

Stratton  
& Reekie



Business must communicate to succeed, but there are now so many channels that it is difficult to know where to start, or end.

The challenge is to identify the right messages, and to find the best channels to deliver them.

How does your firm use social media? Is web-based coverage as powerful as appearing in print? How do you secure a speaking slot, and are you reaching the right audience? What about different cultures? Should your website be translated for your overseas clients? Is local media coverage important?

Specialist communication consultants like Stratton & Reekie are here to provide the answers. Promoting professionals is different to mainstream PR. The markets are smaller, the clients are more discerning and the messages are more complex. Delivery needs to be more subtle and more informed. Stratton & Reekie will help you develop a practical and effective communications strategy, and then work with you to implement it.

**‘Concealed talent brings  
*no reputation.*’**

**– Desiderius Erasmus**

**‘A good  
*reputation*  
is more  
valuable than  
money.’**

– Publilius Syrus

## **About Us**

**Stratton & Reekie  
is a leading public  
relations and  
communication  
consultancy for  
professionals,  
creative practices  
and property firms**

Founded in 1985, Stratton & Reekie has a long track record of promoting excellence. Many of our clients are outstanding in their field. We are known for representing firms with ambition, integrity and imagination.

We maintain excellent relationships with a wide range of journalists, and with many senior industry figures. Within the design world we have an international reach and can help promote clients globally.

As well as working with built environment firms and designers, Stratton & Reekie promotes lawyers, charities, artists and publishers.

Please do get in touch. We are always happy to take your call even if you do not have a specific project in mind. Communicating, advising and building relationships is our business.

## Our Approach

Stratton & Reekie assigns a small, energetic, highly experienced team to each account. In common with our clients we have a professional approach and we find creative solutions that deliver results.

We carefully plan your PR strategy around your business objectives and use our skill and experience to guide you in what is practical and achievable. We work closely with our clients and many come to regard Stratton & Reekie as part of their in-house PR and marketing team.

Stratton & Reekie undertakes commissions of all types and sizes, from full service annual retainers to one-off specialist campaigns and project promotions. We build long standing relationships with our clients and have represented some firms for more than a decade.

**‘Words are,  
of course,  
the most  
*powerful*  
drug used  
by mankind.’**

– Rudyard Kipling

## Our Services

For retained clients we advocate a rounded approach using a mix of public relations and marketing to achieve the agreed objectives.

For a one-off commission or specific brief we will select the right tools for the job. At the same time we will look beyond the brief to see how we can maximise effectiveness.

Stratton & Reekie's work often involves media relations. We can coordinate a complex profile raising campaign, achieve coverage for a significant project, handle a looming media crisis or simply create and issue a timely news release.

Our aim is to improve communication between our clients and their markets in a way that enhances their business.

### Strategic direction

*Communications audit  
Strategic advice  
Strategy development  
Corporate Social Responsibility development*

### Identity and messaging

*Evaluation  
Workshops  
Message development  
Mission statements  
Elevator pitches  
Repositioning*

### Marketing material

*Marketing literature audit and advice  
Website review, testing and advice  
Online marketing recommendations*

### Media relations – national and international

*News release service  
Feature placement  
Media events and launches  
Media spokesperson training  
Crisis management  
Social media*

### Wider promotion and events

*Award research and entry  
Event management  
Event promotion  
Project promotion  
Product launches*

### Business development skills

*Business networking advice  
Submissions preparation  
Speaker placement  
Media training  
Speaker training*

### Business insights

*Industry intelligence  
Client perception surveys  
Staff perception surveys*

◀ ‘Take time  
to deliberate,  
but when  
time for  
*action* arrives,  
stop thinking  
and go in.’

– Napoleon Bonaparte

## How We Can Help

PR can seem hard to tie down. ‘**What do you actually DO?**’ is a question we are often asked.

PR is not a science nor is it a creative art. A PR professional has to be analytical, accurate and strategic at the same time as being creative, sociable and articulate. We use a mix of common sense, strategic thinking, management ability, imagination, experience, market knowledge, writing ability, PR systems, business and media contacts, creativity and business acumen to develop ways to clarify, enhance and maintain relationships with our clients’ target audiences.



