

Corporate & Financial
Awards
2013



Communicate magazine



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Building a relationship with multiple audiences is challenging. Technology has evolved, and your communications need to keep up. Stakeholders, investors and regulators have the power to choose how, when and where they interact with your company, so the importance of engaging them with a consistent voice across all channels has never been greater.

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Welcome

When we launched the Corporate & Financial Awards a year ago we knew that corporate communications had changed. Gone are the days of segregating internal relations and public relations. In-house capabilities have expanded and external advisors and agencies have a more solid and comprehensive understanding of IR, PR and corporate communications. Companies have finally begun to tell the same stories to the investment community as they do to the journalists who influence them.

We saw this in the entries we received last year. The winners displayed a strength and a breadth in corporate and financial communications that just wouldn't have been seen ten years ago.

The number of entries this year has grown, the calibre of entry has improved and the size of the shortlist has increased. This is a testimony to the fact that the Corporate & Financial Awards were a much needed benchmark in a field that is broaching new frontiers.

Tonight, we salute the winners. But we also applaud those who didn't quite make the grade and are leaving without a gold trophy. For it is all those that were shortlisted, not just those who came to the stage, that have pushed communications forward, ensuring that the bar is constantly being raised.

Congratulations to all.

Andrew Thomas,

Publishing editor,
Communicate magazine

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Emma Banks, LV=

Emma is head of corporate communications at leading financial mutual LV=. Her remit includes external and internal communications and member relations. The company is recognised for its fresh focus and routinely wins awards for its high standard of products and customer service. Previously to joining LV=, Emma was head of PR for Direct Line and also worked as part of the team that launched Royal Sun Alliance's More Than brand in 2000. She has also worked at various PR agencies.



Laura Boxall, Ministry of Defence

Laura is a professional communicator with nine years experience working for central government departments in a range of marketing, strategic, and internal communications roles. Currently leading financial communications to employees within the MOD, her previous employment covers diverse activities including the planning and running events attended by senior members of The Cabinet, police recruitment and consumer rights. Laura is also a member of the CIPR, IOIC and CIM.



Caroline Cecil, CIPR

Caroline runs Caroline Cecil Associates, a communications consultancy serving the corporate, financial, professional services and institutional sectors, which she founded in 1991. Prior to this she was a board director at Valin Pollen responsible for accounts including: Eagle Star, NatWest and Visa International. She was chairman of the CIPR Corporate and Financial Group from 2009 to 2012 and is now vice-chairman. She is also vice-chairman and secretary of the Reform Club Media Group.



Paul Diggins, Direct Line Group

Paul has been head of internal communications at the Direct Line Group since 2011. He's helped launch a new corporate brand, create and embed new corporate values with its employees, and support the separation of the business from RBS and communicate its flotation on the London Stock Exchange. Before this Paul was head of internal communications at T-Mobile for five years, where he worked on the merger of T-Mobile and Orange, and the creation of Everything Everywhere.



Tony Fan, Zurich

Tony is responsible for employee communications and engagement at Zurich Insurance, partnering its UK Claims and Municipal businesses. Before joining Zurich Insurance, Tony was internal communications business partner at Aviva for seven years, with accountability for employee comms in the intermediary & partnerships, retail and corporate & speciality risk businesses. During Tony's 13-year career in communications, he has worked across the public and private sector, and with a strong focus on outcomes and employee insight.



Anthony Frost, Santander

Anthony is head of communications for Santander UK. He joined Santander at the end of 2006 and is responsible for the bank's media relations and internal communications to the UK's 24,000 staff. Prior to this he was head of PR for the UK & Europe at Prudential, Anthony has held a number of roles in the financial comms industry, previously working as head of group communications at Royal Bank of Scotland.



Neil Henderson, Mastercard

Neil is the head of communications at Mastercard for the UK and Ireland. Before joining Mastercard he was head of media relations for Europe at Visa and spent the previous 4 years with Golin Harris and The Red Consultancy. Previous to this for 15 years, Neil was a journalist and producer with ITN, BBC, and Sky News. Neil moved into PR to bridge the gap between journalism and clients. During he's career he has worked for both agencies and in-house.



Kevin Johnson, Barclays

Kevin leads the internal communications and channels across Barclays Retail and Business Banking, covering around 90 000 employees. He joined Barclays in 2011 and has managed the internal communications through a significant period of change at the bank. Prior to Barclays, Kevin has led communications teams at BT, HBOS and National Express. His small claim to fame is that you will still occasionally hear his voice as the on-train announcer on some routes.



