

Scaramanga Communications

Corporate Communications, PR and Publicity

Business To Business Communications

Delivering demonstrable and directly business supporting results, for example driving sales and new business which will have a significant impact on your bottom line. This involves providing strategic advice, thought leadership, brand building, product launches and effective placement of news stories. Activity can also help you achieve your business goals through careful intrusion of the news agenda through comment, letters to editors and carefully placed stories.

Business To Consumer Marketing

In a hugely competitive market we are all bombarded with competing brands and, as consumers, we are increasingly becoming more savvy. The key is how to make your brand stand out from the crowd and attract consumers increasingly turning to people they trust. We can devise an imaginative campaign that will not only get your brand noticed but through managing third party endorsement and wrapping your brand in a halo of authenticity will help drive footfall and sales.

Corporate Profile Raising And Reputation Management

Nothing is more valuable to a company / organisation than its reputation. In a complex world with tough new challenges, nurturing and managing this reputation is an investment every business and organisation needs to make. Our objective is to work with you to build, manage and defend the trusted profile your business needs to survive and thrive. Our work can also shift perceptions to benefit your organisation's goals and strengthen relationships with key stakeholders

Crisis And Issues Management

We have the experience, knowledge and discipline to handle crisis situations. Includes developing contingency plans, establishing lines of communication, identifying specific areas of responsibility and delivering consistent and assuring communications. In addition we can advise on implement post crisis reputation issues.

CSR Advice

New research consistently shows that consumers and media increasingly want to know how products are made and at what social and environmental cost. Organisations are redefining their responsibilities as corporate citizens aiming to align the values of employees, consumers, shareholders and other stakeholders - and harness them to drive results and build a more durable reputation.

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Financial Communications

We can provide both strategic and practical advice and implementation for both companies and financial institutions. With experience in managing results, mergers, acquisitions and flotations we can help companies communicate clearly and effectively with their financial audiences. We can enhance investor relations activities by getting messages clearly understood amongst the financial media as well as with stockbroker analysts and institutional and private investors.

Professional Communications

We can provide targeted media activity and effective networking solutions to bring tangible business benefits to professional organisations who are looking to build and shape their reputations whilst developing relationships and identifying new contacts.

Internal Communications

Good internal communications is essential to the effective running of every organisation. Best practice internal comms can help motivate your workforce, make them more productive and inspire them so that your customers notice the difference. Internal audits, briefing systems, newsletters, roadshows, seminars and conferences can all play a part in an effective programme. We can offer advice and implementation re culture change and re-structuring / rationalisation programmes.

International Campaigns

Taking your communications overseas can have huge benefits but is also extremely challenging. Having experience of cross border campaigns you need to be aware of language and culture differences, issues with the spoken and written word, the different communication channels and the best and most effective materials and tools you use. With access to local market experts we can offer you all the benefits of a co-ordinated international programme (with central billing and quality control) to ensure you get maximum impact from your investment.

Public Affairs

Getting your message heard and understood by the people who shape policy, regulation and legislation has never been more important as businesses and business leaders come under ever-increasing scrutiny. Support through political intelligence, political and media campaigns, third party and coalition mobilisation

Contact us to discuss any of these services

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