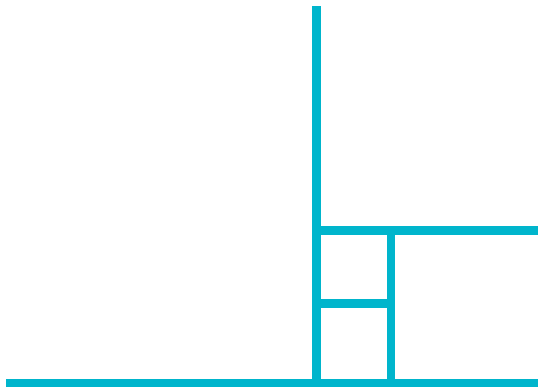


Communications



Quality^{not}
quantity



philosophy

Quality not quantity

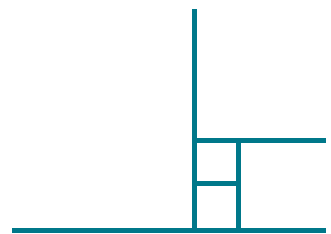
We've been doing what we do for a long time and know that good communications are highly focused, finely targeted and very strategic.

You don't need everyone to know about your cause, just the people with the power to give you what you want. That makes our work cost effective - because we only do as much as you really need.

We also know that effective communications are adaptable, flexible and responsive to change.

"Communications INC delivers what it says it will, when it says it will and does so with great professionalism and enthusiasm. They are all very used to working with NGOs and understand the challenges and the need to be quickly adaptable. You won't find better."

- Bill Shipsey, Chair Art for Amnesty



1

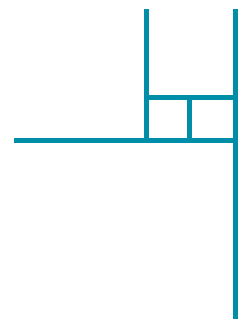


working in partnership

Communications INC works with charities, trusts, coalitions and international NGOs.

A partnership with Communications INC is not a matter of outsourcing services to an agency, but more an opportunity to build a partnership that allows your organisation to develop a long-sighted communications strategy and to extend the resources you have available to you and your team.

From strategy to operations, campaign and brand development to web management, Communications INC can support your organisation as communications advisor, project manager and on-call consultant.



2



case study □ DSCC

Communications INC has been working with the Deep Sea Conservation Coalition since shortly after its inception. We provide communications advice and strategic direction and then conduct all the resulting communications work which includes:

- running the website; developing, writing, designing, printing and dispatching publications in multiple languages;
- running a media outreach programme across every region of the world;
- developing and running special events, from receptions at the UN to press conferences;
- managing audio visual and photographic needs.

In addition, we've developed an animation, published a treasure map of the High Seas and organised an online petition.

deepsea
conservationcoalition

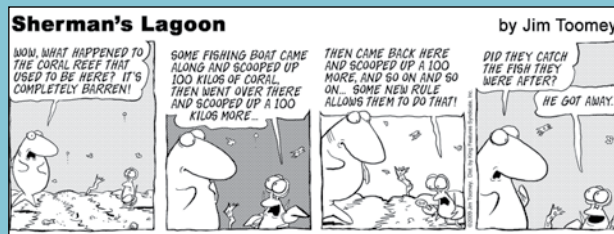


3



The DSCC has effectively campaigned against the Move-On Rule trawling regulation.

Communications INC produced a suite of materials including cartoons, a snowglobe, for a series of lobbying events at the UN.



4



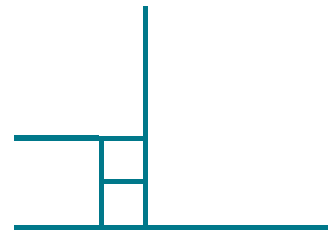
services

- ▶ Strategic consultancy
- ▶ operational planning and delivery
- ▶ campaigning
- ▶ media relations
- ▶ crisis and issue management
- ▶ event management
- ▶ design
- ▶ brand, message and publication development (multi-languages)
- ▶ production, including AV
- ▶ training and facilitation.

“Full of sharp thinking and creative strategies, the Communications INC team know what’s appropriate for the organisation they’re dealing with, whether it’s large or small... then they make it happen.”

Anthea Lawson, IANSA

International Action Network on Small Arms



5

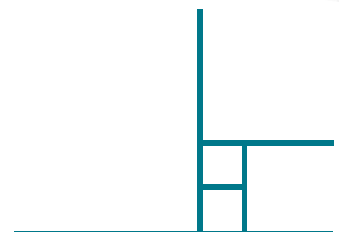


case study □ WWF

Communications INC has worked with the World Wide Fund for Nature International and EU on a number of projects. We wrote, designed and produced the Bluefin Witness report and Witness series. This included developing the concept and branding for ‘Witness’ as a longer term tool for the organisation.

We then worked with International and the EU office to develop a communications strategy and related operational products around the organisation’s European work on overfishing.

Identifying the need for a reframing of the issue, the strategy set out a new frame, a message pathway to support it and a series of fact sheets and other briefing materials to present the information in the new way.



