

IBP SUBMISSION

NAME OF CATEGORY: In-House Communication Team

TITLE: Colliers International – the leading communications team in property

TEAM: Colliers International Communications team

Charlotte Williams – Director of PR & Communications

Jacque Payne – Associate Director | Head of Digital Marketing

Suzy Simpson - Associate Director | Regional PR

Lauren Joselyn – PR Manager

Madelene McCaffrey – Senior Digital Marketing Executive

Christian King - Digital Marketing Executive

Owen Dearn – PR & Digital Marketing Assistant

COMPANY: Colliers International

50 George Street, London W1U7GA

BACKGROUND

Colliers International UK's (Colliers) in-house communications team is made up of seven people that are responsible for all PR and digital marketing initiatives. The department services the UK's 16 business lines, which consists of more than 800 people across the 14 offices.

Together, the team develop, create and distribute press releases, tweets, posts, blogs, video content and webpages and ensure that Colliers stand out amongst its larger competitors in the busy and highly competitive commercial property marketplace.

BUDGET

£75,001 - £100,000

OBJECTIVES

- To ensure message consistency across all UK cities
- Use UK & Local Business plans to drive PR outputs
- Use unique research as a differentiator to position us as Thought Leaders
- Aim to be top five in terms of share of voice in the UK
- Target 'Quality' media that drives client decisions

- Increase social media engagement and news generation on digital platforms

STRATEGY

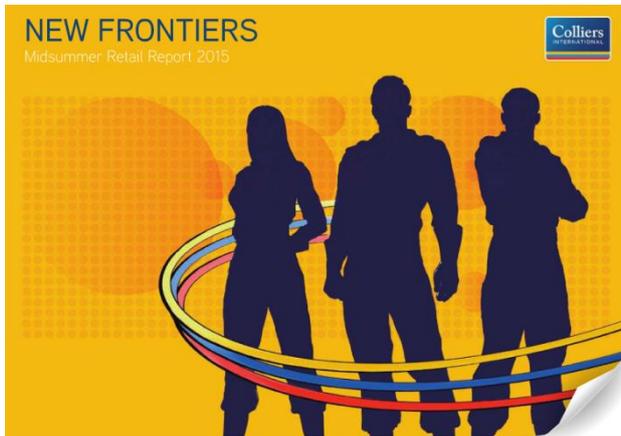
Given our limited resources (when compared to the size of the business we are servicing), our strategy is to identify a number of campaigns which can be carried out throughout the year, using research to create thought-leadership, which generates top tier media coverage.

This campaign-led strategy is supported by a 'drip-feed' of news announcements throughout year for our teams to position Colliers as active in the market place as well as promoting business line successes and corporate growth announcements.

METHOD

To demonstrate our campaign led strategy we have chosen to focus on three of our most significant campaigns for 2015.

Campaign 1: Midsummer Retail Report



In June/July each year our industry leading [Midsummer Retail Report](#) is launched to the public with aplomb. The report provides insights into both the sector as it stands today and where it is heading. Roadshows are held across the country for press and clients. National exclusives are agreed; last year with [The Financial Times](#) and [Estates Gazette](#). This was followed up by national stories on [ITV news](#) and [CityAM](#). Regional versions of the national release are also issued. The campaign was also supported by an online plan, using social media as a key channel to distribute content.

Digital campaign results:

- More than 4,300 page views to our dedicated [landing page](#)
- Over 700 sign ups to receive the report
- Over 50 tweets, led by strong visuals and relevant content, were posted using the #midsummerretail
- Report uploaded to colliers.com: 535 report views
- LinkedIn: Over 16,850 impressions on LinkedIn, more than 50 likes shares and interactions, 75+ clicks to website
- Twitter: 46 retweets, over 75 clicks to website
- YouTube – 450 video views

MIDSUMMER RETAIL REPORT 2015

NEW FRONTIERS

Midsummer Retail Report 2015



With the recession behind us, the UK retail property sector is expanding across new frontiers. Retailers are boldly going into a new world of real and virtual shopping, investors are seeking out assets that can give them rocketing returns, the High Street is getting a 21st-century make-over while the development space race is back on.

VIEW OUR MIDSUMMER RETAIL REPORT 2015

Leave your details below to view our latest Midsummer Retail Report.

First Name *

Last Name *

Email Address *

Company Name *

*Commercial property agents are not eligible to register.

