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Magenta Case Study Book

The outcomes
we deliver

Why progressive organisations choose Magenta

For purpose-driven organisations looking to win respect, earn trust, attract talent and drive growth, Magenta Associates is an award-winning, employee-owned, B Corp-certified strategic communications partner. You get one agile, senior-led team with deep communications and sector expertise, delivering integrated PR, content, digital and internal communications. Expect big-agency outcomes without the big-agency price tag.

This case study book is organised around the outcomes we know our clients want to achieve:

- 1. Win market leadership and high-value contracts**
- 2. Unlock operational efficiency and employee engagement**
- 3. Demonstrate the ROI of reputation**
- 4. Build credibility and trust**
- 5. Elevate brand for long-term growth and talent attraction**
- 6. Confidently and effectively navigate the AI search landscape with integrity**
- 7. Communicate transformation at scale, supporting organisations through sustained, high-stakes change**

AWA & Freespace: Becoming the go-to authorities on hybrid work and the return to office (RTO)

AWA



| DNA of work





Challenge

During the global shift to hybrid working and the return-to-office period, facilities management and real estate leaders needed a definitive, evidence-based view of how organisations were using space and making workplace decisions. AWA, a global workplace management consultancy, created the Hybrid Working Index, a poll of corporate real estate leaders worldwide capturing occupancy levels and strategic intent. The challenge was to ensure the insight reached senior decision-makers on both sides of the Atlantic.



What we did

- Worked with AWA to analyse the Index data and identify the most compelling stories and media-ready insights.
- Developed UK and North American press releases, supported by tailored follow-up for journalists seeking specific data points or expert commentary.
- Secured targeted exclusives and bespoke data deep-dives for national, business and vertical media.



Results

- An exclusive with The Times triggered further coverage across The Guardian, Bloomberg, ZDNet, The New York Post, the World Economic Forum and others.
- Broadcast features on BBC News and BBC Radio 5 Live.
- Sector-specific placement in Reuters and a national story on the suitability of 10 Downing Street in The Telegraph.



Outcome

AWA's Hybrid Working Index became a global benchmark for understanding hybrid work, cementing the business's position as a leading authority on workplace change management.





Challenge

As UK organisations planned their RTO, intelligent workplace management software provider Freespace sought recognition as the trusted authority on workplace data and occupancy insight. The objective was to build a strong national media profile that demonstrated how data could support informed decision-making during this crucial period.



What we did

- Collaborated with Freespace's global data teams to collate, analyse and interpret workplace occupancy trends.
- Built strong relationships with national, business and trade journalists to shape story angles, confirm data requirements and provide rapid, credible commentary.
- Produced regular, proactive data bulletins aligned to Covid-19 guidance, government announcements and key RTO milestones.



Results

- Live interview with CEO Raj Krishnamurthy on Sky News' Ian King Live discussing the RTO and the importance of monitoring occupancy.
- 177 pieces of coverage across The Financial Times, The Economist, The Times, The Telegraph, Daily Mail and others.
- Became Bloomberg's first-choice source for UK RTO data.
- Widely recognised by national and business media as a trusted expert on workplace and office occupancy.



Outcome

Freespace strengthened its reputation as a data-driven technology leader, clearly demonstrating the role of occupancy insight in shaping the future of work.

SHEFFIELD HALLAM UNIVERSITY: RESEARCH THAT LEADS FACILITIES MANAGEMENT

**Sheffield
Hallam
University**
Knowledge Applied





Challenge

Sheffield Hallam University is among the UK's most established centres for facilities management, offering professional qualifications and long-standing partnerships with the British Institute of Facilities Management (BIFM), now the Institute of Workplace and Facilities Management (IWFM). To build on this heritage and strengthen its voice in the sector, the university needed credible, sector-wide evidence to support thought leadership and inform the future of the profession.



What we did

- Designed and promoted an industry-wide survey, working closely with the university to shape the research focus and questions.
- Analysed responses to identify clear trends, challenges and opportunities across the FM profession.
- Produced a 24-page report with practical, actionable insight and media-ready angles to support industry and policy engagement.



Results

- Strong industry engagement and coverage across leading sector titles, including i-FM, Facilitate and Global Government Forum.
- The research was widely referenced by professional bodies and industry groups, including the BIFM and the International Facility Management Association.



Outcome

Sheffield Hallam University became a go-to reference point for FM insight, influencing industry guidance, informing policy discussions, and strengthening the university's national reputation for workplace research.

ETI: USING EVIDENCE TO DRIVE A NATIONAL CONVERSATION ON FOOD SAFETY AND CONSUMER QUALITY





Challenge

Electronic Temperature Instruments (ETI) manufactures and supplies digital thermometers and probes for the catering industry. While ETI advocates cooking food to temperature rather than relying on time alone, supermarket cooking guidelines still focus heavily on time-based instructions. ETI wanted to challenge this approach, position itself as the expert authority on food safety, and spark a wider national conversation about food waste and cooking accuracy.



