

# M&A Communications



magenta

COMMUNICATIONS FOR  
PROGRESSIVE ORGANISATIONS





## M&A Communications

# Why is it important?

Effective communication is a key ingredient of a successful merger or acquisition. These are significant changes for any business to undergo – they impact employees, customers, investors, and the public. Anything less than carefully thought out and planned communication can lead to confusion, mistrust, reputational damage, and sometimes even jeopardise the value of the deal itself.


During an M&A, emotions can run high. Employees may fear for their job security, customers worry about service disruptions, and investors are likely to question the strategic value of any deal. The media sit ready to analyse every move and highlight issues. In this environment, clear, transparent, and proactive communication is not just helpful – it's essential.

M&A communication goes beyond simply relaying information. It should be used to shape perception, manage expectations, and protect brand value. It should also align across the different audiences, both maintaining trust and limiting disruption at such a critical time.

## Fundamentals of M&A communication

The foundation of successful M&A communication is made up of careful and detailed planning, empathetic engagement with key stakeholders, and the crafting and delivery of consistent, values-driven messaging.

At Magenta, we are experienced in guiding businesses through this complex process. We can support with:

- **Strategic planning & research:** Understanding the motivations behind the merger or acquisition is key to crafting compelling narratives. By understanding stakeholder concerns and the industry landscape, we deliver a strategy that supports your goals and craft tailored messaging that resonates with your audiences.
  - **Internal engagement:** We prioritise internal communication to address employee concerns, create an understanding of strategic goals and direction, and provide them with the information and support they need to act as ambassadors for the new entity.
  - **External communication:** Whether through press releases or high-level media interviews, we manage media relations activity to protect and enhance your brand's reputation. Beyond the press, we also create and deliver strategic communications to address customers, partners, investors, and the wider industry.
- 

# Your M&A communications programme

A typical programme could include:

- **Message development:** We create a bespoke messaging framework that effectively conveys the rationale and benefits of the merger or acquisition. This framework delivers consistency across internal and external channels and ensures the narrative is tailored to each audience but aligned with the business's strategic vision.
- **Employee engagement:** Clear and empathetic internal communication is crucial. We can support all-company meetings, create communications collateral from scripts for the SLT, and produce FAQs that address employee concerns. We can support further by delivering feedback sessions to keep employees informed and involved.
- **Customer reassurance:** Using the foundations of the messaging framework, we craft tailored communications to address customer concerns, emphasising continuity of service. These communications help maintain customer loyalty and confidence throughout the transition.
- **Media relations:** Proactively managing media coverage is critical during an M&A. We develop press releases, pitch stories, and organise interviews to ensure your business is portrayed in the best light.
- **Social media strategy:** M&A news spreads rapidly online. We can manage your social media channels to counter misinformation, amplify positive stories, and engage stakeholders.
- **Crisis preparedness:** M&A deals can encounter unexpected challenges. We develop contingency plans to handle potential crises, ensuring your business remains resilient and credible.



## Why Magenta?

Mergers and acquisitions can be intense events and they require a thoughtful and strategic approach to communication. By engaging stakeholders with clarity, empathy, and authenticity, businesses can protect their reputation, secure support from key audiences and maximise the value of the deal.

With our expertise in M&A communication, Magenta is well placed to support your business through these changes.

## Atalian Servest/OCS

Magenta has a deep history in the facilities management sector. The team supported Atalian's initial acquisition of Servest as well as its more recent acquisition by CD&R and subsequent merger with OCS. Magenta provided strategic communications support across internal and external activities, liaising with multiple stakeholders across all of the impacted organisations.



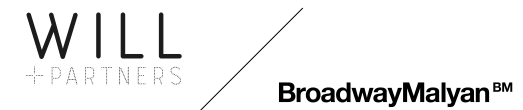
## Drees & Sommer/AAProjects

Working with the communications team at Drees & Sommer and the leadership of AAProjects from the beginning, the Magenta team delivered a clear strategy, in-depth messaging for specific audiences, media relations support and content for both businesses around the acquisition, resulting in a clearly communicated and positive response to the news.



## Will & Partners/Broadway Malyan

Magenta worked with award-winning architecture and design practice WILL+Partners during its merger with Broadway Malyan, a global architecture, urbanism and design practice. Alongside the development of key messaging for its various stakeholders, Magenta supported the business with media relations activities around the announcements and provided ongoing support to the leadership team in terms of highlighting its expertise and raising its profile in key sectors.



## Anabas/Group Armonia

Working closely with the communications team at Group Armonia, based in Paris, Magenta devised a communications strategy, timeline and key messages to support its acquisition of Anabas. Following agreement of the approach, Magenta created a variety of deliverables including scripts, emails, letters, intranet pages and flyers for communications to colleagues, customers, partners and the wider marketplace including the press.



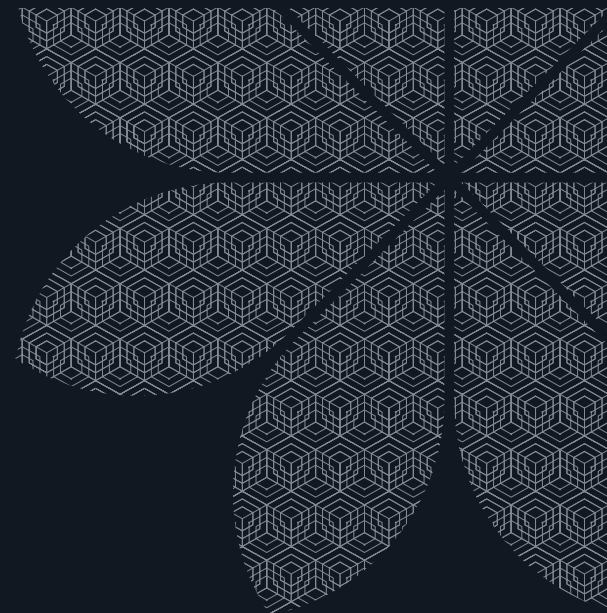


magenta

COMMUNICATIONS FOR  
PROGRESSIVE ORGANISATIONS

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

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



magentaassociates.co