6



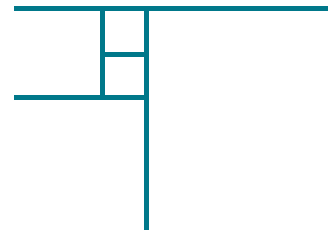
connections

We are a communications agency and pride ourselves on our current media and opinion-former relations and ability to campaign, particularly at an EU and UN level.

Our knowledge and contacts are what keep us fresh and we could not survive without them.

Communications INC friends:

- ▶ global media – news, environment and scientific press, foreign correspondents, planning desks, feature writers, UN press corps
- ▶ leading scientists and academics
- ▶ policy advisors.

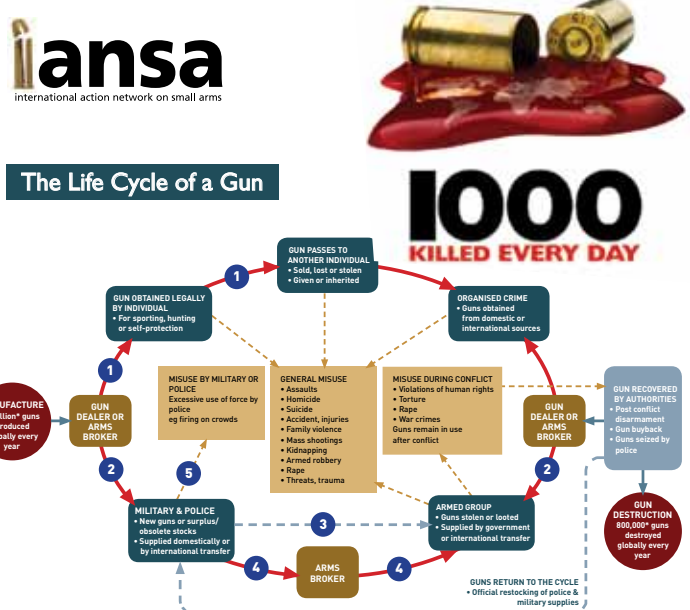


case study □ IANSA

Communications INC was taken on to help the International Action Network on Small Arms develop a communications campaign in support of their lobbying work.

We began by reframing the small arms issue in accessible and compelling language and ensured that all communications materials reflected this approach. Next, with a view to bringing both the issues and the organisation to the fore, we planned and executed an extensive media campaign aimed at opinion formers in key territories as well as the general public.

Finally, based on regular evaluation of the campaign, we developed a long-term strategy to help the issue remain a global priority.





case study □ OCEAN2012

Communications INC works directly with pan-European coalition OCEAN2012 to help develop its strategy and lobby for reform of the EU's Common Fisheries Policy (CFP).



OCEAN2012 is an alliance of organisations dedicated to transforming European Fisheries Policy to stop overfishing, end destructive fishing practices and deliver fair and equitable use of healthy fish stocks.

We've developed the campaign's brand identity, written, designed and produced a range of publications in several languages, and helped to develop and implement their operational strategy, which is currently being rolled out across Europe.

We also co-ordinated a number of premieres of the film, *The End of the Line*, which addresses overfishing by key EU Member States in 2009.



9



OCEAN2012: campaign identity leaflet, and launch invitation



OCEAN2012: 2010 discussion paper, March 2010



10



people

Communications INC understands NGOs.

All Communications INC associates have a background in the third sector. Experienced, passionate, intelligent and committed, meet our senior team...

Mirella von Lindenfels | Director

Over 20 years' media and communications experience in the NGO sector, including Amnesty International and Greenpeace. Set up Communications INC in 2003.

Sophie Hulme | Director

Co-founder of Communications INC, with a strong background in the NGO sector and film industry. Expert in strategic global media planning, operational delivery and special events.

Roxane Brown | Account Director

Ten years' experience in the charity sector. Trained at leading communications agency, nominated best young professional.

Jo Frost | Project Manager

Five years at UK-based charity, expert in media relations.

11



case study □ ISLAND HOSPICE

Not all our relationships are long term. For example, in 2009 we worked with palliative care specialists Island Hospice Zimbabwe.

In the face of extraordinary challenges, Island Hospice provides medical care and support services to people with terminal illnesses and their carers (which in many cases are children).

For Island's 30th anniversary, Communications INC developed and implemented a fundraising and media strategy to help the hospice establish a network of supporters and donors in the UK to raise funds and awareness.



ISLAND HOSPICE SERVICE



12



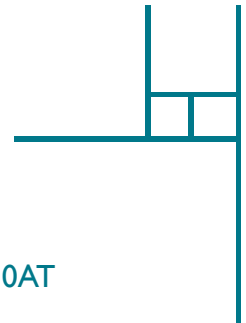
contacts

A long-term investment in your organisation's communications is invaluable – with Communications INC you will get a high return.

Please get in touch, we would be delighted to discuss a positive way forward with you.

Mirella von Lindenfels
mirella@communicationsinc.co.uk
+44 (0) 20 7061 6341
+44 (0) 7717 844 352

Sophie Hulme
sophie@communicationsinc.co.uk
+44 (0) 20 7061 6342
+44 (0) 7973 71 2869



Communications INC | Unit 3.07 pm | 27-31 Clerkenwell Close | London EC1R 0AT
www.communicationsinc.co.uk



clients





Communications INC | Unit 3.07 pm | 27-31 Clerkenwell Close | London EC1R 0AT
info@communicationsinc.co.uk www.communicationsinc.co.uk