What we did

- Designed and delivered an original study testing whether supermarket cooking times accurately reflected the time required for chicken to reach a safe internal temperature of 74°C.
- Conducted controlled testing on whole chickens from four major supermarkets to compare stated cooking times with actual temperature results.
- Translated complex data into a clear, media-ready narrative linking food safety, waste and household energy use.
- Created visual assets, including infographics and photography, to support national media coverage.
- Secured a tier-one national exclusive and supported follow-up opinion and comment in key trade and hospitality titles.
- Drafted direct correspondence to senior supermarket leaders encouraging a review of cooking guidelines.



Results

- Full-page exclusive coverage in The Times, followed by widespread coverage in the Daily Mail, Daily Telegraph, The Sun and The Week, both in print and online.
- Estimated readership of 848 million from the initial coverage, with close to 500,000 coverage views.
- Sustained media momentum through follow-up seasonal studies and commentary.
- Direct engagement with major supermarkets on cooking guidance and food safety standards.



Outcome

ETI became a recognised authority on cooking to temperature, shifting the conversation beyond time-based guidance and strengthening its reputation as a credible expert in food safety. The campaign influenced industry behaviour, prompted supermarkets to review cooking instructions, and established a repeatable platform for ETI to lead national debate on issues that drive it as a business.

EMCOR UK: STRENGTHENING LEADERSHIP IN CARBON AND SUSTAINABILITY





Challenge

EMCOR UK, a provider of facilities management and engineering services, wanted to further strengthen awareness of its position as a leader in sustainable carbon management. Central to this ambition was raising the profile of ESG Director Kam Singh, ensuring his expertise – and EMCOR UK's carbon transformation capability – reached senior decision-makers across the built environment and energy sectors.



What we did

- Conducted in-depth interviews with Kam Singh to capture his perspectives, expertise and experience in carbon management.
- Shaped clear, authentic messaging to position EMCOR UK as a leader in delivering carbon transformation projects.
- Secured and drafted thought-leadership articles in key industry titles, aligned to topical sustainability and energy issues.
- Delivered proactive media commentary in response to breaking news, ensuring EMCOR UK's voice featured in relevant debates.
- Drafted and distributed press releases announcing Kam's promotion to ESG Director and the launch of EMCOR UK's Carbon Transformation service.
- Coordinated speaking opportunities at major industry events to reinforce leadership credentials.



Results

- Published thought-leadership articles in Green Business Journal, Energy Manager Magazine and FMUK, alongside an in-depth interview with FMJ.
- Secured regular proactive comment coverage in titles including Facilitate, TwinFM and Smart Buildings Magazine.
- Achieved consistent trade press visibility following announcements around Kam's promotion and EMCOR UK's Carbon Transformation service.
- Supported Kam's participation as a speaker at EMEX 2023, with further visibility secured through industry event panels.



Outcome

Over a sustained three-year period, EMCOR UK's messaging around carbon and sustainability became noticeably stronger and more confident. Industry leaders recognised a clear improvement in how the business articulated its expertise, with Kam Singh established as a credible thought leader in the ESG space. Together, this work reinforced EMCOR UK's leadership position in carbon management and strengthened its proposition in a highly competitive market.

2. Unlock operational efficiency and employee engagement



What this means:

Organisations often introduce new systems, processes and ways of working faster than people can absorb them. Without clear, purposeful communication, change slows, silos persist and operational efficiency suffers. Effective communications help people understand what's changing, why it matters and how to act, improving adoption and day-to-day performance.



What this looks like:



EMC GROUP REAL ESTATE: TRANSFORMING ENGAGEMENT ACROSS A COMPLEX EMEA OPERATION



Challenge

EMC Group, a global IT company later acquired by Dell, ran a large and complex real estate and facilities function across EMEA, covering multiple countries and service partners. The scale and diversity of this model risked fragmentation, creating a need for stronger alignment and consistent engagement.



What we did

- Designed and delivered EMC's first internal awards programme, 'The Greftas', to recognise excellence in facilities management across the EMEA region.
- Aligned award categories to corporate objectives and ensured inclusivity across teams and partners.
- Created a communications campaign to drive participation, including targeted e-shots for employees, teams and service partners.
- Built a judging framework with clear criteria and supported end-to-end delivery.

- Provided communications and event support at live awards in Germany and Ireland.
- Supported the annual EMEA summit through session support and a daily summit newspaper.



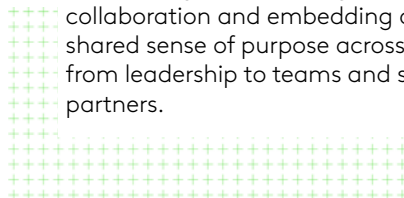
Results

- Attracted 18 entries across three categories in the first year, with participation from employees and partner suppliers.
- Grew to 22 entries and 12 finalists in the second year, demonstrating rising engagement.
- Strengthened collaboration between internal teams and external service partners.
- Success of the programme led to further support for EMC's annual summit series.



Outcome

Recognition became a catalyst for cultural alignment, strengthening collaboration and embedding a shared sense of purpose across EMC, from leadership to teams and service partners.



A LONDON UNIVERSITY: ENABLING DIGITAL AND ESTATE CHANGE THROUGH COMMUNICATION



Challenge

As one of the UK's most prestigious universities and a well-established centre for facilities management, our client needed to communicate major digital and estate changes with clarity. Low engagement with existing intranet content limited cut-through and increased operational friction.



