

CASE HISTORY - PROPERTY



Caxtons, one of the largest firms of Chartered Surveyors in the South East, engaged RP Communications to undertake the marketing and public relations for the company in 2005.

Since then projects have included:

PR

- Raising the profile and awareness of the company through regular media releases, corporate events and sponsorship
- Media relations
- Copy writing
- Newsletters

Marketing

- Adjusting and developing brand
- New branding for the Students Lettings division
- Implementing new branding and developing a suite of marketing literature
- Developing a portfolio of press advertising
- Overseeing areas of corporate advertising
- Developing division specific brochures
- Sourcing and commissioning exhibition stands manufacturers
- Overseeing design of and managing implementation of new Residential Lettings office signage
- Overseeing the engagement of web designers
- Managing the website project
- Web master services
- Sourcing and art-directing photographer for corporate shots
- Providing support for corporate events
- Managing sponsorship of events
- Providing marketing and PR initiatives for various divisions
- Advising on strategic and tactical marketing