David Keel, Allianz Insurance

David is head of communications for Allianz Insurance, he is responsible for all internal and external corporate communications. David has worked for Allianz Insurance for over 7 years in a number of communication roles. Professionally, David has a keen interest in online and social media as well as innovation, employee engagement and CSR, whilst outside of the office much of his time is taken up coaching an under 9's football team which tests his face-to-face communication skills to the full.



Simon Kutner, WorldPay

Simon is an experienced corporate communications professional, specialising in strategy, crisis and issues management. He is currently head of communications at WorldPay, a financial technology company, specialising in payment processing. Prior to this, Simon was head of external communications for global insurer RSA. Throughout his career, Simon has successfully implemented communications strategies across corporate and financial services.



Ann Mealor, WilliamJack

Ann is an effective communicator with senior management and board level experience. Formerly interim CEO of the CIPR, she is now chief executive of WilliamJack, a corporate communications and campaign management consultancy. Committed to best practice and encouraging it in others, she is also associate lecturer on the PR degree course at the London College of Communication. Ann is a fellow of the CIPR and a CIPR accredited practitioner.



Matt McKay, International Association of Scientific, Technical and Medical Publishers

Matt is director of communications and events for the International Association of Scientific, Technical and Medical Publishers. He is a chartered public relations practitioner who has worked across science, medicine, transport and engineering for the past 15 years. Matt is a past board member of the Chartered Institute of Public Relations and a regular industry speaker and trainer on digital communications, branding and measurement and evaluation techniques.



Rachel Miller, All things IC

Rachel is an internal communication and social media strategist. She started her career as a journalist and has worked in internal communication in-house and agency side for companies including BSkyB, L'Oréal, Visa, and London Overground. Rachel was named in PR Week's Top 29 under 29 professional communicators list. She is part of the Engage for Success guru group and regularly speaks about, writes and teaches internal communication. Rachel co-founded @theICcrowd, and is a CIPR Inside committee member.



Rebecca Stannard, Hawksford

Rebecca has 11 years experience in communications. Before joining Hawksford in 2009 Rebecca was marketing manager for RBS, managing three different brands. At Hawksford, Rebecca concentrates on strategic PR, internal communications and client communications activities. She takes a practical approach to her work and remains focused on achieving the company's overall business and objectives.



Steffan Williams, Capital MSL

Steffan is managing director at Capital MSL. He has worked in the field of strategic, financial and corporate communications for over 20 years. During this time he has provided communications advice to enterprises, governments, organisations and individuals, both during special situations and on an ongoing basis. Steffan is a director of the Public Relations Consultant's Association, the voice of pr consultancies, and a member of the development committee at Policy Exchange.



Merran Wrigley, MSL Group

Merran is head of the technology PR practice at MSL Group with responsibility for leading campaigns, issues management and crisis communications for a variety of global clients. She joined the company from Cisco where she was head of strategic internal and external communications for its global enterprise service business. Prior to Cisco, Merran was head of global external communications for Sony Ericsson responsible for the creation and coordination of global communications over 90+ markets.

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Best corporate website

GlaxoSmithKline (Radley Yeldar) - Gold
Herbert Smith Freehills (SAS London) - Silver
Anglo American (Investis) - Bronze
TelecityGroup (Nelson Bostock) - Bronze
ArcelorMittal (Investis) - Highly commended

Best online corporate newsroom

Centrica plc (The Group) - Silver

Best printed report

Shanks (Radley Yeldar) - Gold
WPP (Addison) - Gold
BP (Salterbaxter) - Silver
Sainsbury's (SAS London) - Bronze
Hays plc (Conran Design Group) - Highly commended

Best online report

Pearson (Radley Yeldar) - Gold
WPP (Addison) - Silver
Centrica plc (The Group) - Bronze
Alcatel Lucent (SAS London) - Highly commended
Aviva (SAS London) - Highly commended

Best analyst/investor/press meeting

VTB Capital - Gold
European Die Casting Group (CitySavvy) - Silver

Best innovation

Tullow Oil (Investis) - Gold
Social360 - Silver

Best M&A/other transaction communications

Clinigen (College Hill) - Gold
Direct Line Group (Brunswick) - Silver
Rare Earth Global Limited (Abchurch Communications Limited) - Silver
China Chaintek United Co., Ltd (Cubitt Consulting) - Bronze