What we did

- Designed and delivered staff workshops to understand how audiences accessed and valued information.
- Used findings to shape a refreshed intranet and clearer digital content approach.
- Rewrote intranet and external web content in plain English with clear structure and bite-size information.
- Improved engagement through graphics, captions and accessible layouts.
- Delivered targeted email communications to drive traffic and adoption.
- Supported communications for campus modernisation, including targeted e-comms for students, parents and academics.



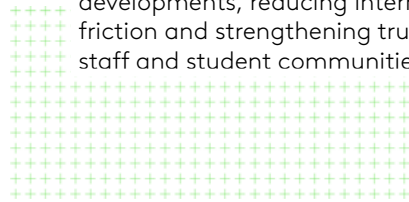
Results

- Increased traffic to the refreshed intranet and higher engagement with estates communications.
- Improved perception of the intranet as a useful, reliable information hub.
- Reduced estates helpdesk queries, freeing up operational capacity.
- Encouraged strong stakeholder buy-in and visible excitement around campus modernisation.



Outcome

The university improved adoption of digital platforms and estate developments, reducing internal friction and strengthening trust with staff and student communities.



FRUITFUL OFFICE: PROVING THE WELLBEING IMPACT OF SMALL WORKPLACE INTERVENTIONS

FRUITFUL OFFICE



Challenge

Fruitful Office is a specialist supplier of fresh fruit to workplaces. The business wanted real-world evidence of the impact free fruit can have on people's productivity, wellbeing and workplace experience.



What we did

- Designed and managed a full workplace trial, branded Free Fruit Month, from concept to delivery.
- Launched the initiative and promoted it through on-site communications.
- Developed pre- and post-trial surveys to measure changes in behaviour, sentiment and workplace experience.
- Analysed results and captured qualitative feedback.
- Produced a short campaign film to bring findings to life.



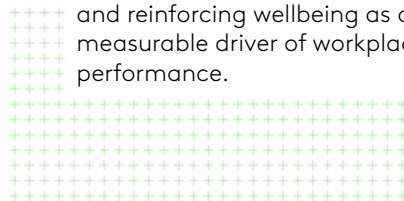
Results

- Strong participation and consistently positive feedback on wellbeing and morale.
- Reported improvements in eating habits, with increased quantity and variety of fruit consumed.
- Employees described feeling more valued and energised.
- Wellbeing benefits linked directly to perceptions of productivity and stress management.



Outcome

The trial provided evidence-based proof of the wellbeing and productivity benefits of Fruitful Office's service, strengthening its commercial proposition and reinforcing wellbeing as a measurable driver of workplace performance.

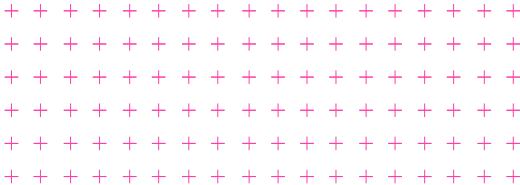


3. Demonstrate the ROI of reputation



What this means:

+ + + + + + + + Reputation only creates value when it is visible, credible and connected to commercial outcomes. Strong communications ensure insight and thought leadership can help turn awareness into measurable results, including increased enquiries, qualified leads, event attendance and sustained business growth.



What this looks like:



LEESMAN: BUILDING A GLOBAL AUTHORITY ON EMPLOYEE WORKPLACE EXPERIENCE

Leesman®



Challenge

Leesman, founded in 2010, set out to become the global authority on employee workplace experience, underpinned by what would become the world's largest independent database of workplace effectiveness. Magenta joined Leesman early in its growth journey, at a point when the business needed to build recognition and credibility in key customer markets including corporate real estate, facilities management, workplace design and HR. The ambition was to support rapid growth by establishing Leesman's voice, elevating its data-led insight and positioning the business as an essential reference point for senior leaders shaping the future of work.



What we did

- Delivered a long-term media relations and content programme focused on building Leesman's profile in target UK, European and North American markets.
- Worked closely with the Leesman team to translate a rapidly expanding body of workplace experience data into clear, relevant narratives for business leaders and CRE decision-makers.
- Supported the development of data-led insight reports, shaping story angles that reflected real organisational challenges around workplace design, management and employee experience.
- Created and placed thought leadership content that positioned Leesman's research as practical, evidence-based insight rather than abstract benchmarking.
- Secured profile, interview and commentary opportunities for founder Tim Oldman, establishing a consistent and credible spokesperson presence.
- Identified and supported speaking opportunities at industry events and conferences where Leesman's core audiences were most active.



Results

- Hundreds of pieces of thought leadership and data-led commentary placed over a six-year period across key trade, professional and business media.
- Sustained coverage in titles including CoreNet The Leader, CRE Journal, Facilitate, Facilities Management Journal, HR Director, Work & Place, RICS Property Journal, and dozens more.
- Reactive expert commentary placed in response to major workplace and business news in national titles including The Times, The Guardian and The Telegraph.
- Strong visibility built across UK, European and US real estate and workplace markets.
- High-profile speaking opportunities secured for Tim Oldman at major international conferences, including CoreNet Global and IFMA World Workplace in the US and EMEA.



