- CEO profiling
- Media training
- Award writing

### INSIGHTS & PLANNING

- ESG strategy
- Crisis mapping
- Perception & share of voice analysis
- Competitor & market trends analysis
- Persona research
- Readership survey
- PESO channel audit
- Fact finding

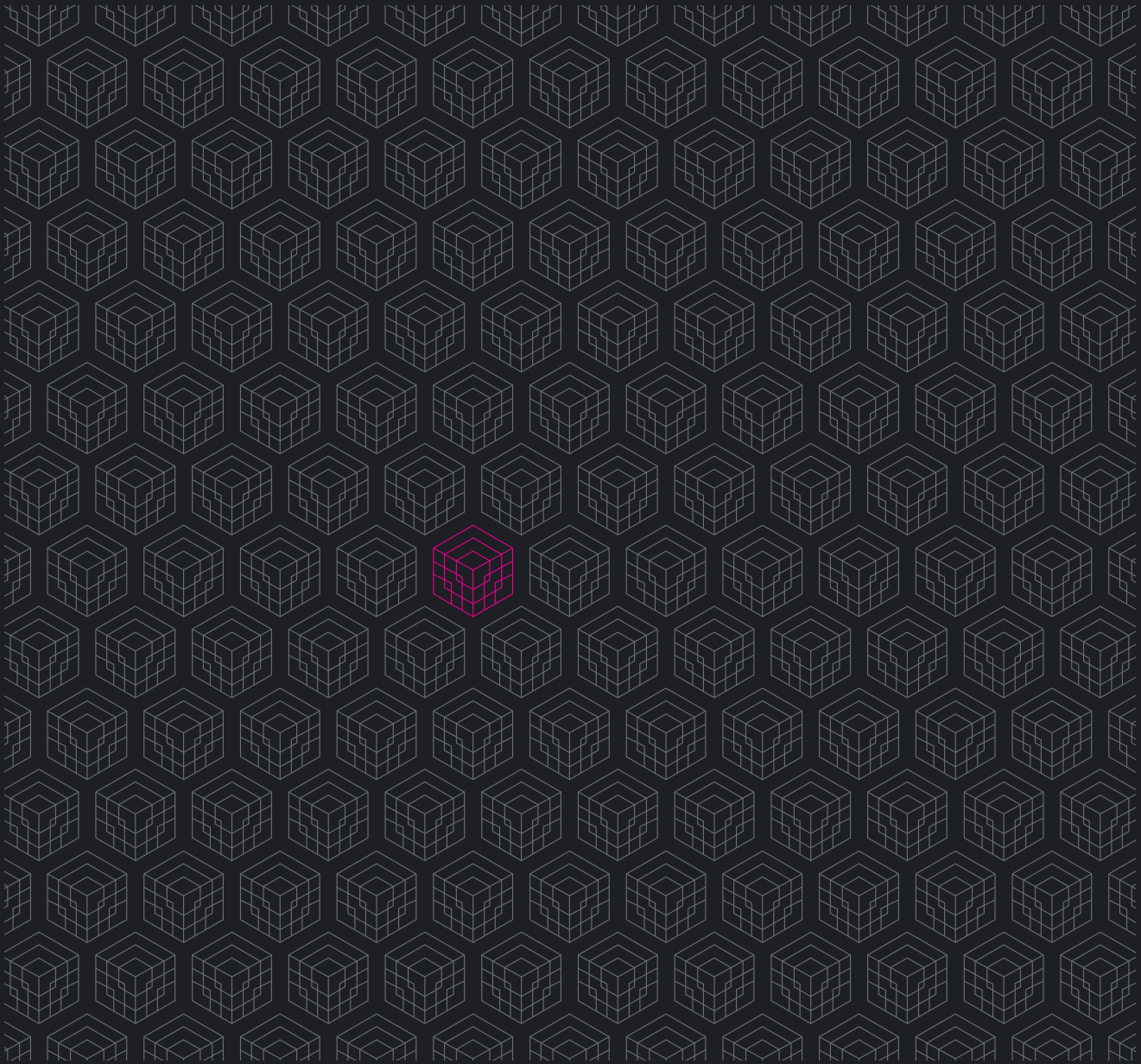
### DIGITAL

- Audit
- Technical SEO
- Blog production
- Keyword analysis & strategy
- Backlink campaign
- Paid strategy
- Website copy
- Review campaign
- Content optimisation
- Digital content strategy
- LinkedIn strategy
- Social media
- PPC

### CONTENT & CREATIVE

- Messaging workshop & framework
- Editorial / TOV guidelines
- Branding & merchandise
- Strapline development
- Bid writing & design
- Brand style guide
- Exhibition stands
- Speech writing
- Research-led IP
- Workplace graphics
- Presentation design
- Process flowcharts
- Case studies
- Art direction
- Photography
- White papers
- Ghost-writing
- Reels
- Maps
- Guides
- Logo design
- Newsletters
- Content plan
- Infographics
- Animation
- Publications
- Blogs
- Reports
- Editing
- Proofing
- Brochures
- Illustration
- Videos
- Podcasts





Office 3, Design Quarter  
129-130 Edward Street  
Brighton BN2 0JL

info@magentaassociates.co  
+44 (0)20 3773 3622

[magentaassociates.co](http://magentaassociates.co)