



residential

# 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** residential division is a market leader in providing public relations, marketing, digital and event services to companies and institutions operating in the residential and mixed-use property sector.

The division has an enviable reputation for delivering highly effective campaigns for a wide variety of clients including traditional housebuilders, developers, estate agents and property advisory firms as well as contractors, estate management companies, RSLs, interior designers and architects.

From designing bid documents for potential sites to undertaking the community consultation and managing the planning process through to the consumer branding, marketing and promotion of a development, **ttagroup** is able to handle the communications throughout a development's lifecycle.

The division has been fortunate to work with some of the biggest names in the industry both in the UK and internationally and prides itself on being at the forefront of the latest communication techniques to ensure that the right message is communicated to the target audience through the most effective medium.

# public relations

**ttagroup** has unrivalled contacts at editor level across international, national, consumer, regional and trade media and regularly generates high quality press coverage across a broad range of publications.

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 advertising and marketing campaigns, from establishing advertising and marketing strategies through to fully integrated communication plans. Whether this is creating a new brand identity for a residential community, refreshing an existing brand, or managing the marketing of a development, **ttagroup** has the necessary skills to develop a fully integrated campaign.

**ttagroup's** inventive and experienced creative team develop market-leading ideas delivering the right messages and image to audiences with collateral such as site hoardings, signage and marketing suites, through to brochures, leaflets and stationery.

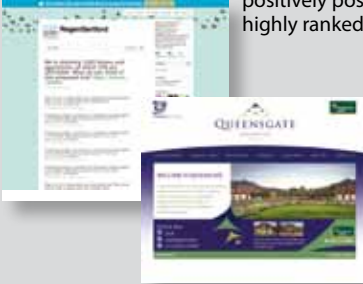
## services

- Design for tenders and bid documents
- Pre-planning advice and community consultation
- Media relations
- Social media
- Communication audits and market research
- Reputation management
- Development branding
- Brochures and advertising
- Websites
- Videos and podcasts
- Direct marketing



# 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 or project is prominently and positively positioned on the internet and comes highly ranked amongst web searches.

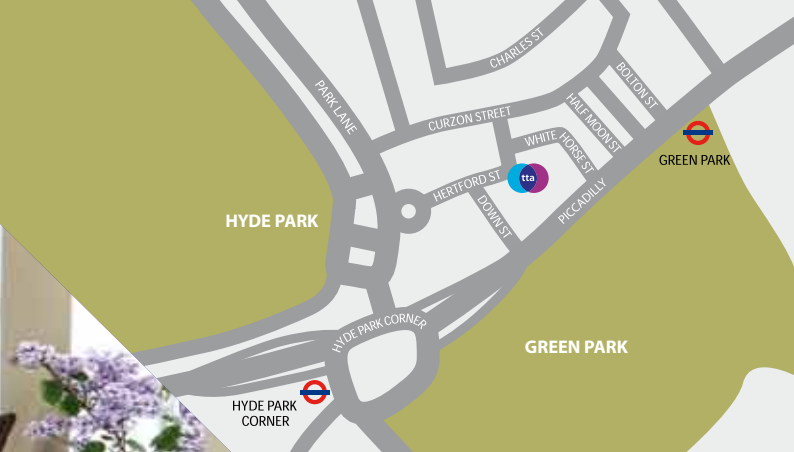


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# events

**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 a small launch party to a large scale project launch or exhibition and onsite open events.





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