Outcome

The communications programme played a significant role in supporting Leesman's rapid growth and establishing it as the leading global authority on employee workplace experience. By working in close partnership with Tim Oldman and the wider team, the programme helped turn an ever-growing body of research into influence, recognition and commercial momentum in new and existing markets.

By the time Leesman was successfully sold in 2021, it was widely recognised as a category-defining voice in workplace design, management, change and, above all, employee experience. The communications programme helped reinforce that position at each stage of the business's growth.



“PR has played a key role in Leesman’s breakneck speed expansion in the UK and in new international markets through the delivery of a sustained and creative PR campaign.”

Tim Oldman, founder, Leesman

BMG: INTEGRATING SEO TO DRIVE NEW BUSINESS LEADS



Challenge

Business Moves Group (BMG) is an office relocation and workplace change specialist with offices across England and Scotland. While the business had a strong reputation and long-standing client relationships, its digital visibility was heavily reliant on branded search. BMG wanted to attract more targeted, non-branded organic traffic and convert that visibility into qualified new business leads.



What we did

- Integrated SEO into BMG's existing PR and communications programme to ensure reputation and discoverability worked together.
- Conducted in-depth keyword research to identify high-intent search terms aligned to BMG's services, sectors and locations.
- Audited the website to ensure strong technical SEO foundations, including metadata, internal linking and image optimisation.
- Developed a content strategy covering blogs, service pages, sector pages, case studies, testimonials and location-specific pages.
- Strengthened E-E-A-T (Experience, Expertise, Authoritativeness and Trustworthiness) across the site through expert-led content.
- Secured high-quality backlinks through PR activity, business listings and outreach to sites mentioning BMG without links.
- Delivered a local SEO programme across Reading, Birmingham, Leeds, Manchester and Glasgow, including Google Business profile optimisation.
- Implemented tracking through Google Analytics, Search Console, Tag Manager and Bing Webmaster Tools to measure performance and conversions.



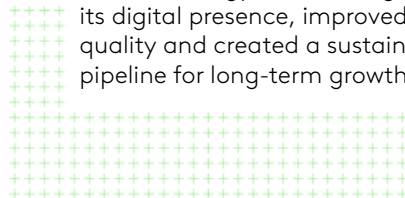
Results

- Keyword rankings increased from 29 to 171, with the majority highly relevant to BMG's core services and locations.
- Significant growth in referring domains, from 116 to 261, and more than 1,800 backlinks secured.
- Improved site health score above industry average.
- Increased visibility across all five regional markets.
- Organic search became the strongest driver of website conversions.
- Website engagement metrics, including users, sessions and pages per visit, improved markedly.



Outcome

SEO became a reliable source of high-quality leads for BMG, directly supporting new business wins. By integrating reputation, PR and search strategy, BMG strengthened its digital presence, improved lead quality and created a sustainable pipeline for long-term growth.



WESTERN BUSINESS EXHIBITIONS: ELEVATING CONTENT AND MEDIA FOR FLAGSHIP INDUSTRY EVENTS



Western Business
Media Limited



Challenge

Western Business Exhibitions (now Western Business Media) delivers large-scale trade events for professionals across built environment industries. To drive registrations and differentiate its events in a competitive exhibition landscape, the business needed compelling content, credible speakers and stronger media engagement for its shows Facilities Scotland and The Workplace Event.





What we did

- Devised and delivered high-level content programmes for flagship events, drawing on deep sector knowledge and industry relationships.
- Curated strong, relevant speaker line-ups that addressed the real challenges facing facilities and workplace leaders.
- Developed a media strategy pairing speakers with influential industry journalists to generate editorial coverage during key visitor sign-up periods.
- Chaired and managed conference theatres at Facilities Scotland 2018, ensuring sessions were engaging, well-paced and valuable for attendees.
- Delivered integrated social media activity, including live coverage, to amplify content and discussion before, during and after events.



Results

- Increased editorial visibility and engagement around conference content during critical promotional windows.
- Strengthened the credibility of seminar theatres as platforms for informed industry debate rather than promotional content.
- Improved attendee experience through well-managed, relevant and engaging live sessions.



Outcome

While the continued growth of the events reflects the combined efforts of organisers, exhibitors and partners over time, The Workplace Event has since become the UK's pre-eminent facilities and workplace management exhibition. The content and media foundations developed through this programme contributed to raising the calibre of speakers, discussion and engagement across the portfolio, supporting long-term commercial success.



4. Build credibility and trust



What this means:

+++++ In regulated or highly scrutinised environments, credibility must be earned. Communications plays a critical role in building trust by grounding messages in evidence, enabling transparent dialogue and ensuring organisations are seen as responsible, informed and reliable by a variety of key stakeholders, including policymakers, partners and employees.

