

tta group

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property marketing specialists

Reputation Management



property marketing specialists

Founded in 1987, **tta group** is an award-winning communications consultancy providing public relations, marketing, digital and events in the property, corporate, lifestyle and luxury sectors in both the UK and internationally.

“Reputation can be the difference between fortune and failure”

# introduction to corporate reputation

**tta group** has a proven track record of changing reputations for the better.

**tta group's** corporate communications team has the experience and contacts to brief stakeholders on your objectives, including the media, investors, political contacts, local authorities and community groups.

Within this book we briefly explain the importance of corporate reputation and how the corporate communications team at **tta group** can assist with:

- communications audit
- brand development and management
- political pr, planning and community
- corporate social responsibility
- crisis management
- corporate media relations
- financial pr
- internal communications
- digital communications

# importance of corporate reputation

Reputation can be an asset to an organisation if it is good but a crushing liability if it is bad. Maintaining a good reputation in a global, digital age is a real challenge.

Creating an open dialogue with key stakeholders relies on an excellent verbal and visual narrative. Briefings, project tours, presentations and award submissions can be complemented by the latest communications tools such as websites, podcasts and blogs. These are an extremely powerful addition to other communication activities such as exhibitions and direct marketing.





# the tta group corporate communications team

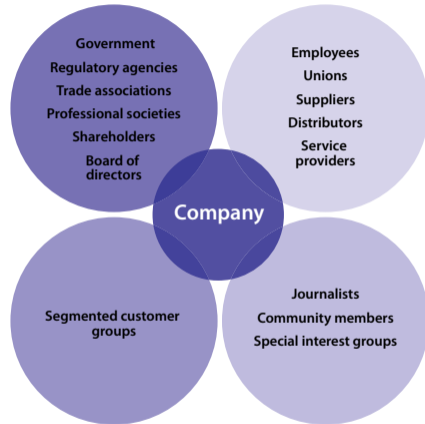
**tta group's** strength is in the expertise and in-depth knowledge of its team, which has a wealth of corporate communications, public affairs and government experience at all levels.

This provides **tta group** with the skills to handle communication issues relating to property, regeneration and planning, managing corporate positioning, change management, land use and other property industry issues.

# communications audit

Understanding how your organisation is perceived by its stakeholders can be determined through a reputation report or communications audit. Key stakeholders will include customers, industry contacts, investors, employees, political contacts, the media, local communities and other opinion formers.

From this, the **tta group** can advise you on how to tailor your communications approach, including presentation training and material, and organising briefings with stakeholders in order to increase their understanding of your products and services.



“If your company has a poor reputation, then it pays to improve it.”



# brand development and management

Successful brand management is about developing and maintaining corporate reputation, conveying the right image, and creating a clear and recognisable identity.

Working in conjunction with the marketing services department at **tta group**, the corporate communications team can advise on corporate image, corporate and brand identity, logos, style guidelines and produce a wide range of marketing collateral.

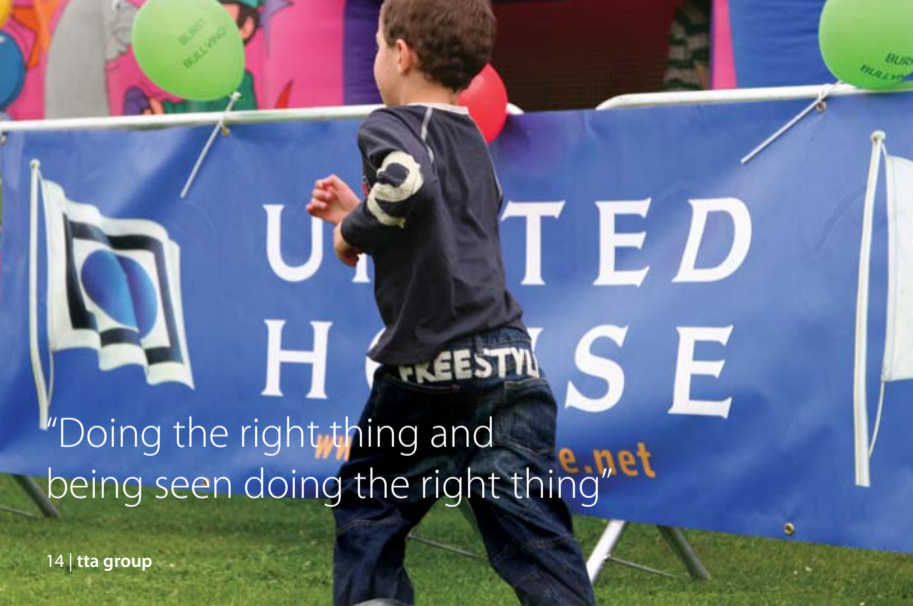
# political pr, planning and community

**tta group** can advise on how to liaise with political bodies and politicians ranging from the European Parliament to local authorities, devising programmes to brief decision-makers on your activities.

While Councillors decide on most planning applications, consultation and working in partnership with local authorities and communities is now an integral part of the planning process. The corporate communications team at **tta group** is able to advise on all aspects of the planning process, emerging planning policy, planning procedures and neighbourhood relations.

