



commercial + retail

ttagroup

ttagroup is a multi-award winning communications group providing public relations, marketing, digital, social networking and events in the property, retail, destination resort, hotel, corporate, real estate investment and luxury sectors in the UK and internationally.

ttagroup is part of Chime Communications plc, the UK's leading marketing services and public relations group, with offices in Europe, North America, Middle East, Africa, Far East and Australasia.

ttagroup advises leading brands using creative ideas and marketing tools that work effectively across the digital, broadcast and high profile print media to help position them with target audiences including the media, purchasers, investors, tourists and government bodies.

In a business environment transformed by the credit crunch, **ttagroup** understands that clients do not have limitless resources yet require outstanding communications that add value, are measurable, influence target audiences and provide excellent return on investment.

No other international marketing and PR consultancy operating in the property, retail, travel and luxury sectors is better connected or informed than **ttagroup**.



From office space and industrial units to retail outlets and leisure schemes, the vibrant and dynamic commercial property sector is one of the most varied, requiring bespoke campaigns and solutions tailored to each challenge. The unique nature of the sector has been recognised by **ttagroup** through its dedicated commercial property team, focusing exclusively on developers, investors, agents and associated companies within the retail, industrial, office and leisure markets.

Through working with the industry's leading companies, **ttagroup** has unrivalled expertise in developing effective and comprehensive communication strategies. From pre-planning to ongoing occupier engagement, via pre-let, development and letting campaigns, **ttagroup** has the skills to implement a truly stakeholder-focused and results-led approach.

ttagroup is aware of the specific needs of individual sectors, such as retail. As the public face of commercial property, retail requires a unique set of PR techniques to achieve each client's strategic aims. Implementing effective communication strategies has seen **ttagroup's** clients increase occupancy and footfall while creating retail destinations appealing to landlords, tenants and shoppers alike.

public relations

Focusing on international, national, broadcast, property trade, regional business and occupier-specific press, **ttagroup** has an unrivalled network of influential media contacts. These senior-level relationships allow **ttagroup** to consistently generate high-quality coverage across a wide range of outlets to meet clients' strategic requirements.

Allied to traditional publications is a deep knowledge of digital communications, be this through online newspapers and magazines, blogs, social media and interactive marketing campaigns. The digital sphere is one that is increasingly important to all businesses, and it is an area in which **ttagroup** excels.





marketing

ttagroup can serve as a single source for all elements of advertising and marketing campaigns, from establishing advertising and marketing strategies through to fully integrated communication plans. **ttagroup's** inventive and experienced creative team develops market-leading ideas delivering the right messages and image to target audiences with collateral such as site hoardings and signage through to brochures, leaflets and stationery.

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services

- Media relations
- Social media strategies
- Pre-planning advice and community consultation
- Communication audits and market research
- Crisis communications
- Reputation management
- Corporate and development branding
- Brochures, advertising, hoardings and billboards
- Websites
- Videos and podcasts
- Direct marketing



www.ttagroup.co.uk

digital

ttagroup is at the forefront of providing digital, social media and e-commerce advice. From producing websites, microsites and podcasts, through to advising on the management and monitoring of blogs, Twitter, Facebook and other social media sites, **ttagroup** focuses on ensuring that each client is prominently and positively positioned on the internet and comes highly ranked amongst web searches.



events

ttagroup offers a bespoke event planning service which takes care of every aspect of an event, from conception to delivery. Whether creating a memorable theme or a bold invitation, **ttagroup** breathes life into every event, creating an unforgettable experience. **ttagroup** has expertise in managing every kind of event from small private networking dinners to large scale press conferences, exhibitions and launch events.



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