What this looks like:



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LGIM AND THE CENTRE FOR PROGRESSIVE CHANGE: ELEVATING SAFE SICK PAY

Sponsored by Legal & General



LGIM

The Safe Sick Pay Business Symposium

London



Challenge

Legal & General Investment Management (LGIM), one of Europe's largest asset managers, partnered with not-for-profit organisation the Centre for Progressive Change (CPC) to accelerate the Safe Sick Pay campaign. At the time, many workers were excluded from sick pay altogether due to lower earnings thresholds or part-time status, while those who did qualify often received support that failed to cover basic living costs. The aim was to build informed support among senior business leaders and employers, helping to strengthen the case for policy reform and influence government decision-making.



What we did

- Developed and delivered the communications strategy for a senior-level Safe Sick Pay Business Symposium and VIP breakfast.
- Promoted the event through targeted, account-based marketing across industry platforms, association websites and social media.
- Ensured messaging was tailored for senior leaders and policymakers.
- Supported communications around keynote speakers, workshops and guidance papers to reinforce credibility and substance.
- Maintained post-event engagement to support ongoing commitment and organisational sign-up.



Results

- High attendance from influential thought leaders and policymakers across both London and Leeds events.
- Strong engagement during workshops and closed-door sessions, generating practical discussion and insight.
- Increased visibility of Safe Sick Pay as a serious business and investment issue.
- New organisational relationships and partnerships formed during and following the symposium.
-



Outcome

Safe Sick Pay was elevated from a policy concept to a credible, business-led movement. The programme helped build trust with senior stakeholders, strengthened LGIM's role as a responsible investor and contributed to more organisations committing to the campaign.



A UNIVERSITY IN THE SOUTH EAST: CAPTURING STAKEHOLDER INSIGHT TO INFORM OUTSOURCED SERVICES



Challenge

Following its first-generation outsourcing of facilities management and catering, conferencing and banqueting services, our client wanted to understand what was working, what could be improved and how future services should be shaped. Crucially, the university needed to demonstrate that it was listening to and considering stakeholder voices.



Results

- Strong engagement from participants, including staff who volunteered and those nominated by teams.
- Rich, candid feedback gathered across multiple stakeholder groups.
- Clear evidence base created to support procurement decision-making.



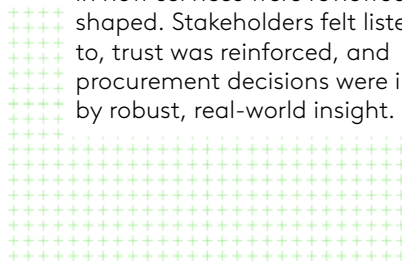
What we did

- Designed and facilitated eight structured focus groups with staff and stakeholders from across the university.
- Created a safe, open environment to encourage honest feedback on existing FM and catering services.
- Captured qualitative insight on service strengths, pain points and future expectations.
- Produced a comprehensive report synthesising findings and recommendations.
- Supported sharing of the report with organisations involved in the procurement process.



Outcome

The university demonstrated transparency and accountability in how services were reviewed and shaped. Stakeholders felt listened to, trust was reinforced, and procurement decisions were informed by robust, real-world insight.



5. Elevate brand for long-term growth & talent attraction



What this means:

Brand is built over time through consistent experience, values and credibility. Organisations that communicate clearly about who they are, how they work and what they stand for are better placed to attract and retain talent, strengthen loyalty and support sustainable growth.

+

What this looks like:



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CHANNEL 4: CREATING GREAT CREATIVE PLACES TO WORK



Challenge

As a major broadcaster competing for creative and technical talent, Channel 4 wanted to better understand how leading organisations use workplace design and experience to attract and retain people, while also exploring how health and safety could be communicated in a more engaging way.

What we did



- Conducted desktop research into how creative and knowledge-led organisations use workplace as a strategic asset.
- Interviewed workplace directors across multiple sectors to gather qualitative insight and real-world examples.
- Produced a comprehensive report setting out practical recommendations for Channel 4's workplace strategy.
- Delivered a follow-up report examining how organisations make health and safety more engaging and relevant to employees.
- Presented findings directly to Channel 4's workplace team to support strategic decision-making.



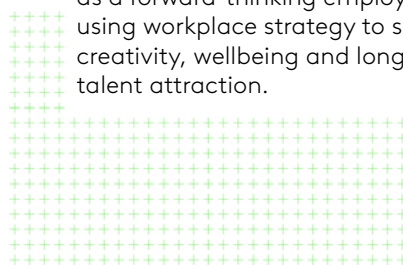
Results

- Clear, evidence-based insight into how workplace environments support creativity, wellbeing and performance.
- Practical recommendations that informed Channel 4's approach to workplace experience and engagement.
- Strong internal engagement with the findings across workplace and estates teams.



Outcome

Channel 4 strengthened its position as a forward-thinking employer, using workplace strategy to support creativity, wellbeing and long-term talent attraction.



BELLROCK: EMBEDDING INCLUSION THROUGH INTERNATIONAL WOMEN'S DAY AND PRIDE



“As Bellrock continues to grow, we remain clear about the kind of business we want to be – one that puts people at the heart of everything we do. Magenta Associates helped us bring this to life by supporting internal communications campaigns for International Women’s Day and Pride.



Their work showcased diverse role models across the business, supported colleagues to confidently share their stories during a Bellrock webinar, and facilitated a live Q&A. This activity strengthened education and engagement across the organisation and helped foster an inclusive environment where people feel seen and valued.”

