

## *Communications support to help land must-win deals*

Sway crucial decision makers on major bids with our short-term, high-impact bid-support service. We put the spotlight on your winning expertise and get you in front of the people who matter.

- Prove you're right for the job, and create the right climate of opinion where it matters, when it matters
- Win over decision makers and influencers, reinforcing what they know now and adding what they need to know to become advocates

### **Our starting point is the business need.** **Our end goal is the bottom line**



#### **Demonstrate the right experience**

Past performance is the best assurance of future success. We help sharpen the proof points and hone case studies and testimonials to deliver maximum impact whether in print, video or audio



#### **Show industry leadership**

We can create industry thought leadership, internal opinion, or external research, all to strengthen your case



#### **Hone draft proposals into a compelling pitch**

Words matter. Well-crafted copy can help a proposal leap ahead of its competition

We can edit draft proposals so they're memorable, meaningful, and distinct from the others



#### **Reach the right people**

Use social engagement campaigns to target the right story to the right people at the right time

We can further that with podcasts tailored to the selection panel, to reinforce expertise, show character and make a lasting impact



#### **Coach leaders to maximise impact**

People buy from people. We offer training for individuals and teams, to up your executives' communications game. We make sure everyone is supporting the same message and help them communicate with conviction

Our courses include leadership comms, pitch preparation and investor pitching

**Ideas that change minds. Strategies that shape futures**

# The value we bring

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 produce quality work.



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

## What we do

Good ideas change things. We develop and deliver creative solutions to thorny problems for ambitious clients to help drive change in their markets

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

## Professional skills training

Everyone in a business has a part to play in telling its best story. Training can help them do that with more confidence. Conviction and impact follow.

**Our training is tailored to the specific brief:**

leadership comms | investor pitching | brand building | presentations | media | crisis | personal impact

## For more information, please get in touch:

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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.