

WEBER SHANDWICK

Advocacy starts here.

Weber Shandwick is a full service public relations agency, helping clients to manage their reputation and achieve their business goals. Serving clients locally, nationally and globally, Weber Shandwick puts its creative talent, communications expertise and specialist teams to work for some of the biggest companies and most innovative brands across the private, public and not-for-profit sectors.

Market

It's been a tough 12 months for everyone in the PR industry but, despite the economic climate, the UK public relations market continues to steadily grow in size and diversity, with an estimated 50,000 people now working in the industry.

With many companies and organisations continuing to switch their marketing resources from traditional advertising to PR, key growth areas for the industry over the next 12 months

in 77 countries, Weber Shandwick operates in virtually every major media, government and business centre on six continents.

Product

Weber Shandwick is a full service public relations agency. Its policy of recruiting the best media and PR professionals means it now possesses some of the strongest teams of experienced senior ex-journalists and industry specific communications specialists in the business.

In the UK, Weber Shandwick has six specialist practice groups in technology PR, healthcare PR, financial communications, corporate communications, consumer marketing and public affairs and also offers cross-practice consultancy in digital, multicultural and internal communications, crisis and issues management, corporate social responsibility, strategic planning, lifestyle marketing, over-50s marketing, broadcast PR, sports PR and market research.

The UK and Ireland business employs around 300 people across eight regional offices in London, Manchester, Glasgow, Edinburgh, Aberdeen, Inverness, Belfast and Dublin. Globally the company is part of the InterPublic Group network with a strong PR presence across the US, Europe, Asia Pacific and in the emerging economic giants of China, India, Russia and Brazil.

Achievements

In 2009, Weber Shandwick won outstanding international praise from its peers when it was named an Agency of the Decade by Advertising

Age. The firm was also recognised as: gold medal winner for PRWeek's inaugural Global Agency Report Card; Global Agency of the Year by The Holmes Report; Agency of the Year at the European Excellence Awards; and was the first-ever agency to be honoured International Agency of the Year by both PRWeek and the UK Public Relations Consultants Association (PRCA) within the same year.

In the UK alone, the agency won more than 30 industry accolades for client work



during 2009 including: Best Multicultural Communications Campaign at the European Excellence Awards; five European SABRE Awards including Platinum PR Campaign of the Year and Best PR-led Campaign at the inaugural Cannes Lions Advertising Festival award for BPEX's 'Pigs are Worth It!' campaign.

Weber Shandwick's Public Affairs practice was also honoured as Public Affairs Agency of the Year by Public Affairs News and the agency's Technology team was recognised as Specialist



Consultancy of the Year and PR Company of the Year at the 2009 PRCA Awards and SC Magazine Awards, respectively.

High-profile assignments have included: helping to save the British pig industry by developing the integrated 'Pigs are worth it!' campaign for BPEX and the National Pig Association; demonstrating Barclays Wealth's knowledge and understanding of the Resident Non-Domiciled (RND) community; celebrating the achievements of professional British Muslim women with the launch of the first Muslim Women Power List for the Equality and Human Rights Commission; helping discount retailer Aldi become a national phenomenon as the credit crunch led to consumers being more savvy with their grocery shopping; delivering the Know Before You Go media campaign for the Foreign & Commonwealth Office, encouraging British nationals to prepare for foreign travel; creating a global water-cooler moment for African telecoms company Zain by engaging customers, employees and partners in what was the biggest corporate rebrand ever in Africa; and helping the Work Foundation demonstrate the social and economic benefits of early intervention in the treatment of musculoskeletal disorders.

Recent Developments

During 2009, Weber Shandwick continued to build on the agency's reputation for excellence in traditional PR by setting a new agenda for the future of the public relations industry. Advocacy remained at the heart of Weber Shandwick and the agency continued to invest in innovation and thought-leadership.



Leading the way in digital excellence, Weber Shandwick created INLINE Communications to provide a simple and straightforward solution to planning and executing 21st century public relations. INLINE Communications are not independent offline, online and experiential activities – but are campaigns that tell a consistent story across the spectrum of media that most influence the audience targeted.

Recognising that 2009 would also be remembered as the year when video on the internet truly came of age, the agency introduced Weber Shandwick Vision, a new offering dedicated to digital storytelling through the creation and promotion of online video content.



In October, Weber Shandwick also strengthened its Technology PR offering with the launch of a UK Cleantech practice, a dedicated specialist group with experience of creating lasting advocates for new energy and sustainability companies.

Promotion

Following the launch of its 'Advocacy starts here' positioning in 2007, which illustrated the agency's shift in focus to communications programmes that forge emotional bonds and higher levels of involvement with stakeholders, Weber Shandwick has continued to embed

advocacy into all of its agency work with the aim of creating an army of believers and fans for every client.

The agency's investment in its specialist offerings has also led to a number of high-profile new hires and internal promotions including a new worldwide chief digital creative officer, a strategic insight and planning specialist, a head of government and public sector and a vice chair of public affairs.

Brand Values

Weber Shandwick's values are: creativity, passion and commitment.

With a pool of specialist talent and strong European and international networks, the consultancy's clients are among some of the top brands, companies and organisations in the UK and around the world.

Every year, Weber Shandwick makes a significant investment in staff development to ensure the consultancy continues to develop added-value services and to deliver real business results for its clients. In 2009, the agency introduced its Future Leaders Academy, a year-long programme designed to equip employees with the skills and knowledge to make them the most respected professionals in the industry. The Weber Shandwick Digital University, a training initiative to drive digital PR skills across the agency, was also launched across the consultancy's EMEA network.

webershandwick.co.uk

Things you didn't know about Weber Shandwick

Part of the Interpublic Group of marketing companies, Weber Shandwick works closely with sister companies McCann Erickson (advertising), FutureBrand (branding consultancy), Jack Morton (event management) and Octagon (sports marketing).

Weber Shandwick's Client Relationship Leader (CRL) programme was selected as a case study by Harvard Business School for making a substantial contribution to management education.

In 2009, European and UK CEO Colin Byrne was named one of GO's Most Powerful men in Britain for the eighth consecutive year. Byrne also authors a blog (byrnebabybyrne.com) that has been named by The Times as one of its Top 50 Blogs for Business.

Weber Shandwick is one of the biggest graduate recruiters in the UK public relations industry.



include corporate responsibility, multi-cultural and digital communications, public health, technology, sports marketing and corporate reputation.

The consultancy sector varies from one-man bands to UK-only agencies and international players. Weber Shandwick maintains the largest public relations network in the world, measured both in terms of number of employees and geographic coverage. With a core of 83 owned offices in 40 countries and affiliates that expand the network to 124 offices

1974	1987	1998	2000	2001	2009
Shandwick International is founded in London with a single client and a global vision.	The Weber Group is founded in Cambridge, Massachusetts as a communications agency for emerging technology companies. In less than a decade it goes on to become a top 10 PR firm.	Shandwick International is acquired by The Interpublic Group.	Shandwick International merges with The Weber Group and becomes Weber Shandwick.	BSMG Worldwide merges with Weber Shandwick.	Weber Shandwick continues to win leading industry awards and is recognised for its work internationally.