* Required

CONTACT



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Share This Page



Follow Colliers Retail on Twitter

Tweets by @CI_UKRetail

Colliers UK Retail Retweeted

Colliers London @Colliers_London
 Landlords are now reaping the rewards of external space #020London #alfresco #spring ow.ly/10pkqj



Retail Services



Midsummer Retail Report 2014



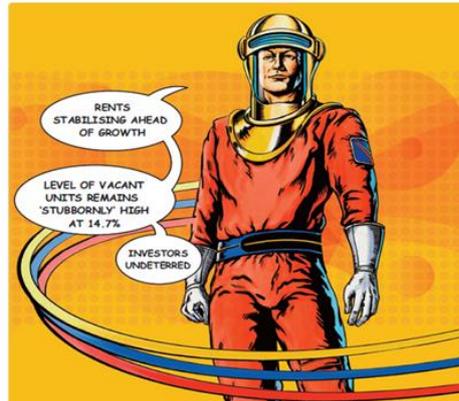
Midsummer Retail Report 2013



Colliers UK @Colliers_UK - 22 Jul 2015
 RT @CI_UKRetail: Consumer confidence is high and the savings ratio is down #midsummerretail ow.ly/PVAbQ



Colliers EMEA Retweeted
Colliers UK @Colliers_UK - 22 Jul 2015
 @CI_UKRetail: Find out how the retail sector is discovering 'new frontiers' #midsummerretail ow.ly/PSjvi



Campaign 2: 020 London

2015 also saw the launch of our online blog [020 London](#). We noticed that all the leading players in the London scene were using blogs to communicate their achievements. However, they weren't communicating their opinions. To make sure we had a voice in this space we created *020 London*, but rather than selling our wins and achievements as a business we positioned our staff as experts on 'all things London' by creating a forum for them to showcase their areas of expertise: Fashion & Retail, Food & Drink, Lifestyle and Work/Play.

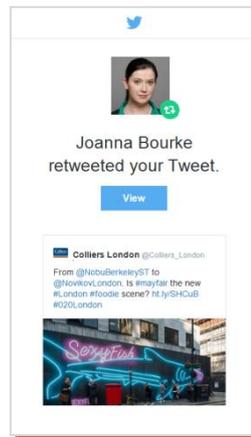
020 London has allowed our London experts to become news generators and produce thought leadership content that inspires, informs and in turn creates leads by exploring the changing way we live, work and shop and how property plays a pivotal role in this.

Updated weekly, the blogs give our contributors the platform to comment on recent [news](#), [trends](#), [research](#) and is promoted via client emails and image-led social media.

In the first two weeks of launching the blog had received more than 2000 page views, and over the last six month since its launch it has seen:

Twitter: More than 70 tweets, 93,000 impressions, 250+ clicks to the website, 915 engagements, 159 retweets

LinkedIn: Over 123,000 impressions, more than 850 clicks to the website, and over 300 likes shares and comments



FEATURED



WORK/PLAY
History made here
BY JOSH OLNEY | 14/10/2013
Sometimes when you purchase a London property you get much more than bricks and mortar; you buy a slice...
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Recommended Posts

LIFESTYLE
London's cinema paradise
BY ROSS KIRTON | 08/10/2013
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FOOD & DRINK
Meal estate
BY JOSH LEON | 02/10/2013
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WORK/PLAY
Wembley's field of dreams
BY DAVID HANRAHAN | 05/09/2013
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FASHION & RETAIL
The changing of the fashion gu...
BY SARA LAY | 10/09/2013
[Read more >](#)

LATEST POSTS



LIFESTYLE
London's cinema paradise
BY ROSS KIRTON | 08/10/2013
Right now London is the place to be for cineastes. In the course of just 12 days, the London Film Festival is presenting 240 films from 72 countries...
[Read More >](#)



FOOD & DRINK
Meal estate
BY JOSH LEON | 02/10/2013
We talk about it, take pictures of it and tweet about it more than anything else - Londoners are obsessed with food. This city has become the...
[Read More >](#)



WORK/PLAY
Wembley's field of dreams
BY DAVID HANRAHAN | 05/09/2013
'Making it to Wembley' is the stuff of many a childhood dream - but is now also in reach of London office workers. In days gone by, Wembley...
[Read More >](#)

FOLLOW @020LONDON ON INSTAGRAM



FEATURED QUOTE

From Borough Market to Bethnal Green to Brixton, food is front and centre, generating interest and spreading the word.

