



international

# 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**.



**ttagroup's** international division is a market leader in providing public relations, marketing, digital and event services to businesses and brands operating in hotel, retail, travel, luxury and property sectors.

**ttagroup** has expertise in some 35 countries and has access to Chime's offices and associates around the world, providing a powerful combination of international expertise, fused with local knowledge and contacts.

Activities include overseas sales exhibitions, roadshows and major global exhibitions such as MIPIM, Cityscape and MAPIC. **ttagroup** is also adept at linking client campaigns into global healthcare, cultural and sports tourism events.

Whether its launching a new resort or leisure venue, helping to revitalise the marketing of a stalled project, assisting with networking opportunities in order to raise a brand's profile with joint venue or funding partners or promoting travel opportunities to an established or emerging tourist destination, **ttagroup** lead the field.

# public relations

**ttagroup** has contacts at editor level across the international media enabling the group to generate headline stories in various languages in influential media platforms around the world including TV, newspapers and magazines.

**ttagroup** can advise clients on overseas press trips, PR for tourist/travel exhibitions, press conferences, investor events and roadshows.

In addition to traditional newspapers and magazines, the public relations team is at the forefront of online communications, promoting its clients on influential websites, blogging on behalf of companies and executing innovative social media campaigns.

As well as high level proactive promotion, the division has extensive experience in issues management and is equally adept at minimising potential reputational damage arising from crisis situations.





## marketing

**ttagroup** can serve as a single source for all elements of international advertising and marketing campaigns, from establishing advertising and marketing strategies through to implementing fully integrated communication plans.

Whether it is creating a new brand identity, refreshing an existing brand, or managing the marketing of a project, **ttagroup's** inventive and experienced creative team can design and create collateral such as site hoardings, signage, marketing suites, brochures, leaflets and stationery to help deliver the right messages and image to target audiences.

## services

- Overseas exhibitions and collateral
- Research on target markets and local cultures
- Advice on associations with local advisory firms
- Targeting high net worth investors around the world
- Campaigns to attract occupiers to commercial and retail premises
- Promotion for fund launches and closures
- Marketing brochures
- International media campaigns and press conferences
- Websites in different languages
- Podcasts
- Brand building in new markets
- Direct mail
- Award entries
- Crisis PR
- Videos / fly-throughs
- Advertising strategy and schedules



## 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.

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## 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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