



Weber Shandwick is a full service global communications agency, building and protecting brand and company reputations. It puts ideas at the heart of its business; ideas that create movements, change attitudes and behaviour, and transform through powerful engagement. Its creative talent, communications expertise and specialist teams work for some of the most innovative brands and biggest organisations in the private, public and not-for-profit sectors.

DID YOU KNOW?
Weber Shandwick UK has seven years' average tenure among its top 150 clients.

Market

The growth of digital has resulted in a fall in demand for the skills generally associated with the public relations profession. Press release writing, gaining column inches and access to journalists remain important for the industry but attention is now significantly diverted towards providing an overall strategic offering as well as support for digital and social media, consumer marketing, corporate reputation and employee engagement.

Today companies are becoming their own publishers, producing widely-read content on their own sites and broadcasting through social media channels. Many large companies are also seeing their global communications teams rapidly restructuring, with marketing coming under the remit of communications.

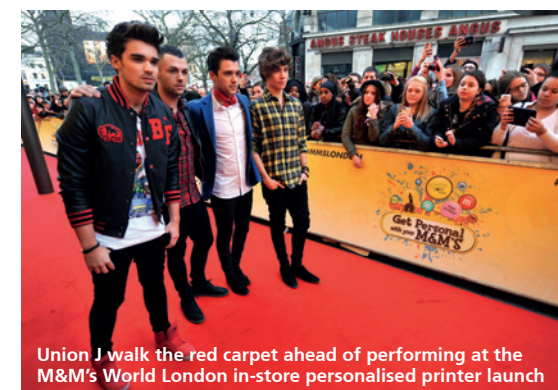
These changes makes this a challenging time for agencies, but opportunities are there for the agency that can utilise today's media outlets and take control of broader communications strategy.

Product

Internationally, Weber Shandwick maintains one of the leading – and most award-winning – PR networks in the world. With a core 77 offices in 34 countries and affiliates and partners that expand the network to 126 offices in 81 countries, Weber Shandwick operates in virtually every major media, government and business centre on six continents.

In the UK, Weber Shandwick has a number of specialist practice groups including digital and social media, consumer marketing, sports marketing, technology PR, healthcare PR, financial PR, corporate communications and public affairs.

With offices in London, Aberdeen, Belfast, Edinburgh, Glasgow, Inverness and Manchester, it also offers a strong UK regional network. Other specialisms include cross-practice consultancy in multicultural and internal communications, crisis and issues management, corporate social responsibility and social impact, strategic planning, branded content, content creation, live experience and market research.



Union J walk the red carpet ahead of performing at the M&M's World London in-store personalised printer launch



Weber Shandwick London

WEBER SHANDWICK IS THE ONLY PR AGENCY TO BE AWARDED 4 PRESTIGIOUS CANNES LIONS FOR UK CAMPAIGNS





Supporting the RFU and England Women in the run up to them winning the Women's Rugby World Cup 2014

Brand History

- 1974 — Shandwick International is established in London with a single client and a global vision.
- 1987 — The Weber Group is founded in Cambridge, Massachusetts, USA as a communications agency for emerging technology companies. In less than a decade it goes on to become a top 10 PR firm.
- 1998 — Shandwick International is acquired by the Interpublic Group.
- 2000 — Shandwick International merges with The Weber Group and becomes Weber Shandwick.
- 2001 — BSMG Worldwide merges with Weber Shandwick.
- 2011 — Weber Shandwick relaunches as The Engagement Agency.
- 2014 — Acquires Prime, adding 130 employees based in Stockholm. Awarded Global Agency of the Year by the Holmes Report.

Achievements

Everything Weber Shandwick delivers for clients is led by creativity and engagement, a fact reflected in the industry recognition the firm received during 2014.

In 2013 Weber Shandwick in the UK won more than 30 industry accolades for client work including two Cannes PR Lions; Best Launch at the Digital Communications Awards; Best Integration of Traditional & New Media at the IPRA Golden World Awards; Best Consumer Healthcare Campaign at the EMEA SABRE Awards and four International Business Awards.

Recent Developments

The world of communications continues to evolve at a lightning pace, with audiences migrating to new and developing social platforms, sharing views

DID YOU KNOW?

On a regional level, Weber Shandwick EMEA remains the most award-winning agency with 343 wins in 11 years across 13 markets.

and content about brands, organisations and political situations at the touch of a button. The corporate brand is the consumer brand, and the views of customers and employees can have as much impact on a brand's reputation as a beautifully shot 30 second TV ad, if not more.

Weber Shandwick noticed the rise of convergence inside its own client organisations which reflects this changing world and in 2014, released a global report identifying the key areas of change and guiding principles for the future.

To truly engage in this cluttered environment, Weber Shandwick is diversifying by hiring specialists to reflect its changing role, from digital strategists, data analysts and digital creatives to web designers, paid media specialists and copywriters.

Then it launched its Global Digital Studio, linking up 12 studios around the world, to meet its clients varied and growing needs, with London forming one of the key hubs.

The firm has developed compelling tools, initiatives and thought leadership to help clients engage their audiences and, for the second year running, Weber Shandwick in the UK was named as one of The Sunday Times' 100 Best Companies to Work For.

In May 2014, Weber Shandwick announced that it was acquiring Prime, a world-renowned public relations firm based in Sweden. The 130-strong organisation has won 14 Cannes Lions and five Clio awards. The acquisition

represented the biggest single addition to the firm since 2001.

Promotion

Today, content is the key marketing and media topic, so in March 2013 the firm introduced Mediaco, a content creation and distribution unit that enables every company to become a media company. Embracing this mind-set is not new, but implementing it – with the quality, velocity and scale to drive real impact – is complex. Weber Shandwick's Mediaco provides companies with a comprehensive approach to content creation and distribution, from audience mapping and developing a distinctive editorial voice, to creating an ecosystem of owned and shared channels, and relentless evaluation.

Brand Values

Weber Shandwick values engagement, creativity, innovation, passion, sustainability and commitment. As one of the world's leading communications agencies, 2014 saw Weber Shandwick continue to grow, invest, innovate and prosper. It has continued to build on its reputation for excellence in traditional PR to set a new agenda for the future of the industry.



126
offices

in



81
countries