

## Talent on demand for CMOs

# Transformational impact in the next 100 days

The pressure is always on to make impact

Time is short, so we help make the most of it

Taking the pressure off how the business is seen internally and to the outside world, with a strong marcomms plan based on insight:

- A clear story, well told
- With stand-out content
- Effective channel management (paid, earned owned, shared)

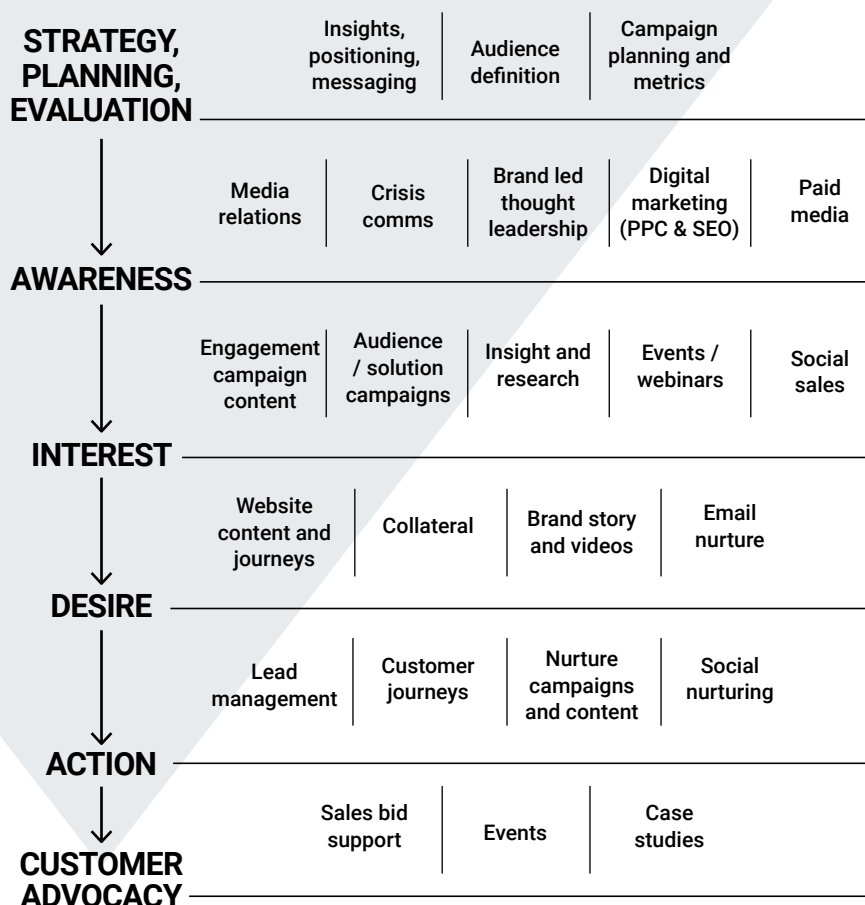
## Freeing up time to focus on the broader priorities

Stakeholders, customers, targets, pipeline development, data, team, internal relationships, product roadmap, launches and more

## PR, marketing, communications and content

Our starting point is the business need.

Our end goal is the bottom line



## What we do

We enable CMOs to make a rapid impact. We move quickly to develop and deliver creative solutions to thorny problems.

We help...



### Drive growth

With more effective sales, relationships and promotion



### Reduce risk

A stronger reputation is more resilient if things go wrong



### Build trust

To make relationships stronger and sales more effective



### Lower costs

Stronger relationships mean more efficient marketing

Ideas that change minds. Strategies that shape futures

# The value we bring



We bring a “grown up” approach to communications and marketing



We get to the heart of clients' business challenges quickly. We deliver value fast



We build and manage the comms and marketing machine to bring it to life, and deliver the business objectives



We work a lot with businesses that are using technology to drive change in their markets and for their customers



We are an extension of our clients' teams – both in-house and agencies

**Client success:** Click below to view more information:

## Xero, the business software platform

- Campaign: putting small firms at the heart of the recovery
- Helping shape an economy fit for small businesses
- Strategic planning, content, and campaigns

## nShift, leading delivery management provider

- Campaign: driving ecommerce success
- Messaging, strategy, campaign calendar, email and content marketing, public relations:
- Fully outsourced planning and campaigning hub

## Accenture, management consultancy

- Campaign: transformational technology
- Tomorrow Today: award-winning news magazine programme
- Extension of UK marketing team

## Uplift, permanent equity software investor

- Campaign: promoting permanent equity
- Content calendar, thought leadership, email marketing, localisation, social assets
- Extension of CMO's team

## Optegra, leading eye surgery provider

- Campaign: crisis and issues management
- Understanding, managing and getting ahead of reputational risks
- Retained crisis communications agency

## Ravelin, fraud management platform

- Campaign: changing the conversation around digital fraud
- Planning, campaigning, content, public relations
- Retained PR and analyst relations agency

We're a new type of agency which gives clients experienced senior consultants who are used to working together as a team.

We have a short learning curve, meaning we deliver results faster.

We love complex brand and reputational challenges. We embrace nuances. We cut through complexity. We deliver great work

For more information visit: [www.fourteenforty.uk](http://www.fourteenforty.uk)



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Our name comes from **the year the printing press was invented**. This enabled mass communications. It quickly inspired more commercial, social, political and economic upheaval than at any other time in history. That is until the digital revolution we are living through now.