**YOU**

**Stratton & Reekie**

*Strategic Direction*

*Perception Surveys*

*Social Media*

*Awards*

*Website Advice & Copy*

*Website Audit*

*Media Relations*

*Media Training*

*Events & Sponsorship*

*PR Programme*

*Communications Audit*

*Marketing Literature*

*Speaker Placement*

*Speaker & Presentation Training*

## Case Studies

One of the best ways to understand why and what your firm needs to communicate is to consider how our campaigns have helped others. The short case studies that follow provide examples of projects that Stratton & Reekie has undertaken on behalf of various clients.

For reasons of confidentiality we have not included information about costs and clients but if you would like more details about any of the case studies please contact us.

A top 20 architectural practice lost its reputation as a design leader during a recessionary period when market forces resulted in a portfolio with few notable design projects. When the economy recovered the practice appointed Stratton & Reekie to help reposition it as a design innovator.

## Changing market perception

In the previous year the practice had recruited an award-winning architect to help re-energise the practice's design teams. The resulting buildings provided the

necessary evidence to support the PR campaign's core message of design excellence.

Stratton & Reekie's campaign sought to persuade the market that the architectural practice was still capable of outstanding design. The partners accepted that this would be achieved gradually, through a consistent message about aspiration and evidence of design quality.

Media and marketing material was prepared that strongly reflected the firm's design aspirations. Stratton & Reekie targeted individuals and journalists who were influential in the profession. When these key influencers were persuaded that the practice was once again focussed on high design, the rest of the trade and the professional media followed.

It was important that the firm retained its reputation as a commercially astute practice alongside the new emphasis on design. Stratton & Reekie placed stories in the technical and property media that illustrated the practice's commercial acumen. We also encouraged the partners to strengthen their affiliations with industry organisations where design was judged alongside hard financial realities. **The architectural practice is now strongly identified with innovative design as well as commercial success.**

Stratton & Reekie acted as a central press office for one of the world's signature architects.

We supplied accurate material and messages to the media and prevented news being released prematurely or recorded incorrectly. We actively promoted the practice's work, seeking media coverage for projects

## Managing an international reputation

and other initiatives. We provided an effective and efficient service, tracking and recording hundreds of mentions of the architect each month, in newspapers, journals and broadcast media in the UK and overseas.

We continually reviewed the architect's media profile and evaluated the press cuttings in order to inform the strategy for future media relations.

Stratton & Reekie became a knowledgeable and trusted press office providing a thoughtful, informed and efficient service to journalists. **The result was a regular flow of accurate and extensive coverage worldwide.**

Our skill in managing the media not only helped to safeguard the architect's reputation but also freed up the client's in-house team to concentrate on their core tasks.

**'It takes 20  
years to build  
a *reputation*  
and 5 minutes  
to ruin it.  
If you think  
about that you  
will do things  
differently.'**

– Warren Buffett

A practice specialising in eco-minimalism needed a new website that better reflected the firm's ethos, personality, professionalism and specialisations. It had to surpass its competitors' websites in terms of design and content.

Stratton & Reekie created a brief for the new website, analysed competitors' websites and provided content suggestions.

The competitors' websites were assessed against agreed criteria such as general appeal, use of images, conveyed competence and experience, perceived culture, approach and positioning in relation to the market. In addition we reported on navigation and

usability, content, and how well the various sites conveyed their brand and messages.

This overview provided a benchmark for the new website in terms of functionality, content and design.

## Creating a better website

We consulted with our client about the tone of voice and imagery that would best reflect their expertise and corporate culture.

We recommended the creation of a digital knowledge centre and advised on blogging, linking to social media tools, search engine optimisation, and using key words and links.

We also edited the text, advised on images and thoroughly tested the new website prior to the launch. Stratton & Reekie provided the 'fresh eyes' needed to identify navigation glitches, missing pages or sections and ensure consistency throughout. **The new website is appealing, easy to use and informative. Hits from unique and repeat visitors have significantly increased.**

Stratton & Reekie was asked to help promote a drawing exhibition at the RIBA hosted by three architects. An exceptional aspect of the work of all three architects is the beautiful drawings they produce. They wanted to use their outstanding talents to enhance their own and their practices' reputations, and to promote the importance of drawing as a vital skill in an increasingly CAD-focused profession.

