

Chameleon Design for PR, Marketing, Brand and Reputation Management

Our Mission

We are committed to strengthening and preserving your organisation's reputation – its principal and most valuable asset.

We can help you to engage and persuade audiences that include your customers, employees, stakeholders, analysts, the press and more - all in a business environment or market sector that is vital to you.

Our duty is to ensure and convey the quality, integrity and viability of your brand, company, products or services in a way that is consistent with your creative campaign and the values and aspirations you want to instil.

Our Difference

One main differentiator of our services is Reputation Management. We are the only UK agency to offer this.

Reputation Management is a bespoke, intelligent and quantifiable COMBINATION of PR, Public Affairs, Marketing, Advertising, Branding and Research to establish, maintain and protect the reputation - their greatest asset - and market shares of a company, person or organisation in complex, competitive and sophisticated business and sales arenas.

Ask us about our introductory messaging sessions and media audits

How We Work for You

We don't rely just on the usual communication tools to elevate a client's profile in the marketplace and to help them increase sales and market shares.

- You will find that we are far more innovative...
- We work with stakeholders and influential organisations in order to effect changes that benefit them as well as our clients.
- This includes building bridges with the opposition so that we can reach favourable outcomes.
- Additionally, we work with senior editors so that our clients become regular contributors to leading publications
- Our clients are often featured guest writers and pundits for internationally renowned media outlets
- Clearly, this is better value than what is usually on offer.

Our partners will tell you: "Lots of 'buzz' is okay; but, a single, loud, resonating 'buzz' is best."

Therefore, we focus on quality over quantity when it comes to obtaining high-value, meaningful, and measurable results for our clients.

Guiding Principles

Our way of thinking is probably in-line with yours.

We believe in:

- Providing honest consultation; no surprises
- Being candid and honest with our advice and activities
- Ensuring clients receive value - undertake activities that yield measurable results
- Getting everything right from the beginning – the sequence is “ready, aim, fire” for a reason
- Presenting clients with a choice of solutions to a problem – with our best recommendation first
- Becoming a business partner to help them achieving their corporate goals at all levels
- Being available to clients within and out of business hours
- Sometimes the best ideas percolate or challenges arise when we’ve all gone home for the day!
- We have experience working with all echelons of an organisation to create and implement successful programmes, including:
 - The “rank and file”
 - Sales and brand managers
 - C-level executives
 - Board directors and members

Practice Leadership & Employees

Stephen Elliott Esq, Associate Director - Strategic Communication & Implementation – Worldwide. Sector experience:

Agriculture

Airlines

Animal Health / Veterinary

Banking

Building & Construction

Business-to-business

Consumer Goods

Corporate Social Responsibility

CBRN / NBC arena

Crisis Communication & Preparedness

Electrical Utilities / Energy

Environment

Ethical Goods

Financial Services

Healthcare

Homeland Security

Hospital / Healthcare Systems

Insurance

Interview coaching

Investments

Labour Relations

Major Global Non-Governmental Organisations

Media Relations & Events

Medical & Surgical Devices

Mobility-Wheelchairs

Nuclear Energy

Petrochemicals

Pharmaceutical / Surgical

Police & Public Security

PR Training (for SMEs)

Public Affairs

REITs / property

Retail

Software / Information Technology

Stakeholder Relations

Telecommunications

Tobacco

Tourism

Trade Show Support

Transportation

Water Utilities

Worldwide Campaigns

...and more!

34 The Crescent Salford
Manchester M5 4PF

T 0161 745 9009

F 0161 745 9050

E talk2us@chamele.com

W www.chamele.com

Plus, we don't mind saying that even though we have a practice of seasoned professionals, we also have an amazing group of energetic, innovative, young account executives who provide support on our accounts. They are the next generation of communicators and bring an exceptionally fresh way of thinking.

As a client, you will meet every person that works on your account and have a clear understanding of his or her role and reporting lines. If they do not meet with your satisfaction, we will make changes to assure that you are happy with the mix and leadership of your account.

We sharpen and improve the tools at your disposal. All entering employees must pass through our own rigorous 3-week training and orientation process before they begin any account work. Even if their degree is in PR, marketing or journalism, we help them to be that much better.

Customer and Press References

Provided upon request

Memberships

Chartered Institute of Public Relations (CIPR – Stephen Elliott)

International Public Relations Association (IPRA – Stephen Elliott)

International Association of Emergency Managers (IAEM – Stephen Elliott)

Public Relations Boutiques International (PRBI – Stephen Elliott)

Public Relations Society of America (PRSA – Stephen Elliott)

Ask us about our introductory messaging sessions and media audits