

# Forefront

News and views from Ferrier Pearce Creative Group | Feb 2011



## Exciting new launch of Optimise PR



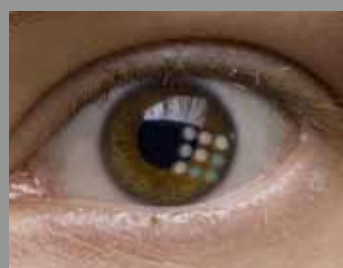
2011 is the year that many of us plan to finally conquer our twitter feeds and invest in a social media plan that will deliver real business benefits for us.

Leading the way as ever, Nigel Ferrier has joined forces with experienced PR professional Eleanor Treharne-Jones to set up Optimise PR - a fully integrated traditional, digital and social PR agency. Forming part of the wider Ferrier Pearce Creative Group, Optimise PR will help clients to develop a strategic approach to public relations and harness the power of the media to achieve the results they want.

Optimise PR is due to be officially launched on Tuesday 8th February from 6-8pm at the Axis Gallery, One Aldwych. If you would like to join us or would like more information about how Optimising your public relations could benefit your business then please

**Contact Eleanor to find out more >**  
**Call 07808 795432**  
**Visit the website >**

## Take our survey!



**Interested in finding out more on marketing communication trends and best practice?**

Let us know subjects you're interested in and be entered into a prize draw for a bottle of vintage champagne

[Click here to enter >](#)

Follow us on Twitter

Join us on LinkedIn

Forward to a friend



## Connecting on and offline marketing

New technological advancements for 2011 are set to see the future of advertising more connected than ever before.

[Read full report here >](#)  
[Get in touch to find out how Ferrier Pearce can make joined up marketing work for you >](#)



## Successful prelaunch event for Centenary Quay, a new Crest Nicholson development in Southampton.

A well promoted, personalised invitation and HTML made for an excellent prelaunch event with queues out of the door and several reservations on the night. We are currently focusing on materials in advance of the full launch including brochures, floorplan inserts, hoardings, the website and outdoor advertising which centre around the key USP – Make this view, your view – drawing from the natural benefit of the site overlooking the water on the edge of the River Itchen.

[Email us to find out more >](#)



## Ferrier Pearce supports Macmillan with new arts festival.

We are now well underway with the organisation and marketing of Fringe in the Fen, a ground-breaking fund raising festival for Macmillan, to be held 9 – 16 July 2011. An eclectic mix of music and arts set in the vibrant village location of Fenstanton, Fringe in the Fen aims to celebrate the work of artists and musicians, young and old, across a range of genres from choral to heavy metal, poetry to sculpture and classical to world music!



[Contact Rachel to find out more >](#)  
**Call 01480 498036**  
[Visit the website >](#)



## New Clients

We are pleased to welcome Aston University Birmingham, Anglian Water, WWF and Cable and Wireless to our client base.



## Movers and Shakers

We have two new additions to our creative team.

**Mike Jones** has joined us as Associate Director. Mike has 25 years experience in occupational pensions and has extensive knowledge of the defined benefit market.

**Paul Griffiths**, previously held a senior role at Laing O'Rourke one of the UK's largest construction companies working on a range of high profile projects and prior to that worked as a freelance artworker

[Find out more about our team >](#)



For more details on any of the projects outlined in this issue of Forefront please either email [hello@ferrierpearce.com](mailto:hello@ferrierpearce.com) or call Nigel on 07768 274456

[Click here to visit our website](#)

To unsubscribe reply with "Unsubscribe" in subject box