We worked with the RIBA press office and a freelance PR consultant to exploit every story angle. Carefully timed and tailored approaches were made to key features editors and diary listings editors in

accordance with their differing deadlines.

The PR team had good material with which to work. The drawings made sensational illustrations. The architects

were charismatic, articulate, and prepared to reveal something of their personal lives. The exhibition was unusual, topical and had wide appeal.

Stratton & Reekie, working with the other PRs, secured substantial coverage in the national and consumer media including features in The Times and Country Life. Coverage in the professional media was outstanding with two of the best read architectural journals dedicating whole issues to the subject. The Private View was filled to capacity. **The exhibition was talked about for many weeks, each mention identifying the architects and their practices with outstanding skill and beauty.**

## Promoting an exhibition

‘To establish ourselves in the world, we have to do all we can to *appear established*. To succeed in the world, we do everything we can to *appear successful*.’

– Francois de Rochefoucauld

Despite being a global leader in the optical fibre industry, this European company had a surprisingly low profile in the UK where high-speed broadband is a controversial economic and political issue.

Stratton & Reekie was tasked to significantly improve the awareness and perception of the company in the UK, creating a positive environment to support its accelerating marketing and sales programmes.

We positioned the company at the front of the Fibre-To-The-Home (FTTH) campaign and focused on a media relations programme targeting Information and Communications Technologies (ICT) journalists and bloggers.

We introduced senior executives to the media as knowledgeable and internationally experienced

## **Building brand awareness**

commentators, supported by succinct media briefing documents confirming the firm’s corporate credentials.

Our regularly issued media releases concentrated on new product innovations, case histories and technological breakthroughs.

To showcase the company’s leadership role, Stratton & Reekie invited the BBC Technology Correspondent to visit the state-of-the art Amsterdam CityNet FTTH site which resulted in a next-day rolling feature on BBC 24 Hours News. Senior UK technology journalists attended a pan-European press briefing in Holland that resulted in several in-depth articles.

Following the success of these media initiatives, the European company rolled out PR across its ICT portfolio to further enhance understanding and appreciation of its brand.

An architectural practice wanted the highest possible profile for the transformation of a redundant stadium into an innovative residential development.

Stratton & Reekie embarked on a programme of targeted media relations that resulted in substantive coverage in The Sunday Times and the London Evening Standard, exclusive news and features in trade and sector journals, plus further widespread news items. All the coverage emphasised the firm's key message – that the design had retained not only the characteristics of the former stadium but the nature and memory of the original sports arena.

We continued the project promotion abroad, using

## Maximising project opportunities

our overseas media database to send appropriate material to design titles in Europe, the Middle East, America and Asia.

The carefully placed coverage ensured that the project and practice were widely acknowledged in the printed media and online.

Stratton & Reekie then helped plan a client reception to celebrate the success of the project. The scheme has gained significant recognition across the industry and has gone on to win numerous prestigious awards.

Stratton & Reekie was appointed to work for one of the first open market, private sector housing developments built to high sustainability and design standards. Our role was to ensure that the sustainability credentials were accurately and widely publicised to assist in changing the prevailing attitude of homeowners towards 'green' technology. There was a high level of expectation and pressure from stakeholders to ensure that the target audiences were aware of the standards.

A concerted media relations campaign was implemented targeting newspapers which reach the home-buying target audiences. This was complemented

## Communicating eco-credentials

by a trade press campaign to ensure that the building

industry as a whole was aware of the success of the initiative to encourage other developers to support the use of sustainable technology.

Positive coverage was achieved in all the key targeted newspapers including the Financial Times and successive editorial spreads in the London Evening Standard. The project became the best-selling development in East London. Results in the trade media were equally decisive with many aspects of the sustainability work illustrated and clarified for readers. The lessons learnt with the development have been used by the government to develop the sustainability requirement for new housing in the years to come.

Stratton & Reekie designed and carried out a number of surveys for an international engineering consultancy to gauge levels of client awareness and satisfaction.

Until the 2008/2009 recession, our client's business was expanding rapidly, both organically and through acquisitions, which prompted the creation and promotion of a single brand.

In parallel, management sought to improve effectiveness and operational performance by aligning internal communication strategies, and encouraging all staff members to recognise themselves as being part of the One Company initiative.

