

YOUNG COMMUNICATOR OF THE YEAR

- **Name of category:** Young Communicator of the Year
- **PR Agency Name:** FTI Consulting
- **People:** Ellie Perham-Marchant
- **Company/ Campaign name:** Knight Frank LLP, Global Cities

Career History:

Ellie Perham-Marchant is a Senior Consultant in the FTI Consulting Strategic Communications practice based in London. Starting her career in August 2015, Ellie graduated from Sheffield University with a BA Hons in French and History.

Ellie works across the real estate sector in corporate, B2B and B2C communications, specialising in profile-raising and placemaking.

Ellie plays a key role in the day-to-day communications programmes for some of the FTI Consulting Property team's major clients. Combining B2B and B2C communications, with strong relationships with both consumer and business journalists Ellie successfully delivers a range of broadcast, national, international, trade, regional, sector specific and online media, in addition to vertical press outlets for FTI's flagship clients.

- **Blackstone;** B2B and B2C placemaking and scheme communications for flagship assets in the firm's London real estate portfolio
- **British Land;** B2B communications for the FTSE 100 property company's offices portfolio in attracting and retaining occupiers, retail and leisure operators and visitors to its London campuses
- **The City of London Corporation;** Helping to win this new account for 2018, Ellie's work includes B2B and B2C placemaking in ensuring the City of London remains seen as the global destination of choice, and she recently supported the City of London on the ground for its global MIPIM 2018 programme in Cannes
- **Knight Frank;** The profile-raising of global property adviser Knight Frank's commercial business working on its hero research reports and ensuring it is a key commentator on governmental and market announcements (including The Budget) and the commercial real estate market whilst also increasing coverage of day-to-day news announcements, including deals, scheme appointments and notable senior hires
- **SEGRO;** Maintaining and enhancing FTSE 100 company SEGRO's reputation in the national and trade press and delivering increased share of voice.
- **St George;** Consumer and placemaking communications helping to drive sales, footfall and brand recognition for FTSE 100 company St George, part of The Berkeley Group.

Ellie has been recognised with two company-wide FTI Excellence Awards for 'exemplary client service' for her work with British Land and Blackstone.

Award submission (200 words):

I play an instrumental role in the profile-raising campaign for my client Knight Frank's commercial business.

In September I led and co-ordinated the international PR launch of *Global Cities* – Knight Frank's flagship report on the future of office markets around the world. This generated over 400 pieces of coverage – a 20% increase on 2016 and double that of 2015.

The campaign achieved widespread top-tier global coverage, reinforcing Knight Frank's international platform and positioning them as the leading expert in the market.

I helped develop media specific data-sets (and press releases) to entice press that did not typically report on the property market. To maximise global media coverage, I recommended staggering the release process and targeting syndicated newswires alongside the most influential newspapers, business news and emerging online outlets in key markets, to reach new audiences and increase the longevity of the report so that different news angles appeared over a week rather than a one-day splash.

The report was covered by UK newspapers The Times, Daily Telegraph, City AM, and some of the world's most influential business news outlets, including Reuters, New York Times and South China Morning Post. For the first time, it was covered by high-circulation, mainstream UK media outlets.