

Strategic Communications



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 strategic communications, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

Introduction

Successful individuals and businesses leverage complex communications campaigns to shape perceptions amongst partners, build relationships, and influence decision-making.

We have worked with some of the world's leading business people, advancing their personal and business interests through complex, data-driven communications campaigns.

Our Strategic Communications team is analytic, fiercely strategic, and constantly stays two or three steps ahead. We leverage the latest communications techniques to advance our clients' interests in new and creative ways. We are discreet, inventive, and forensic.

Our service

Our Strategic Communications team acts for entrepreneurs, executives, private investors, and their businesses.

Our key services include:

- Strategic communications advice on personal and corporate positioning;
- Identification of key stakeholders and decision-makers;
- Analysing communications channels that influence decision-makers;
- Gameplanning influence and communications strategies;
- Production of content to shape perceptions;
- Coordinating press and media campaigns;
- Evaluating the impact of campaigns on stakeholder perceptions;
- Leveraging paid content, social media, and advertising;
- Polling and data analysis to determine decision-makers' priorities;
- Coordinating online and digital campaigns;
- Influencing decision-making of target audience.

Every client requires a highly bespoke programme, and our team will prepare an action plan that meets your specific needs and aligns with your personal priorities.

Our experience

Our team has supported a wide variety of clients who need time-critical strategic advice.

Our recent highlights include:

- Acting for a leadership team in advance of an IPO to shape and manage perceptions of their credentials amongst financial institutions and the wider investment community.
- Coordinating a data-driven communication campaign on behalf of a property developer aimed at identifying and persuading landowners to sell super-prime assets for development.
- Enhancing the profile of a property investor among financial institutions and debt providers, with a view to raising capital (c. £150 million) for a new distressed property fund.
- Managing a communication plan on behalf of an activist shareholder (£250 million) aimed at persuading other shareholders of a listed company to oust their existing CEO and Financial Director.
- Supporting an entrepreneur on the acquisition of a high-profile industrial business (c. \$300 million market cap), ensuring that communications to employees, existing partners, and regulators put across their motivation for the acquisition.
- Devising a campaign to persuade SME business owners to sell their companies to a family office (\$2 billion) who was conducting a roll-up acquisition strategy.

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'S500²⁰²⁰

“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'S500²⁰¹⁹

For more information

Jordan Greenaway
Managing Director

+44 207 556 1041
jordan.greenaway@transmission-private.com

Luke Thompson
Head of Client Services

+44 207 556 1043
luke.thompson@transmission-private.com