## Researching staff satisfaction

A comprehensive staff survey, designed and coordinated by Stratton & Reekie, helped the management better understand how staff felt about the 'new' company and their individual roles within the expanding group.

The bespoke online survey asked searching questions about performance, management culture and communication and provided a comprehensive insight into the organisation's drivers, behaviours and values.

**The survey provided valuable quantitative and qualitative results which we collated into a concise report along with recommended actions.**

Armed with up-to-date and comprehensive information about staff attitudes and satisfaction, with the assistance of Stratton & Reekie the company created an internal communications programme that now keeps staff fully informed, encourages their feedback, and helps them feel part of a united, forward thinking and responsible organisation.

**'We cannot *not* communicate.'**

**– Paul Watzlawick**

# Our Clients

**Abbey Holford Rowe (Aedas)**  
*Association of Consultant Architects*

**ADAM Architecture**  
*Allies and Morrison*

**Alsop Architects**  
*Alsop Wilkinson*  
*(Dibb Lupton Alsop)*

**Anouska Hempel Design**  
*Anthony Hunt Associates*

**Architype**  
*Arper*

**ASB**  
*Barrie Tankel Partnership plc*

**Belgravia Traders Association**  
*Bere Architects*

**Berman Guedes Stretton**  
*Bostock & Pollitt*

**Build a Better Britain Exhibition '92**  
*Build Africa*

**Building Communities Conference**  
*Cadsana*

**Cardiff Bay Opera House Trust**  
*Cheerman Publishers*

**Child Graddon Lewis**  
*Clarke Bond*

**Coin Street Community Builders**  
*Constreco*

**The Commercial Bar Association**  
*Countryside Properties*

**Crafts Council**  
*CZWG*

**Darling Associates**  
*Derek Lovejoy Partnership*

**Devereux Architects**  
*Draka*

**Eckersley O'Callaghan Structural Design**  
*Environ Communities*

**Essex Court Chambers**  
*Expo CTS Milan*

**FAT**  
*Fletcher Priest Architects*

**Foster Associates**  
*GHM Rock Townsend*

**GMW Architects**  
*Gregory Aeberhard*

**Greenwich Millennium Village**  
*GRID Architects*

**Guy Hollaway Architects**  
*Haddow Partnership*

**Hamilton Associates**  
*Harry Bingham*

**Heritage Information**  
*HOK International Ltd*

**Hurd Rolland Partnership**  
*Infinite Ideas*

**International Design Agency**  
*Jennie Moncur*

**Kevin Dash Architects**  
*Kings Hill Village*

**KMB Associates**  
*Kohn Pedersen Fox*

**KSR Architects**  
*Lifschutz Davidson*  
*Sandilands*

**Locationinc.ltd**  
*London Electricity Board*

**London Musici**  
*Maap Architects*

**Manches**  
*Michael Laird Architects*

**Michael Peters Retail**  
*MSSI*

**Music & Arts Trust for Educational Scholarship**

*Newhall*

**Niels Torp Architects**  
*Olivetti Synthesis*

**ORMS Architecture Design**  
*The Pale Green Press*

**Paul Davis + Partners**  
*PiA*

**Plasa**  
*Pringle Brandon*

**Real Studios**  
*Reich & Petch*

**RCKa**  
*RHWL*

**RIBA Services**  
*Robinson Low Francis*

**Robshaw Richmond**  
*Rolfe Judd*

**RIBA**  
*Richmond Estates*

**Ruddle Wilkinson**  
*Scurr & Partners*

**Sheppard Robson**  
*Southern and Northern Heritage*

**Stanton Williams**  
*Sunley Heritage*

**Sutton Griffin**  
*Tecno*

**The Times/RIBA CES**  
*Timothy Hatton Architects*

**Tradescape**  
*Troughton McAslan Architects*

**Vision 05: Art**  
*Waterman Group*

**Watson, Farley & Williams**  
*William Pye*

**Wimberly Allison Tong & Goo**  
*XMPR*



Stratton  
& Reekie

t +44 (0)20 7287 8456

e [mail@strattonandreekie.com](mailto:mail@strattonandreekie.com)

46 Broadwick Street London W1F 7AF

[www.strattonandreekie.com](http://www.strattonandreekie.com)