Best use of digital media

SABMiller (World Television) - Gold

Best management of corporate & financial media relations

Travelodge (RLM Finsbury) - Gold
Avanti Communications (College Hill) - Silver
Bloomberg New Energy Finance (Cubitt Consulting) - Bronze

Best management of investor and analyst relations

European Die Casting Group (CitySavvy) - Gold
Cookson (MHP Communications) - Silver
Direct Line Group (Brunswick) - Bronze

Best ongoing communication with overseas investors and/or media

VTB Capital - Gold
Vistajet (College Hill) - Silver

Grand Prix

Travelodge (RLM Finsbury)



fig 7:
explaining
directional change

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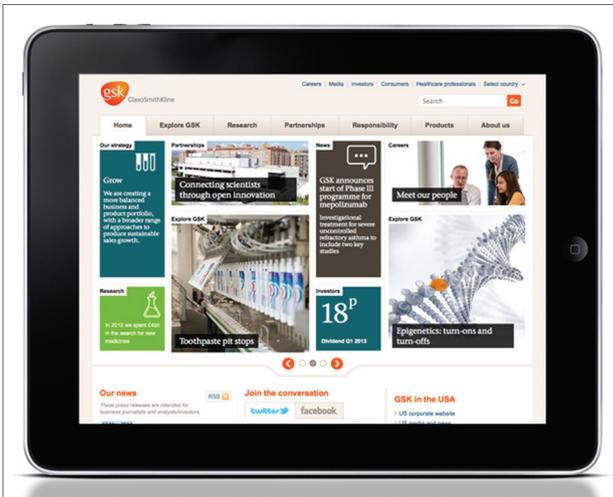
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Best corporate website

Gold GlaxoSmithKline (Radley Yeldar)

Silver Herbert Smith Freehills (SAS London)

Bronze Anglo American (Investis)

Bronze TeledyneGroup (Nelson Bostock)

Highly commended ArcelorMittal (Investis)

With over 21 million page views and 2,000 HTML pages, the previous model of GlaxoSmithKline's website was not effective. In order to more concisely and compellingly promote GSK's digital content, the healthcare company worked with Radley Yeldar to develop a new online portal. As the centrepiece of a digital strategy comprised of 52 regional, language specific websites, GSK's website allows it to enhance its communications efforts to a diverse audience. The website ensures that users from around the world are able to access relevant information and engage with GSK's content.

During the research phase, Radley Yeldar tested users' responses to the new web portal and thus remained flexible to regional and local sensibilities. A prototype was created and applied to local markets that allowed local development teams a sense of site ownership. The website also streamlines the content updating process and provides flexibility to digital teams in terms of content management.

According to one of the judges, the new GSK website is an "innovative and interesting use of home page and imagery that made access to a lot of information very easy and clear." The new GSK.com engages users with content themes and provides insights regarding GSK's ongoing internal innovations. The strategic approach has improved how information is shared and allows the opportunity for the development of a simple and dynamic design that maximises user experience.

Best printed report

Gold Shanks (Radley Yeldar)

Gold WPP (Addison)

Silver BP (Salterbaxter)

Bronze Sainsbury's (SAS London)

Highly commended Hays plc (Conran Design Group)

Radley Yeldar's annual report for Shanks Group was designed to ensure clarity in the content and communication of its key messaging in light of a consolidating rebrand last year.

The document's design focuses on telling the story of how Shanks "makes more out of waste" through its operations, sustainability efforts and financial plan. Intended to communicate the seemingly-complex Shanks business model, the document used case studies from among its sub-brands to demonstrate the company's character and outlook. The interactive report also contained a number of bespoke illustrations and effective signposting.

The waste solutions provider has a number of sub-brands and operates in various areas from sustainability to disposal. Expressing its widespread interests and business plan fell to Radley Yeldar to create a logical and simple, yet informative document. According to one of the judges, the report was "very easy to read with key facts and figures easy to find. Images of staff really brought the report to life and engaged the reader."

The annual report has been lauded in the industry for a concise and accessible approach to providing financial and strategic information to the Shanks audience. Shanks has, over the past years, developed its stance as a leader in waste management, through this effective and compelling annual report, it has begun to establish itself as a capable leader in the communications of sustainability and business practice as well.

