

### **BCLEAR COMMUNICATIONS**

bClear Communications is a small but growing, specialist PR firm focusing on financial services, lending, construction, property, technology and professional services. Dedication to the firms we work with and journalists resulted in a doubling in the number of clients and staff in 2020.

### **LANSONS**

Lansons is a leading reputation management and public relations consultancy. A 31-year-old agency with the energy of a start-up that leads the industry on ethical behaviour, giving back, employee ownership and staff welfare. During the pandemic we have lived our values of doing great work, being a great place to work and contributing to society.

### **PHOENIX FINANCIAL PR**

Phoenix was appointed by Amati Global Investors in September 2019. Its reputation for outstanding investment performance was growing, but journalist enquiries were few and far between. Amati's flagship Smaller Companies Fund was £298m at that stage. Today it tops £700m, with strong flows, and Amati is a firm to watch!

### **QUILL PR**

In a year of huge challenges for the media, the Quill team continued to punch above its weight to offer expert commentary, on brief and to deadline. With a focus on high-quality and, most importantly, relevant content we successfully balanced the needs of time-pressured journalists with those of our clients.

### **ROSTRUM**

Helping financial journalists do their jobs is part of Rostrum's ethos - creating mutually productive media relationships and generating positive coverage. We enable our clients to deliver their expertise in a media-friendly way. Rostrum lives and breathes financial services, developing our people to ensure they understand the market.

### **TEAMSPIRIT**

In 2020, to respond to financial journalists' changing needs and resource levels, Teamspirit dramatically adapted their PR approach to better support their journalist partners. They set themselves new KPIs for timed commentary and journalist responses, along with tangibly richer levels of data from their financial clients. Achieving 'A matching of client and journalist need' (Jeff Prestridge)