John Hamilton, chief people officer, Bellrock



Challenge

Bellrock delivers a wide range of property and facilities management services, supported by its workplace technology platform, Concerto. As the organisation continued to grow, it wanted to highlight its commitment to inclusion, diversity and belonging through internal campaigns linked to International Women's Day and Pride. The aim was to share employee stories authentically, support leadership visibility and strengthen engagement with its existing inclusion agenda.



What we did

- Created Q&A frameworks for campaign interviews.
- Scheduled and conducted interviews with Bellrock colleagues (“heroes”) for both campaigns.
- Produced a series of individual profiles (up to 500 words each), securing approvals from participants.
- Prepared participants for live Q&A sessions linked to the company’s DEI strategy launch and Pride campaign.
- Facilitated internal webinars to support open discussion and involvement.
- Drafted website copy for the Inclusion section, based on Bellrock’s policies, strategy and priorities.



Results

- Strong engagement with the profiling campaigns, with colleagues across different roles participating.
- Visible leadership involvement through live Q&A sessions and webinar participation.
- Positive internal feedback on the clarity, tone and accessibility of the materials produced.
- A consistent set of inclusion stories and messages that reflected real employee experiences.



Outcome

The campaigns helped Bellrock share inclusion in a more personal, accessible way. By supporting colleague stories and providing clear materials for internal events, the work contributed to stronger visibility of the company’s commitment to inclusion and reinforced its internal communications around belonging and employee experience.

6. Communicate transformation at scale



What this means:

Transformation is rarely a single moment. It unfolds over time, often under scrutiny, and usually alongside operational pressure or uncertainty. Clear, well-sequenced communications is critical to maintaining trust, alignment and momentum when change occurs, whether it's a merger or acquisition, a shift in operating model, the rollout of new technology, a pivot in culture, a new way of working, or a strategic repositioning.



What this looks like:



SERVEST → ATALIAN SERVEST → OCS: SUPPORTING TRANSFORMATION THROUGH TWO MAJOR MERGERS



Challenge

In 2018, Servest merged with French-based Atalian to create Atalian Servest. Five years later, private equity firm Clayton, Dubilier & Rice (CD&R) acquired Atalian Servest and merged it with global facilities services provider OCS. Both moments required clear, tightly coordinated communications across employees, customers, suppliers, partners, media and the wider market. The organisation needed to manage legal and regulatory constraints, avoid speculation, and ensure internal audiences were informed and reassured during periods of heightened external scrutiny.



What we did

Merger 1: Servest + Atalian → Atalian Servest

- Advised senior leadership on merger communications strategy and narrative alignment.
- Developed core messaging to unify the combined organisation and articulate shared strengths.
- Created internal materials to support understanding, confidence and continuity for employees.
- Managed media interaction to ensure accurate reporting and reduce speculation.
- Coordinated messaging across UK and international teams.

Merger 2: Atalian Servest (acquired by CD&R) + OCS

- Developed and executed the full internal and external communications strategy for the acquisition and merger.
- Created stakeholder communication plans covering employees, customers, suppliers, partners, bondholders and media.
- Produced all core communications materials, including press releases, staff and customer e-shots, leadership scripts, FAQs and a dedicated announcement microsite.
- Guided leaders through regulatory and legal constraints, including timing restrictions linked to bondholder notifications and antitrust reviews.
- Coordinated press outreach across regions to ensure consistent messaging and narrative framing.
- Prepared the organisation for media enquiries and ensured internal audiences were informed ahead of public announcements.



Results

- Clear, consistent and well-timed communications across global stakeholder groups.
- Employees and customers remained informed and reassured during periods of uncertainty.
- Media coverage remained accurate and controlled, with minimal speculation.
- Leaders were equipped to communicate confidently throughout both transactions.



Outcome

Both mergers were navigated smoothly, supporting organisational stability and trust during periods of significant change. Sustained communications support helped maintain alignment across stakeholders and contributed to the successful creation of a unified global facilities services organisation with a coherent narrative and strengthened market identity.



“We worked with Magenta for more than a decade during which time we acquired numerous businesses as part of our growth strategy, including our merger with Atalian Servest and with OCS. Magenta supported us through the internal and external communications, ensuring that the right people were informed sensitively and at the right time while maximising media and market engagement – often under strict legal and regulatory constraints. They were always a pleasure to work with and I’d highly recommend them.”

Andrew Sugars, CCO, OCS

ANABAS: COMMUNICATING GROWTH AND CULTURAL CONTINUITY THROUGH INTERNATIONAL ACQUISITION

ANABAS®



Challenge

Anabas is a London-based facilities management specialist delivering services to high-quality corporate office spaces. After two decades of independent growth, international workplaces services group Armonia, operating across Europe, the Middle East and North Africa, acquired the business. While the acquisition created opportunities for geographic expansion and broader service capability, it also introduced uncertainty for employees and customers. The priority was to communicate the transaction in a way that built confidence, protected Anabas's people-first culture and clearly articulated the benefits of the acquisition.



