

Forefront

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Ferrier Pearce kicks off Professional Pensions Communications Forum

Over 160 delegates gathered at the Hilton London Tower Bridge in February to take part in the pension industry's first ever Communications Forum. A full day of presentations, led by Nigel Ferrier, explored the need to recognise employees as internal customers and covered areas including 'Changing the communications mindset', 'Getting your message across more successfully', 'Assessing the effectiveness of communication programmes' and 'Supporting the communications process'.

We have continued to build on our expertise within this sector; as one of our clients comments *"You can't be too creative on pensions but [Ferrier Pearce] has taken it a step further"*. Delegates left armed with new ideas. Click the link below to read an article based on Nigel's presentation 'Learning to recognise your employees as a customer.'

[Read the presentation here](#) 

Bricks and mortar boards in Southampton



As the property market starts to recover and new developments come back to life, Ferrier Pearce is winning more work with property clients such as Crest Nicholson Regeneration. We have developed an exciting brand and identity for their large contemporary waterside development, Centenary Quay.

In the same region but a very different project sees us involved in the design of several prospectuses and brochures for Southampton University, our first client in the further education sector.

Green Award for a "Rubbish" campaign

Since the launch of a new recycling campaign for South Oxfordshire District Council, the authority's recycling and composting rate has almost doubled, making it now one of the top Councils in the UK. We were delighted when the campaign was awarded a Green Design Award, in recognition of best practice creative design within green marketing and sustainability communications.



[Read the case study here](#) 

New clients
We're delighted to have started working with Pension Corporation, Taylor Wimpey and Arup.



Tick Digital enhances Ferrier Pearce's online solutions

Tick Digital is the latest venture for the Ferrier Pearce Creative Group. This adds complementary skills to those of Catch, our other digital subsidiary, so that we now have the ability to build websites in multiple platforms and can broaden our digital solutions offering to clients. In particular, Tick will deliver synergies in the provision of pensions services which reinforce our strength in this field.


Schools guide for Milton Keynes Council

We have just completed our first job for Milton Keynes, a Services for Schools guide which was well received. *"Once again, Matt, many thanks indeed for all your help with this. I much appreciate it. I will certainly let my Corporate Communications and CYPs colleague know how helpful, patient and prompt you have been...!"* There are many more potential projects in the pipeline so we hope to continue our successful partnership with this Council.



On the road with Wates

In January we coordinated the annual staff roadshow for Wates' employees in Manchester, Coventry and London. Staff were invited to watch the client's cinema presentation which informed and motivated employees by sharing the company's achievements and future plans in a fun and interesting format.

[View the opening sequence here](#) 



Feedback.
Priceless.



Clients tell us again they are happy with our work... but we'll keep checking

We conducted our second annual Client Perception Survey last year and were pleased to see we are still delighting clients with our work. Critically for clients, we were able to deliver original and fresh creative ideas whilst meeting deadlines and working within budget. We take pride in our account management and continually strive to deliver great service to our clients.

We are always open to receiving feedback – just click [here](#) to drop us a line.

[Download the 2009 survey results here](#) 

New team members

In recent months the Ferrier Pearce team has grown again. Jennie Franklin joined us to cover Tracy's imminent maternity leave as Client Relationship Manager; more info about Jennie's curious claim to fame can be found on our website. Previously Jennie was Marketing Manager at Polaris World, the international property specialist. Sarah Smith has joined us as Marketing and Communications Manager to assist with new business acquisition and all internal and external communications; she is based in our Cambridgeshire office. Sarah previously worked at Greene King Pub Company as Customer Insight Manager.

For more details on any of the projects outlined in this issue of Forefront please either email hello@ferrier-pearce.co.uk or call Nigel on 07768 274456

www.ferrierpearce.com



Congratulations

...to Simon on another mini-addition to the FP family, with the arrival of Jasper Zachary Coxe on 6 January weighing 7lb 8oz.

