



Pride Awards 2014 – Outstanding Small Consultancy (South of England and Channel Islands)

Corporate mission and team

Cultural Communications was founded in March 2010 as a boutique “virtual” agency operating across travel and lifestyle, arts and culture, property and design and food and drink. The agency crafted a reputation early on for fusing brands together to create mutually beneficial partnerships. Its success is due to its senior level team, all experts in their respective fields with top level contacts derived from over a decade in the industry.

The founding principles of the agency were inspired by the founder’s experience running a London agency which identified three core issues facing the PR sector: senior female talent was hard to retain due to (predominantly) childcare commitments; clients were disillusioned by senior staff pitching only to find inexperienced juniors working on the account; and a challenging economic climate meant fees required greater transparency. Cultural Communications was formed to counter these three challenges. The agency’s mission is to provide intelligent and effective campaigns managed by senior practitioners within sensible budgets; to utilise technology effectively to provide outstanding service alongside flexible working conditions; and to generate better results from cost effective campaigns delivered by motivated staff.

From June 2011 to June 2014 the team has comprised the founder supported by four part-time consultants, one of whom has subsequently joined the agency as a Director to share in the running of the agency and the driving of its growth.

The business strategy is to grow an exceptional and experienced team working across a client base of reputable brands. Offering added value to clients with international remits, the agency has forged links with small consultancies with a likeminded approach in Seattle, New York, Dubai and Singapore, which has proven valuable for clients with global projects.

Achievements and successes

- Retention of the agency’s inaugural client, Masterpiece London, for a fifth year and securing a title sponsor and six figure financial investment.
- Successful launch of the first hotel outside London for the Radisson Blu Edwardian brand and on back of the campaign’s success, winning a further brief to manage PR for the M&E business group wide.
- Winning the Cloudy Bay account and managing its 2014 Chelsea Flower Show activity; the second Moët Hennessy brand-win for the agency.
- Being appointed by the Government Procurement Service as one of 20 small agencies approved to deliver briefs up to £100,000.
- Further new client wins in 2014 – Christie’s Travel in association with Abercrombie & Kent, AWC Global and Wilson McWilliam Studio

Client list as of June 2014

American Express
AWC Global

Banda Property
Christie’s Travel
with Abercrombie & Kent

everywoman
Masterpiece London

Moët Hennessy UK
(Ruinart & Cloudy Bay brands)

Gerard Basset OBE

Wilson McWilliam Studio

Case study 1 – Masterpiece London

Cultural Communications was brought on to support the launch of the inaugural Masterpiece London in March 2010. The agency's brief was to manage partnerships and develop a strategic programme of activity that incorporated sponsorship, education, media partners, travel services, cultural partners and special events.

The agency has secured over £500,000 in investment into the fair through sponsorship and was responsible for engaging brand partners including RBC Wealth Management, Ruinart Champagne, Rolls Royce, Maybourne Group and Savills, amongst others.

The agency's budget has averaged £25,000 annually for this activity.

Case study 2 – Cloudy Bay's Sensory Garden at 2014 RHS Chelsea Flower Show

The agency was appointed three months prior to the launch of the Chelsea Flower Show. Given the timescale long lead media was not possible and the agency developed a clear strategy incorporating:

- Launch reception with reveal of garden design and tasting of Cloudy Bay range
- Planting on the garden for editors of Evening Standard and Observer Food Monthly
- Celebrity photo call which successfully captured Stephen Fry, Mary Berry, Jeremy Paxman, Gaby Roslin, Jo Riley, Monty Don, Ben Fogle and others leading to national editorial
- Management of all broadcast activity resulting in 8 separate BBC features
- Drinks reception for media on garden
- To date the campaign has achieved 90+ editorials across nationals, consumer and international media with a reach of 95 million (figure excludes broadcast coverage)

Following the conclusion of the show the agency worked with Harvey Nichols where the core garden elements were used to inspire the Cloudy Bay Garden Terrace on the Fifth Floor, linking with the launch of London Wine Week. A pairing menu was created and a launch dinner party held for top lifestyle media with a drinks reception for wider media.

Thus far the campaign has doubled the results achieved by Cloudy Bay in 2013 and the agency's reappointment for 2015 has been confirmed. The agency's budget was £24,000.

Client endorsements

Cultural Communications is creative and hard-working, constantly thinking outside the box to deliver partnerships which are the right fit. Client satisfaction is of utmost importance to the team which frequently goes above and beyond the call of duty to fulfil the brief. They are committed and passionate about their work, and a pleasure to work with.

Nicola Winwood, Fair Director, Masterpiece London

"Cultural Communications provides a unique service mix - competency, commitment, care and results along with a desire to work in a truly collaborative way."

Karen Gill MBE, Co-founder everywoman Limited

"Cultural Communications has proven instinctive about what is right for our brand. The team works efficiently and resourcefully, creating opportunities with partners and media with excellent results."

Linda Plant, Director of Marketing, Radisson Blu Edwardian Hotels.

"Cultural Communications fully understands the needs of Ruinart, and has acted not only as a leader in communication industry, but also as a brand ambassador. We have a great relationship with the agency, and it is always a pleasure to work with them."

Marie Adams, Brand Manager, Champagne Ruinart (Moët Hennessy UK)

"I have worked with Cultural Communications for several years and I am hugely grateful for the support they have provided for the brand and its projects. The team is relatively small, so the day to day contact is very personal and efficient. I am very impressed by the network the agency has, they have managed to build several new partnerships for the brand and think beyond the projects they

were originally tasked to work on. They are always proactive, energetic, organised and very creative. They have been part of several brainstorming sessions that have led to the implementation of new activations, which are now part of the brand strategy".

Sonia Herschtel, Brand Manager, Moët & Chandon/Mercier (Moët Hennessy UK)

What makes us special?

Cultural Communications has exceptional knowledge of the luxury sector and understands how to bring brands together to generate intelligent partnerships and commercial relationships, using cultural initiatives as a platform for communications.

We are passionate about delivering outstanding results and service for clients. As one of the first to embrace technology to support a flexible working business model, Cultural Communications has been able to attract the quality of staff who otherwise might not have considered working for a start-up. In turn, this level of expertise has helped us create an excellent track record and generate a varied list of clients. We work effectively, but creatively, and the model allows us to provide exciting and varied careers to our staff balanced with family life.

We are extremely proud of our client list and our ethos, which we are committed to retaining as the business grows to the next stage.

ENDS