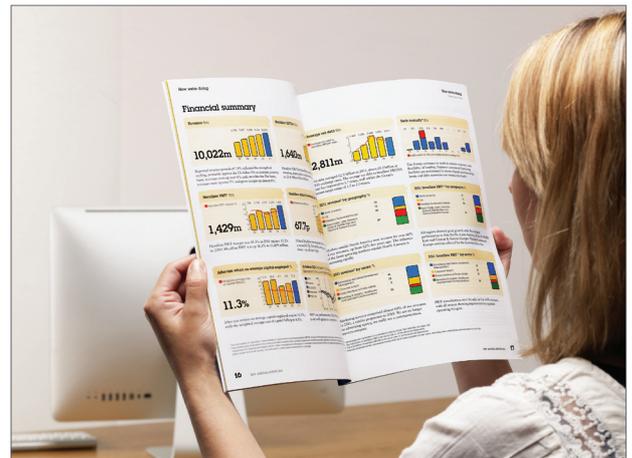


WPP, a holding group comprised of 150 companies, faced the challenge of uniting those disparate brands into a single annual report suitable for all relevant audiences. Communications agency Addison met that challenge with an accessible design and functional use of content. The report, intended to unite content and performance analysis within WPP's commitment to the development of creative material, synthesises commentary from individual company leaders, economic data and a colour-coded wayfinding system.

As a leader in marketing services and communications, WPP's annual report had to consider the company's role in the industry. The report's unique style, design and content highlight WPP's own innovative and persuasive communications.

One of the judges "loved the stand out design," which "really captured the brand and worked as a piece of brand communications." The annual report was "very bright and visual with great use of imagery."

The print report translates to digital as well because of its content-based colour-coding system. Readers can navigate the report's structure in order to efficiently locate relevant information. Through the Addison-designed document, not only are the viewpoints and practices of the 150 internal audiences represented in the report's content, but each of those audiences can navigate the 200-page document with ease.



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Best online report

Gold Pearson (Radley Yeldar)

Silver WPP (Addison)

Bronze Centrica plc (The Group)

Highly commended Alcatel Lucent (SAS London)

Highly commended Aviva (SAS London)

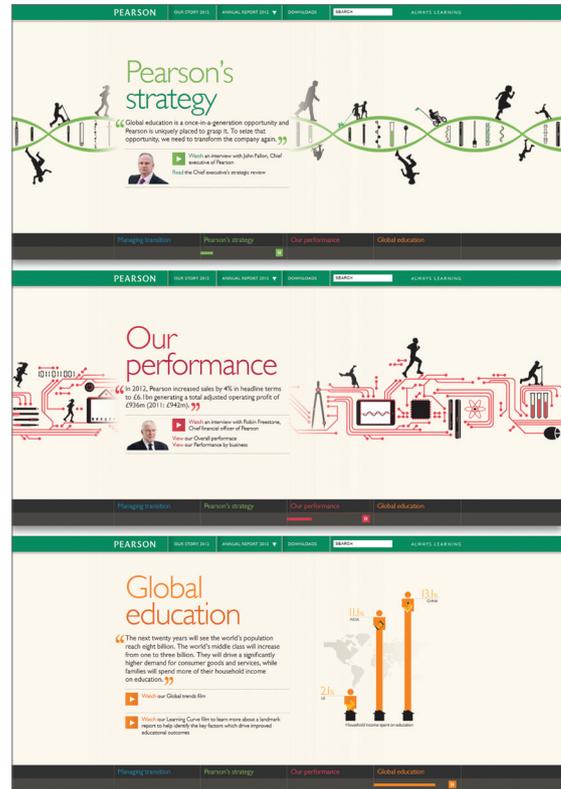
The corporate reporting world is turning away from bulky, printed reports and toward the digital space for a fresh and interactive means of communication.

Education company Pearson, has not only a range of businesses, but a range of audiences for each of those endeavours. Radley Yeldar transformed Pearson's standard printed annual report into HTML format while simultaneously maintaining a high standard of quality. The result simplified the digital product and presented Pearson's stakeholders with the relevant information through an excellent user experience.

Pearson's annual report website features a groundbreaking set of options, menus and lists of contents that is eye-catching and engaging. The Radley Yeldar report breaks new ground for Pearson as a leader in the digital corporate reporting space.

The home page of the report is classically designed and initially presents four choices to the user: reading the full content of the report, watching video content, downloading the PDF file or searching for specific content.

One of the judges "really liked the approach of asking the visitor how they wanted to read the report and what information they wanted," which made the report "very accessible and user friendly." Among the options provided to readers, moving image content included a showreel of videos from the executive team in order to promote Pearson's digital innovations throughout last year.