The team can provide a system for consulting with local representatives as well as the community and, when required, **tta group** can act as or appoint a community liaison officer and organise E-consultation, media engagement, exhibitions, discussion forums, workshops and seminars.





“Doing the right thing and being seen doing the right thing”

## corporate social responsibility

Doing the right thing and being seen doing the right thing, has become a central aspect of corporate affairs. Companies are evaluated by investors, Government, the media, business partners and industry contacts by how they manage issues relating to ethical investment, staff investment and training, charity work, and how social, economic and sustainability issues are handled.

**tta group** can advise on the environmental stance, partners and procedures a business should take. **tta group** can also advise on charitable giving and help to organise charity events or staff involvement in a wide range of activities.

# crisis management

There are four slow burning issues giving rise to crisis management: Litigation, product liability, action by pressure groups and employee disputes. Six more are of a more transient nature, but capable of long-lasting damage. These include exposé or whistle-blowing, hostile takeover bids, disclosure or revelation through to terrorism, tampering or extortion.

**tta group** has proven expertise in ensuring that inaccurate articles are either balanced by a retraction in the media that published them, or are kept out of the media altogether.

Forward planning, preparation, writing holding statements, providing a rapid response and good internal procedures for handling hostile media enquiries are amongst the many crisis pr issues **tta group** can manage on behalf of a company.





# corporate media relations

The media plays a central role in modern day communications, and in influencing the agenda and opinion of stakeholders and the general public.

Each story relating to corporate activities will have its own agenda and so preparing for handling both positive and negative press is essential, especially if you need to put across your message effectively.

**tta group** can provide media training, prepare briefing documents, and assist in the sourcing and response to questions from journalists.

**tta group** can organise briefings with targeted media, prepare corporate profiles, and manage and protect the reputation of key personnel. The team can also manage all aspects of media briefings and major press conferences.

# financial pr

Financial pr specialist Bell Pottinger is the sister company of **tta group**. Both companies are part of Chime Communications, a leading UK-listed marketing services group.

Should your business require financial pr and reputation management with investors, analysts and figures in the financial markets, then Bell Pottinger and **tta group** are able to provide a seamless reputation management service. Bell Pottinger can focus on handling the corporate and financial reputations of an organisation whilst **tta group** focus on managing and promoting the physical assets of an organisation.





# internal communications

Your most important advocates are your employees both current and past. **tta group** can advise on how you create an ongoing dialogue with them in the form of regular newsletters, magazines, intranet sites, 'show and tell' presentations on best practice, seminars and conferences.

The corporate communications team can work in conjunction with **tta group's** events team to arrange seminars and conferences. The team can also provide you with internal and external strategies to manage recruitment drives, redundancies and employee disputes.

**tta group** can also advise on key change management issues such as adopting new environmental standards, social responsibility, international expansion, acquisitions and mergers, redundancies and closures.

# digital communications

In a digital world, corporate reputation can be made or damaged via the internet. The speed at which information can be transmitted means that a negative story can be around the globe at the press of a button. Unlike a printed publication, inaccurate or damaging information will remain on the internet unless removed through legal procedures.

Working in conjunction with **tta group's** digital department, which specialises in the production of websites, podcasts, content management systems and web mapping, the corporate communications team can advise on how to convey your objectives through products including digital editorial, websites, podcasts, social networking sites and blogs.

**tta group** can also provide digital products and services to extend and monitor client messages and potentially hostile activities in the powerful digital arena, using the latest web crawling systems.

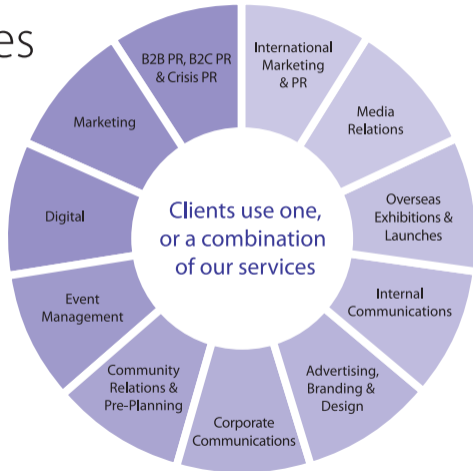


Kingsway Square website,  
St James Homes



Pan Peninsula podcast,  
Ballymore Properties

# tta group products and services



# contact details

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tta group is leading the way in the Chime Group's efforts to reduce its carbon footprint. The Chime Group has been CarbonNeutral since 1st January 2007, yet tta group is still working hard to further reduce energy consumption levels.

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**CarbonNeutral<sup>®</sup> company**

# tta group

Started in 1987 by Tricia Topping, **tta group** has grown from roots firmly established in the residential sector into a leading specialist property marketing company, and in 2003 became part of **Chime Communications plc** a leading UK-listed marketing services group.

**Chime Communications plc** is the holding company for the UK's leading public relations group, Bell Pottinger; the UK's leading research and consultation group, Opinion Leader Research and Ledbury Research; and VCCP, one of the fastest growing advertising and marketing services groups in the UK.

**tta group's** position within **Chime Communications plc** provides us with access to a network of international offices as well as the wider expertise of the group, enabling us to tackle even the most difficult of communication challenges.