

PR AGENCY OF THE YEAR

SHORTLIST ENTRY SUMMARIES

headline
money.co.uk
AWARDS 2020

Carr Consulting & Communications

Carr Consulting is rare as a PR agency. Everyone is an experienced product and technical expert in at least one area of financial services. We go far beyond traditional PR and media advice, including significant IFA and journalist experience, and when we speak to journalists we can help them in-depth.

KL Communications

At KL, we continually strive to ensure we remain a trusted and reliable partner for journalists – in rapidly responding to requests or proactively providing timely/relevant content. Despite being named Agency of the Year in 2019, we have not become complacent and constantly look to improve our service and content-led proposition.

Lansons

Managing reputations since 1989, Lansons is one of the UK's largest independent consultancies and possibly the only truly employee-owned business in PR with more than a third of our people owning the agency as partners. This year we've cultivated winning media strategies for our diverse portfolio of financial services clients including the world's largest asset manager, BlackRock.

Newgate Communications

Newgate has built a specialist team of over 25 consultants who are experts in media, policy, capital markets, content, digital and research delivering integrated strategies that target multiple audiences, using a precise combination of content and channels, underpinned by insight and research.

Rostrum

Proactivity, timeliness and relevancy. These are Rostrum's core values when engaging with the media. We ensure we research the most compelling angles for journalists' audiences, and we encourage and listen to feedback on how we can improve our pitches. We hosted 291 client press briefings in 2019.

Teamspirit

Teamspirit is a specialist financial services PR agency, with a mission to 'transform financial services for the better'. In 2019 they did just that, on one of the highest profile stories of the year. Outstanding strategic thinking, strong communications skills and sheer graft exemplified why they should become agency of the year.