Best analyst/investor/press meeting

Gold VTB Capital

Silver European Die Casting Group (CitySavvy)

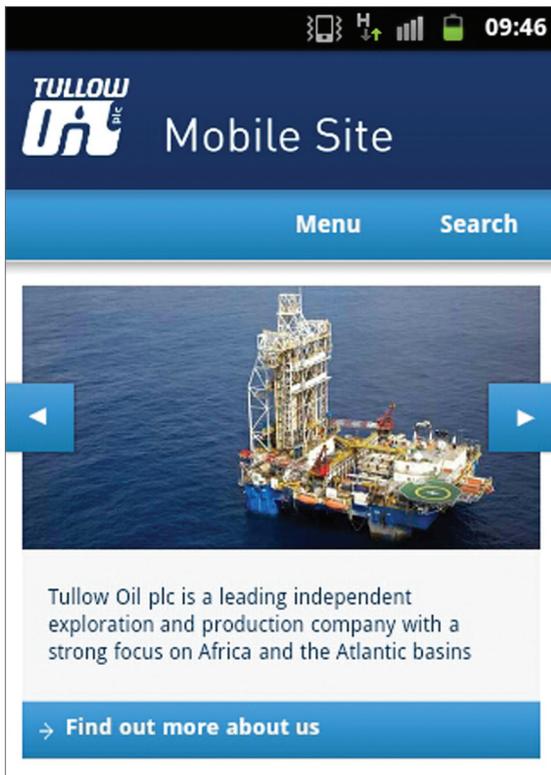
VTB Capital is, for Western European investors, the gateway to the Russian economy. Through its own services, it manages the capital and communications flowing between London and Moscow, and everywhere in between. Yearly, however, it hosts an investment forum designed to bring together the decision makers and leaders of investment groups, businesses and the media. The forum runs for three days in London and New York and seeks to match investors with the appropriate business via one-to-one meetings, social events and panels of speakers.

The forum intends to signal to the world, post-financial crisis and in the year following Russia's accession to the World Trade Organisation, that Russia is 'open for business.' By engaging its audiences throughout the year via social media, in person and through cultural ties, VTB's RussiaCalling! forum paves the way for investment to flow into Russia.

According to one of the judges, the campaign worked "through a multi-channel assault to get their message across," it brought together a "comprehensive events strategy," which "linked the use of social media to amplify and build ongoing relationships."

The forums are rife with debates, speeches and panels hosted by high-profile leaders in the business and political worlds. At the 2012 forum, 700 people, including 206 investors shared 900 one-to-one meetings and more than 200 articles were published in leading business news titles.





Best innovation

Gold Tullow Oil (Investis)
Silver Social360

As the use of smartphones has significantly increased among shareholders and the general population, Tullow Oil sought to reach its stakeholders through more diverse mediums. Investis developed a mobile suite for the oil company comprised of three investor relations and media apps for Android, iPad and iPhone. Through this multi-platform approach, Tullow Oil's streamlined digital communications strategy offers accessible, up-to-date information on corporate news and finances.

Two mobile websites were produced to address two audiences' mobile needs. The first is a mobile-optimised version of the desktop site intended for smartphone users. The second includes a scaled-back use of graphics and interactive content while still allowing non-smartphone users access. This strategy seeks to include all of Tullow Oil's global stakeholders, including those in nations where smartphone use is not yet prevalent. Both versions offer key content designed specifically for mobile and share essential stakeholder content.

Judges called the apps easy to use and said the project has a "great video introduction on the website," and considers "how people want to access information on the move today." Thus the project was considered "a really strong product that sets the benchmark for investor communication, a clear winner of this category."

More than 600 apps have been downloaded and the company has boosted its profile to support mobile users, including those that do not have app compatible devices, by providing both access to updated information and high-quality content online and offline.



Best M&A/other transaction communications

Gold Clinigen (College Hill)
Silver Direct Line Group (Brunswick)
Silver Rare Earth Global Limited (Abchurch Communications Limited)
Bronze China Chaintek United Co., Ltd (Cubitt Consulting)

Clinigen, a UK-based pharmaceutical company, had experienced growth despite the 2008 financial crisis, due to certain high-performing products and a climbing status in the healthcare industry. It sought to join AIM, a sub-market on the London Stock Exchange. In order to communicate this strategy to stakeholders and promote Clinigen's ability to achieve public status, College Hill was appointed alongside Numis Group to develop and execute Clinigen's IPO campaign.

