

# Reputation Management

Transmission Private is the leading global communications advisor to successful individuals and their businesses. We are a global leader in advising entrepreneurs, executives, and their businesses on their reputation management, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

## Introduction

In the fast-moving, increasingly digital world, executives and successful individuals are subject to new, alarming assaults on their reputation.

We have worked alongside some of the world's pre-eminent businesspeople to help them proactively manage their reputations from vicious attacks, enhance their digital footprint, as well as safeguard their privacy.

Our Reputation Management team is quick-to-act, strategic, and discreet. In a rapidly changing world, our team stays at the forefront of reputation management, developing creative new solutions to emergent risks for clients.

We are media savvy, technical, and focussed.

## Our service

Our Reputation Management team acts for clients who want to build positive reputations as well as those wanting to navigate new risks.

### Our key services include:

- Strategic advice on personal and corporate positioning;
- Devising reputation recovery plans;
- Securing selective positive coverage and coordinating media campaigns;
- Managing online search presence;
- Setting strategies for video and photographic content;
- Real-time identification of reputation risks;
- Managing hostile media, public, and activist inquiries;
- Monitoring of social media attacks;
- Intelligence gathering on reputational attacks;
- Gameplanning legal and takedown requests;
- Implementing of search engine optimisation (SEO) strategies;

- Evaluating and monitoring reputation and digital footprint.

Every client requires a personalised work programme, and our experienced team will devise a plan that meets your specific needs.

## Our experience

Our team has supported clients who have faced a wide variety of reputational challenges.

### Our recent highlights include:

- Acting for an entertainer (\$500 million) whose private health records were leaked online, leveraging legal means and public relations techniques to ensure immediate removal.
- In partnership with a lawyer, defending a philanthropist whose social media accounts were hijacked by a former employee who was, subsequently, threatening to use the accounts to attack his reputation unless a ransom was paid.
- Monitoring and gathering intelligence on an activist-driven campaign that was being waged on social media against a private equity investor (£800 million), and devising a strategy to mitigate and manage the attacks.
- Securing positive, representative coverage for an entrepreneur to proactively update their online profile and search results, ensuring it was aligned with their current investment activity rather than their past exit.
- Ensuring that search results gave visibility to the impactful work that an investor was undertaking through their private family foundation (annual giving in excess of £1 million).

In all cases our work is carried out on a confidential and discreet basis, protecting our client and their interests at all times.

## Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

### These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

## Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

*“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”*

**SPEAR'S500**<sup>2020</sup>

*“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.”*

**Family  
Capital**

*“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.”*

**SPEAR'S500**<sup>2019</sup>

## For more information

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