What we did

- Worked closely with Group Armonia's Paris-based communications team to develop a clear acquisition communications strategy, timeline and core messaging.
- Created a comprehensive suite of communications materials for internal and external audiences, including scripts, emails, letters, intranet content and printed collateral.
- Supported coordinated communications to colleagues, customers, partners and the wider market, including the press.
- Ensured messaging consistently reinforced leadership continuity, brand retention and cultural alignment.
- Positioned the acquisition as a platform for growth, opportunity and enhanced service capability rather than disruption.

“Magenta was an enormous help at this challenging time, helping to ensure that our reasons for the change in ownership were communicated sensitively and in a timely way. I can’t thank the team enough for their flexibility with the changing timescales, and their willingness to do whatever it took to support us.”

Mark Cooper, Anabas founder and former chairman



Results

- Clear, consistent messaging delivered across all stakeholder groups at the point of announcement.
- Strong reassurance around job security, leadership stability and brand continuity.
- Positive market and media response to the acquisition narrative.
- Increased confidence among employees and customers about the future direction of the business.



Outcome

The acquisition was positioned as a positive next chapter for Anabas, supporting expansion into new markets, broader service capabilities and greater investment in people. By reinforcing shared values and leadership continuity, the communications programme protected trust, maintained confidence and provided a stable foundation for integration and future growth.



CORPS SECURITY: TRANSFORMING INTERNAL COMMUNICATIONS ACROSS A 3,500-STRONG WORKFORCE

CORPS
Est. 1859
SECURITY



Challenge

With more than 3,500 employees operating across multiple roles and locations, Corps Security identified a critical gap in its internal communications. Key business updates were not consistently reaching all employees, and engagement varied widely across the organisation. An internal survey highlighted these challenges and the need for a more structured, data-led approach.



What we did

- Developed a comprehensive internal communications strategy grounded in data and employee insight.
- Established an internal communications taskforce comprising senior leaders and operational representatives, meeting fortnightly to review engagement and priorities
- Launched a structured monthly newsletter distributed to all employees, supported by engagement tracking and categorisation of audiences at risk of disengagement.
- Introduced video content to improve accessibility for employees with English as a second language.
- Created new engagement formats including the “Corps meets...” video series and enhanced recognition programmes.
- Supported the rollout of new digital communication tools, including WhatsApp and Reward Gateway, to enable real-time updates and two-way communication.
- Ensured insights were reported to the board and used to drive continuous improvement.



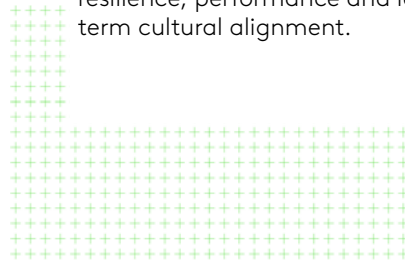
Results

- Increased engagement with internal communications, particularly through video-led content.
- Stronger managerial involvement in cascading messages and supporting engagement.
- Improved visibility of recognition and leadership connection across the workforce.
- Data-led identification and support of disengaged or at-risk employees.
- Strong internal engagement with the findings across workplace and estates teams.

Outcome



Internal communications became a core operational capability at Corps Security. The business developed a more connected, informed and engaged workforce, supported by clear governance, accountability and continuous feedback. Communications now play a central role in enabling organisational resilience, performance and long-term cultural alignment.



GLOBAL SHIPPING & ENERGY GROUP: BUILDING A COMMUNICATIONS BACKBONE FOR MULTI-PROGRAMME TRANSFORMATION



Challenge

A global shipping and energy organisation underwent simultaneous strategic, digital and operational transformations across multiple geographies. Senior teams needed a unified narrative and a structured change communication approach that both kept people aligned and accelerated adoption.



What we did

- Introduced a consistent communication framework across several strategic programmes.
- Coached senior leaders in a shared change narrative, strengthening message discipline.
- Delivered communications training, leader briefings and a Change Narrative Tracker to improve clarity and decision-making.
- Established a set of repeatable communication protocols and governance rhythms across regions.



Results

- Gave leaders the tools to communicate with greater clarity and consistency.
- Improved cross-regional coordination.
- Smoothed the launch of a new digital sales channel.



Outcome

The unified communication approach became a critical stabilising force during a period of intense operational and digital change. Strengthening leadership alignment supported measurable commercial gains and increased the organisation's readiness for long-term transformation.



7. AI communications: Approach the future with clarity



What this means:

+++++ AI is reshaping how information is created, discovered and trusted, often faster than organisations can adapt their governance, culture and communications. Leaders face pressure to act quickly, alongside internal uncertainty and external scrutiny. Without clear, responsible communication, organisations risk confusion, loss of trust and reputational damage through over-claiming or poorly explained adoption.