Clinigen was to become the first British pharmaceutical company to enter the public market for five years, this required an effective programme designed to encourage investors and the media. College Hill's programme focused on sharing its corporate story with the media, investment community and investors. To do so, CEO Peter George and renowned product, Foscavir, a drug intended for HIV patients, were put in the spotlight. This gave Clinigen both a public persona and a touchstone around which to focus its story.

The highlight of the campaign was a now iconic image of George and Foscavir that was picked up by the national media. In promoting the company through this lens, Clinigen was able to express its message and corporate story to journalists, analysts and investors.

College Hill provided integrated services throughout the IPO bid process, working closely with the organisation to disseminate the key messages regarding investments. The ultimately successful campaign saw Clinigen's entry into the AIM literally rung in by George who opened the LSE on 8 October.

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Best use of digital media

Gold SABMiller (World Television)

The world of brewing and beverage distribution has expanded exponentially in recent years. Companies in the sector have a wide-ranging array of stakeholders and investors spread around the world. For international brewing giant SABMiller to reach these audiences, it sought an innovative means of presenting its stakeholders with information. Partnering with World Television, SABMiller produced a series of digital documentaries for use in its investment seminars. The regular sessions designed for investors, analysts and the local financial media thus turned away from the dreary world of PowerPoint. World Television launched a series of short case study-based documentaries illustrating the challenges and the opportunities in each market in which SABMiller operates.

The first was a film for the yearly Africa seminar. World Television travelled to the region to film interviews with senior managers, customers and consumers. It also researched the company's operations and the markets in Africa.

The film was first used at the Africa seminar at which the stakeholders both present in person and online were able to view the content. According to one of the judges, the approach was "a really nice way to tackle the challenge of communicating how the business works to a critical audience. Very innovative and great feedback from users."

A survey of SABMiller analysts who viewed the Africa footage found that the videos added extra value and detail particularly relevant to those not physically present at the seminar. Due to the success of the videos at the African event, World Television is currently filming in Colombia and Peru to gather footage for the upcoming Latin American seminar.

Leslau backs Travelodge rescue plan

EXCLUSIVE

ONE of Britain's richest property tycoons has backed troubled hotel chain Travelodge. Nick Leslau's company part owns 150 of the budget chain's hotels, along with Lloyds bank and fellow entrepreneur Sir Tom Hunter. They're among Travelodge's unsecured creditors being asked to vote in favour of a rescue plan. Under the company voluntary arrangement, landlords would take a big rent cut to slash Travelodge's debts. Mr Leslau, chairman of property firm Prestbury, told Your Money: "Any CVA which fairly and equitably restructures the horrible DIC legacy debt and gives this very sensible and well run business the chance to have a bright future will, I am sure, receive the support of our majority shareholders." Travelodge was bought by DIC - Dubai Investment Capital - in 2006. Mr Leslau, who was on TV's Secret Millionaire, was a landlord of collapsed care home operator Southern Cross.

► **SUPPORT** Property tycoon Nick Leslau



Best management of corporate & financial media relations

Gold Travelodge (RLM Finsbury)

Silver Avanti Communications (College Hill)

Bronze Bloomberg New Energy Finance (Cubitt Consulting)

In August 2012, the Times quoted an insider at Travelodge saying, "If there is a CVA, the hotels involved will probably be transferred to new operators over a period of six to twelve months." It reported on leaked news from the hotelier that the organisation would be pursuing a Company Voluntary Agreement (CVA) to restructure its ownership and investment framework.

What could have become a crisis for the numerous hotel owners and leaseholders, employees and stakeholders, was transformed into a positive media campaign by Travelodge and RLM Finsbury. The company took an aggressive approach to media relations and immediately made accurate information and spokespeople available to the press. Travelodge then reached out to its stakeholders, both internal and external, to explain the restructuring process and stem the flow of the rumour mill.

From a media standpoint, the story was transformed from one of crisis and uncertainty to a simple business story about a company altering its financial structure. Internally, employees and franchisees were kept apprised of Travelodge's progress and felt included in the decision-making process. A survey of stakeholders showed that they felt they were well informed and engaged throughout the process. Additionally, 98% of landlords voted in favour of the agreement.

According to one of the judges, the campaign obtained a "very good result across multiple stakeholder audiences." Travelodge successfully juggled the different needs of these audiences in a time of change and potential crisis.



