



Discover the art of communication at our Dublin launch



To formally launch Ferrier Pearce Europe and our new office in Dublin, we are holding an exclusive event for members of the pensions industry at the Royal Hibernian Academy, Gallagher Place, Dublin 2 on Tuesday 31st May.

During the evening there will be an opportunity to receive a personal tour of the 181st RHA Annual Exhibition from Gallery Director Patrick T Murphy and a wine tasting with renowned writer and broadcaster, Tom Doorley. Contact rachel@ferrierpearce.com to reserve a place.

[Read more about our pensions communications activity in Ireland >](#)

Take our 1 minute marketing survey!



For the chance to join in the celebration of our Dublin launch with wine selected by renowned broadcaster and journalist, Tom Doorley*

[Click here to enter >](#)

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Ferrier Pearce recognised as a top 100 London agency

The innovative and engaging communications that we provide for our clients has been recognised with us being ranked 20th in a list of top 100 London independent agencies, published by the Recommended Agency Register.



The Recommended Agency Register helps company's source, select and engage marketing suppliers. Before an agency can be listed on the register they have to be pre-screened based on client feedback. To be included in the list published this week, agencies were then rated across pre-defined criteria including client service, creativity and value for money and only those passing this quality threshold were then ranked to compile the final top 100.

[Read more here >](#)



New branding for regeneration scheme

We've been developing the brand for A2Dominion New Homes' regeneration scheme in Stanwell, Middlesex. An exciting development of sustainable new homes that have a low-impact on the environment, promote social cohesion, and which enable people to get the most out of life.

The name Viva was adopted, which demonstrates the new vibrancy and life that the area will provide along with the supporting strapline 'Breathing new life into Stanwell'. Two brochures have been produced, along with signage, advertising and direct marketing collateral. Off-plan reservations are being taken and we are now engaged in a full advertising campaign.

[Contact Nigel if you would like to find out more about our property portfolio >](#)



Innovate to improve engagement

Nigel has been talking about how to innovate to improve engagement at Baker Tilly's Pensions Group Conference, which was held at the Grand Connaught Rooms, London.

The feedback from the event has been excellent.

[Download the presentation slides from the speakers and panellists >](#)

[Contact Nigel if you would like to learn more about effective employment engagement >](#)



Charity and Community

We've always been keen to give our team the opportunity to engage with their local communities and charities. In recent months we have completely rebranded Dyscover, a charity that helps people with aphasia, and are in the process of designing a new website which will be launched this summer.

Fringe in the Fen is a brand new music and arts festival, whose sole purpose is to raise £30,000 for Macmillan Cancer Support in their centenary year. Ferrier Pearce are proud sponsors of the Johannes Brahms meets Noel Coward concert, where six of today's finest musicians come together for a truly unique pairing of lieder by German romantic Johannes Brahms and songs by the flamboyant Englishman Noel Coward.

Research compiled by LeapCR, the UK provider of employee engagement software suggests that three quarters of the UK workforce want their employer to balance commercial success with good CSR strategies, including supporting charities.

[Click here for Research Findings >](#)

[View the Fringe in the Fen website >](#)



New Clients

We are pleased to welcome Kellogg's and Asset Trust Housing



Movers and Shakers

The Ferrier Pearce family has continued to grow and since the last Forefront we have welcomed four new members of staff. Morag Smith has joined the team as a Client Relationship Manager having previously worked for a contract publishers with brands such as BA and Tesco. Rachel Evans, a recent graduate from the University of Brighton joins us in the Cambridgeshire office as Marketing and Communications assistant. We have also gained two new creative artworkers, Natasha Davy and Laura Whitelock. Natasha has over ten years agency experience working with clients such as Banner Homes and David Wilson. Laura graduated from the London College of Communication and has since gained seven years experience.

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



Creating Strategic Communications



design effectiveness award winner

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

[Click here to visit our website](#)

*All information collected is strictly for our use and we won't pass it on to any third parties. The winner will be selected in a random draw after the 31 May 2011. To ensure that we can get your prize to you should be the lucky winner, please provide up-to-date contact details in the entry form. We cannot be held responsible for any technical failures. This promotion is open to UK resident's aged 18 or over excluding employees of Ferrier Pearce and their immediate families.

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