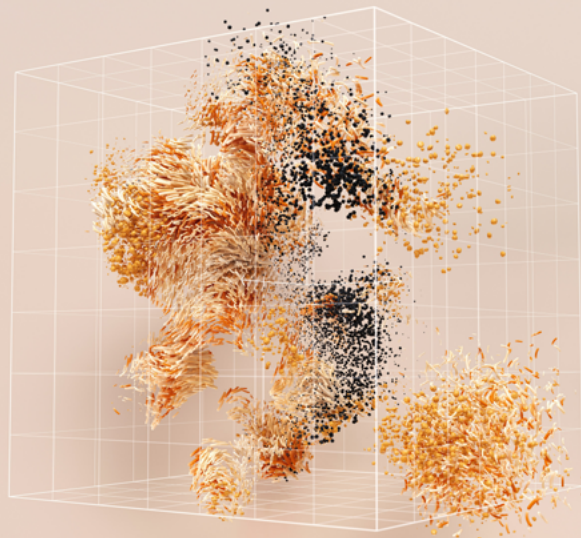
+++++ Strategic communications plays a critical role in helping organisations articulate a credible position on AI: one that balances innovation with responsibility, builds confidence internally and protects trust externally.

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What this looks like:

- **Narratives for responsible adoption** – positioning leaders as informed, future-ready voices without hype or ‘AI washing’.
- **Internal change communications** – building understanding and confidence so teams can adopt AI tools ethically, safely and productively.
- **Issues and opportunity scanning** – translating fast-moving developments in AI, search and regulation into clear communications guidance.
- **Thought leadership and policy dialogue** – research-backed content and executive platforms exploring AI’s impact on work, ESG, marketing and decision-making.
- **Measurement that matters** – defining meaningful indicators for awareness, trust, adoption and business impact, not just visibility.

Magenta is actively working within professional and regulatory contexts to help shape responsible approaches to AI adoption.



This work is informed by ongoing research and advisory programmes, including collaborative research with the University of Sussex on the impact of generative AI on communications, and engagement with institutions such as Harvard Graduate School of Education exploring how AI is reshaping learning, trust and knowledge sharing. These partnerships ensure our guidance combines academic rigour with practical, real-world application.

This approach is further strengthened by Magenta’s delivery of an AI literacy CPD programme in partnership with the University of Sussex, due to launch in March 2026. Designed for communications, marketing and leadership professionals, the programme focuses on building practical understanding of generative AI, its implications for trust, governance and reputation, and how to communicate adoption responsibly. Grounded in real-world case studies and ethical frameworks, the programme

equips organisations to move beyond surface-level awareness towards confident, informed and accountable use of AI in communications.

Magenta is actively working within professional and regulatory contexts to help shape responsible approaches to AI adoption. This includes contributing, by invitation, to the Royal Institution of Chartered Surveyors’ consultation on its landmark global standard for the responsible use of AI in surveying, working directly with RICS’ Senior Standards Assurance Specialist. Introduced as a mandatory standard from March 2026, the framework sets clear expectations around governance, professional judgement, transparency and client communication. This hands-on engagement ensures Magenta’s AI communications work reflects how AI is being governed and scrutinised in practice - particularly in regulated, high-trust sectors where credibility, accountability and public confidence are critical.



Outcome:

Stakeholders trust your direction on AI. Employees understand how and why new tools are being introduced. Your organisation leads informed, responsible conversation about AI, building long-term credibility while navigating change with integrity.



Why Magenta



- **Employee owned & B Corp:** We live the values we help you communicate.
- **Sector specialists:** Built environment and people-place narratives are our home turf.
- **Integrated + agile:** One accountable team; faster decisions; stronger results.
- **Outcome obsessed:** Every brief ties to growth, trust or efficiency – and we measure it.

The Magenta team

Between them, the Magenta team brings more than a century of senior-level expertise in corporate strategy, global communications, crisis management and content creation, with particular depth in the built environment and adjacent sectors. The team has led communications for complex, multinational organisations through major transformations, restructures and leadership changes, consistently balancing strategic rigour with empathy, clarity and sound judgement.

This experience is underpinned by recognised impact and industry trust. Magenta has secured exclusive, agenda-setting coverage with Bloomberg, The Financial Times, The Economist, the Times, Reuters and Fortune, among other tier one national and international media titles. The business has been recognised in PRWeek's Top 40 B2B agencies and awarded CIPR PRide Gold for both Best Use of Media and Best Integrated Campaign. Individual team members bring deep professional credibility, including a CIPR Norman Manners Award winner and Founding Fellow of the PRCA, reflecting a sustained contribution to the PR profession.

With backgrounds spanning pharmaceuticals, aviation, technology, facilities management, HR, energy, sustainability and education, Magenta delivers counsel that is both sector-specific and globally informed. The



team has managed high-stakes issues ranging from food contamination and HR disputes to fraud and regulatory scrutiny, while also shaping long-term strategies for growth, engagement and reputation. Magenta team contributions are regularly published in leading business and trade titles including Management Today, Construction News, Work&Place, Workplace Insight and Smart Buildings Magazine, reinforcing Magenta's role as a trusted voice.

Alongside strategic advisory, Magenta's content specialists excel at translating complex, technical and emerging issues into engaging narratives that cut through the rise of AI 'slop'. The team combines commercial communications expertise with academic and research capability, including producing research papers for RICS, IWFM and IFMA, and leading collaborative research with the University of Sussex on the impact of generative

AI on communications. This blend of strategic insight, research literacy and executional excellence ensures Magenta delivers communications that are ethical, effective and designed to make a tangible difference.



magenta

Certified



Corporation



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