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Year - EMEA

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FINALIST

2012 Finalist:
Crisis
Communications
of the Year - UK

Corporate & Financial
Awards

2013: Best M&A/
other transaction
communications
Best management of
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EXCELLENCE
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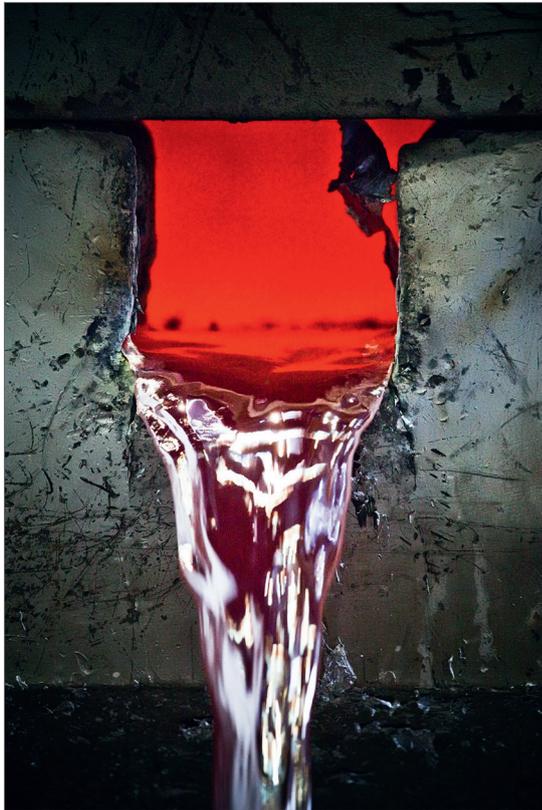
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LandSecurities

futurevalue

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Innovation & Skills

RSA



Best management of investor and analyst relations

Gold European Die Casting Group (CitySavvy)

Silver Cookson (MHP Communications)

Bronze Direct Line Group (Brunswick)

With plans to expand its business, European die casting company Officine Componenti sought to acquire smaller die casting companies. CitySavvy designed the communications programme that allowed the company to raise the capital for acquisitions via IPO investment on Dutch index NPEX.

SMEs are finding they must be creative with public funding opportunities when seeking access to Europe's traditional exchanges. Thus Officine Componenti formed the European Die Casting Group in order to facilitate the €25 million transaction. The European Die Casting Group devised an engaging media and investor relations campaign that explained the benefits of its business and its intended growth to potential investors.

CitySavvy aggressively targeted the media in the UK, the Netherlands, France, Germany and Italy. Reports were sent out in the local language and generated significant interest by potential investors in a short period of time. CitySavvy also facilitated four roadshow events for investors in Germany, Monaco and London at which high-level officials within the European Die Casting Group were present.

Due to the contacts established, the European Die Casting Group was able to start a dialogue with a number of potential investors, thereby securing the capital required to fund the desired growth. The company has since added new assets and is in the process of negotiating the acquisition of various other die casting companies in France, Italy and Portugal.



Best ongoing communication with overseas investors and/or media

Gold VTB Capital

VTB Capital is a five-year-old investment bank built on 100 years of tradition of Russia-UK trade. Its role as a facilitator between Russian business and British investment has flourished as the economy has begun to recover from the 2008 collapse. Its flagship event, a yearly investment forum, allows VTB to communicate with both the investors interested in Russian companies and the companies who are seeking foreign investment.

The event's platform includes not only discussions from prominent government and financial speakers but nearly 300 one-to-one meetings spread across two and a half days in London. The meetings pair interested investors with appropriate companies, a process which requires a great deal of research and communication on the part of VTB Capital to facilitate.

According to one of the judges, the event was "a great example of how to engage all your stakeholder audiences in a sustainable and consistent way." The relationships built at the "RussiaCalling!: London Session" and its predecessors contain a promise of transparency and mutually-beneficial strategies to both the investors and the companies involved.

VTB Capital's own position as the facilitator of these relationships and as the gateway to Russia for many foreign investors benefits from the dialogue sparked at its yearly forum. Its own communications practices are strengthened each year as it determines the interests of the delegates and investors present at the forum. As a result, the VTB Capital annual forum has both fostered the growth of foreign investment into Russia but also altered the perception of Russian business for the better.

Grand Prix

Travelodge (RLM Finsbury)

In August 2012, the Sunday Express published a story documenting the shift in ownership of major travel brand Travelodge. Shocking investors, employees and analysts alike, the news was not intended to be leaked to the press. What could have led to a collapse in confidence in the brand and an investment crisis instead became a how-to guide in communicating with stakeholders during a period of immense pressure.

