



Reputation and strategic communication

JW Squared can help you create communication strategies that reach your target audiences where they are, with content that engages them, making a positive difference to your bottom line. When the most influential voices are found online we take a digital first approach to help you earn the right to be part of the conversations that are shaping your reputation. We work with clients at three stages of their development:

- **Start-up** - telling your story to media and stakeholders, attract investors and customers
- **Scale-up** - supporting growth with targeted communication aimed at new and existing audiences
- **Shake-up** - helping clients of all sizes prepare for and navigate change from new product or market launches to organisation or regulatory changes

Your JW Squared partner



Your strategic communication and PR partner is Jane Wilson, FCIPR. Jane is a former CEO, non executive director, Board advisor and lecturer in Strategic Communications at Kingston University Business School. For over 20 years she has led communication and PR for UK and global brands, businesses and government with extensive experience in thought leadership, brand building and reputation turnaround. Jane helps clients develop their corporate or brand position and creates actionable, integrated communication and PR strategies that influence target audiences.

How we can work with you

We can work with you on either a project or retained basis to support your next big project or to reset your current communication or PR strategy. We build a package that suits your budget and needs. The options below give you a flavour of how we can work with you:

Senior Counsel: Working closely with your comms and organisation leadership to advise on communication strategy and resourcing and supporting leadership development.

Communications audit: Review of all of your current communications activity from leadership communication to media relations and social, to give you a clear view of what works and why.

Corporate and brand positioning: Stuck on how to differentiate your brand in a crowded marketplace or preparing for a launch or change of strategy? We will get under the skin of your organisation and listen to what matters to your target audience to create a differentiated point of view and brand position.

Communication strategy development: Working as an extension of your in-house team, we will develop an integrated communication strategy that reaches your target audiences where they are, with engaging content designed to influence behaviour.

Delivery of your thought leadership, communication and PR plan: We can act as an extension of your in-house team to deliver your communication plan on a project or retained basis.

"JW Squared provide the kind of nuanced advice, experience-led insight and practical support that every business deserves. As a sounding board they're invaluable and as experts in their field, they've offered crucial insights into our communications strategy."

David Sherman, CMO, Turtle Pack



LET'S TALK

To find out more about JW Squared and how we can work with you to, visit www.jwsquared.co.uk or email info@jwsquared.co.uk