Joah Lewis

Our Experts
Colliers International
Contact Us

Fashion & Retail
Food & Drink
Lifestyle
Work/Play

Archive
Cookies & Privacy

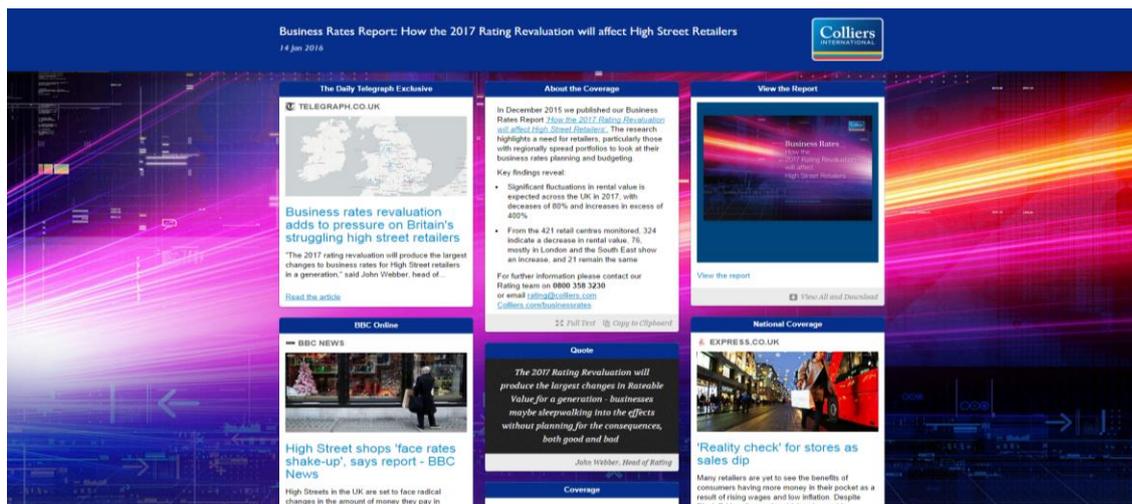
Brought to you by Colliers International



Campaign 3: 2017 Ratings revaluations

In 2017 UK business rates valuations will come into force. Colliers has been at the forefront of the resulting debate and in December 2015 we published our Business Rates Report '[How the 2017 Rating Revaluation will affect High Street Retailers](#)'. The research highlights a need for retailers, particularly those with regionally spread portfolios to look at their business rates planning and budgeting. In the first month, this report achieved 45 mentions in press, 12 radio interviews and 33 print clippings including BBC News, The Telegraph, The Independent and even The Sun as well as countless local publications.

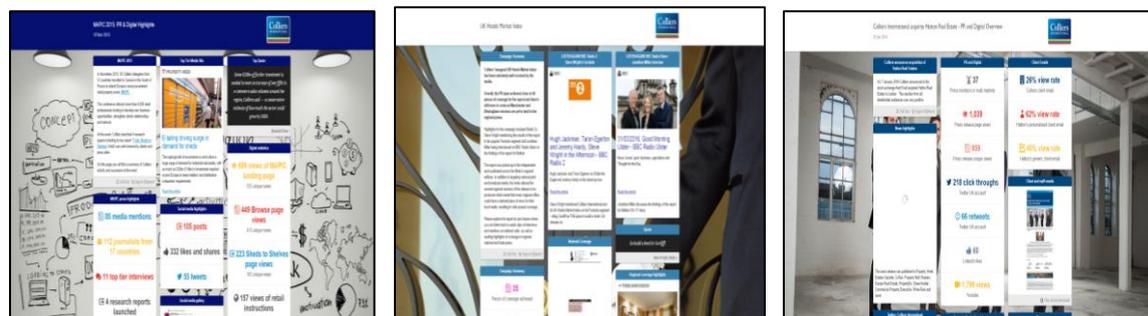
Click the image below to view the full coverage report.



MEASUREMENT

Reporting

We pride ourselves on our transparent reporting system. Not only are we reporting on daily news coverage back to the business, but we are reporting on clippings, website traffic and social media activities to management on a monthly basis. Our bespoke reporting platform, Releasd, allows us to not only demonstrate our success but also our creativity to the business. Click the images to view a few recent examples.



OBJECTIVES /COST-EFFECTIVENESS

Success for our team is measured in traffic to our website, clippings and engagement on social media. Over the past year the team achieved:

- A total of 374,902 visits to our website (colliers.com/uk) in 2015 (up 12%)
- A 104% y-o-y increase in broadcast appearances (48)
- Averaged 15 top tier national clippings per month including a total of 33 mentions in the Financial Times in 2015.
- 201 press interviews for our spokespeople
- Responded to 835 requests for digital marketing
- Trained more than 100 Colliers staff on social media
- Increased followers across all of our UK social media accounts y-o-y, including
 - ✓ Our UK corporate handle [@Colliers_UK](https://twitter.com/Colliers_UK) by 26% to 9,800
 - ✓ [LinkedIn](https://www.linkedin.com/company/colliers) followers up 94% to 14,175

All of this has been completed on a relatively small business budget. We have to spend less than £100,000 per annum and given this budget supports the entire UK business, which is made up more 800 employees, and their clients activities, we are proud of what we achieve as a team. We continue to be creative and push the boundaries as a team, believing that we can achieve just as impressive results as some of our larger competitors, who have much bigger budgets and teams to carry out their strategies.