Travelodge, which was acquired by the Dubai International Capital group in 2006, restructured last summer as it regarded a Company Voluntary Agreement (CVA) as the best way forward. Because of the layers of stakeholders involved in the company, from the consumers who put their trust in the brand to the owners and leaseholders of the hotels themselves, Travelodge's leadership faced a potential communications crisis after the leak became public.

Its swift response and adept action allowed it to avoid a crisis and engage with its audiences in a meaningful and transparent way. The company's CEO briefed journalists and oversaw a PR campaign that got coverage in The Times explaining the restructuring. A media campaign followed through September with write-ups in the trade press and the national broadsheets.

Internally, Travelodge explained the restructuring to every member of staff using the same key messages designed for the external audiences. The campaign kept Travelodge's message out in front throughout the process and prevented news from damaging consumer and investor confidence alike.

According to one of the judges, the campaign obtained an "outstanding performance, with an enormous challenge and a triumphant success with the outcome", the damage control efforts characterized the campaign as "a real stand-out winner."

Despite the leak, the crisis was cut off at the knees and 98% of Travelodge's landlords voted in favour of the CVA. The expert management of the press, communication with the internal audiences and engagement with investors stood out above this year's entries into the Corporate & Financial Awards, earning Travelodge and RLM Finsbury the 2013 Grand Prix award.

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Edited by
GRAHAM HISCOTT

COMFORT FOR HOTEL WORKERS

£75m lifeline for Travelodge

THOUSANDS of jobs at troubled Travelodge were saved yesterday as the budget chain secured a rescue deal.

choice, as Brian Green from KPMG explained. He said: "Creditors will receive a return of 23.4p in the £1, versus the 0.2p in the £1 if the business had been forced into administration."

Creditors including firms that own its buildings voted overwhelmingly in favour of the plan. Bosses said that the agreement would allow Travelodge to plough £75million into refurbishing some of its tired hotels.

Richard Fleming, at accountancy firm KPMG, which oversaw the company voluntary arrangement, said: "The vote enabled Travelodge to tackle the underlying problem of its unsustainable lease burden, which was weighing on it."

Private equity-owned Travelodge has been hammered by huge borrowing that was built up in the boom years.

It was bought by Dubai Investment Capital in 2006 but the downturn curtailed expansion plans, which were crucial to paying its debts.

The rescue deal - which was backed by 97% of Travelodge's creditors - has come at a cost, with owners forcing 109 of the chain's 505 hotels to accept a massive 75% reduction. In reality they had little

Another 49 hotels - employing around 350 staff - will now be sold off, with landlords taking a 45% cut in the meantime.

Rivals Premier Inn, owned by Whitbread, are understood to be interested in buying around six of the available sites.

Travelodge's backers - including its banks - will end up kissing goodbye to the more than £700million they're owed.

One of Britain's richest property tycoons is among the landlords taking a hit.

Nick Leslau's company part-owns 150 of the budget chain's hotels, along with Lloyds bank and fellow entrepreneur Sir Tom Hunter.

The 158 sites either being sold or subject to rent reductions are almost all located on A-roads - a legacy of its days linked to the Little Chef chain - or in town centres.

SOLDIER
Sean Bean

TESCO NABS NEW WEAPON

EX-SAS man Andy McNab has made nearly £1million by selling his e-book business to Tesco.

The soldier-turned thriller writer, penned best-seller Bravo Two Zero that made into a film starring Sean Bean. It Mobcast for £4.5m.

The company, which was set up years ago with chief executive Tony Ly provides a platform for companies to e-books and currently works with mobile network Orange.

Tesco bought the movie and television streaming service blinkbox last year.

Shortlisted for Best Use of Digital Media at the 2013 Corporate & Financial Awards...



Bringing the SABMiller Africa story to life

International brewer SABMiller hosts regular seminars for investors, analysts and the financial media, each focusing on a specific business unit. Ahead of SABMiller's Africa seminar in October 2012, World Television travelled to the region and produced five investor documentaries which take investors on a virtual site visit, featuring interviews with senior managers, customers and consumers, and illustrated with footage of SABMiller's operations.

The films were shown during the seminar, giving a unique insight into the opportunities and the strategy being deployed to 'own the growth'.

Integrating videos with a live webcast

In order to extend the live presentation to all global stakeholders, World Television also produced an interactive webcast of the event featuring live video of the presentations and the investor documentaries. The webcast was available on all platforms including tablets and mobile phones. Remote viewers were able to play an active part in the seminar by submitting questions directly to the panel through the online webcast portal.

Get in touch to find out how World Television can help your business achieve best-in-class communications with its stakeholders.

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