



**Corporate Communications
Consultants**

INSIGHT DRIVEN RESULTS

Our credentials

+27 011 463 2198

Your trusted communications advisors

Today's corporate environment is more demanding than ever. Sluggish economic growth, an increasingly robust regulatory environment and the growing need to take globalisation to the next level – into emerging economies – are challenging the best and most experienced global leaders.

Many of them turn to Corporate Communications Consultants (Corpcom) on matters that are central to their business success.

Our teams of senior communications architects have counseled leadership groups – from CEOs, chief strategy officers to marketing directors and their communications teams – for nearly 25 years.

We have built our reputation on our proven ability to:

- Build brand eminence
- Protect companies and directors against reputational risk
- Support communications beyond South Africa
- Enhance performance through internal change management and external communications solutions



**Corporate Communications
Consultants**

INSIGHT DRIVEN RESULTS

Why Corporate Communications Consultants?

HILL & KNOWLTON


- Global strength, local expertise
- Level 3 BEE accredited
- Big enough to deliver, small enough to really care about your business
- Results orientation
- The breadth and depth of our experience
- Senior counsel & quality of people
- Enduring client and stakeholder partnerships
- Strength in communications across Africa

“With us, business is personal. Clients like knowing an owner of the business is involved in their account on a daily basis.”



**Corporate Communications
Consultants**
INSIGHT DRIVEN RESULTS

Services Offered



Executive communications coaching
Corporate positioning
Public relations
Crisis communications
Crisis training
Internal communications
Stakeholder mapping
Regional hub management

“We will walk your communications journey. From concept & strategy development through to implementation & measurement.”



**Corporate Communications
Consultants**

INSIGHT DRIVEN RESULTS

Showcasing Capabilities African Media

Promoting South African-hosted events into Africa:

- NEPAD Agriculture and CAADP Conference (2010)
- CC Africa Wilderness Conference (2006)
- Stern Stewart International Finance Conference (2008)
- ICGN Conference in Mozambique (2009)

Experience with clients with offices/initiatives in Africa

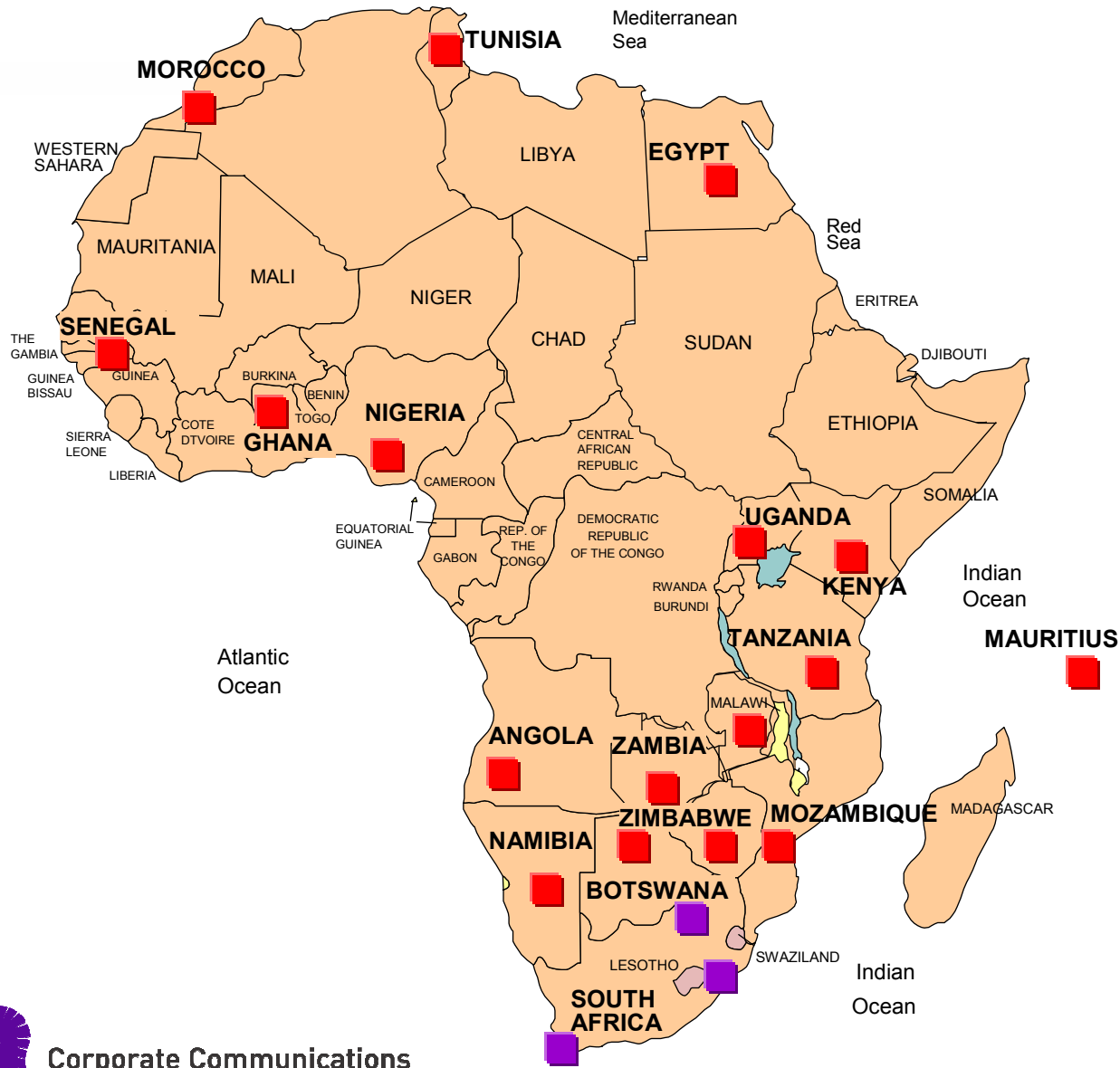
- Ses (Major launch into Kenya, Tanzania, Uganda, Ghana, Angola, Botswana, Namibia)
- JSE Africa Board
- DHL (Ghana, Kenya, Lesotho)
- AREVA Resources Southern Africa (Namibia, Senegal, CAR)
- Deloitte (Namibia, Botswana)
- Control Risks (their Risk report deals with the whole of Africa)



“Relationships are key in Africa. This is why we draw on our African network of public relations affiliates to unlock results for clients.”



Our African Network



Corpcom Offices

South Africa
Johannesburg

Corpcom associates:
Cape Town
Durban

Corpcom's Africa reach

Egypt
Kenya
Angola
Ghana
Malawi
Mauritius
Morocco
Mozambique
Namibia
Nigeria
Senegal
Tanzania
Tunisia
Uganda
Zambia
Zimbabwe



**Corporate Communications
Consultants**
INSIGHT DRIVEN RESULTS

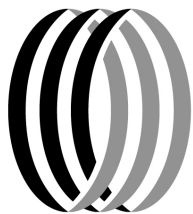


Vertical Sector Experience

- property
- professional services
 - business consulting
 - management consulting
 - sustainability consulting
 - tax and financial consulting
 - law
 - HR consulting
- financial services
 - banking
 - insurance
- healthcare
 - pharmaceutical
 - natural remedies
 - medical aid
- technology
 - IT
 - Telecoms
- mining/resources
- travel, tourism



Current Clients



JONES LANG
LASALLE®



CREDIT GUARANTEE



THOMSON REUTERS



Dylan Lewis



Corporate Communications
Consultants
INSIGHT DRIVEN RESULTS

Our Client Counsel

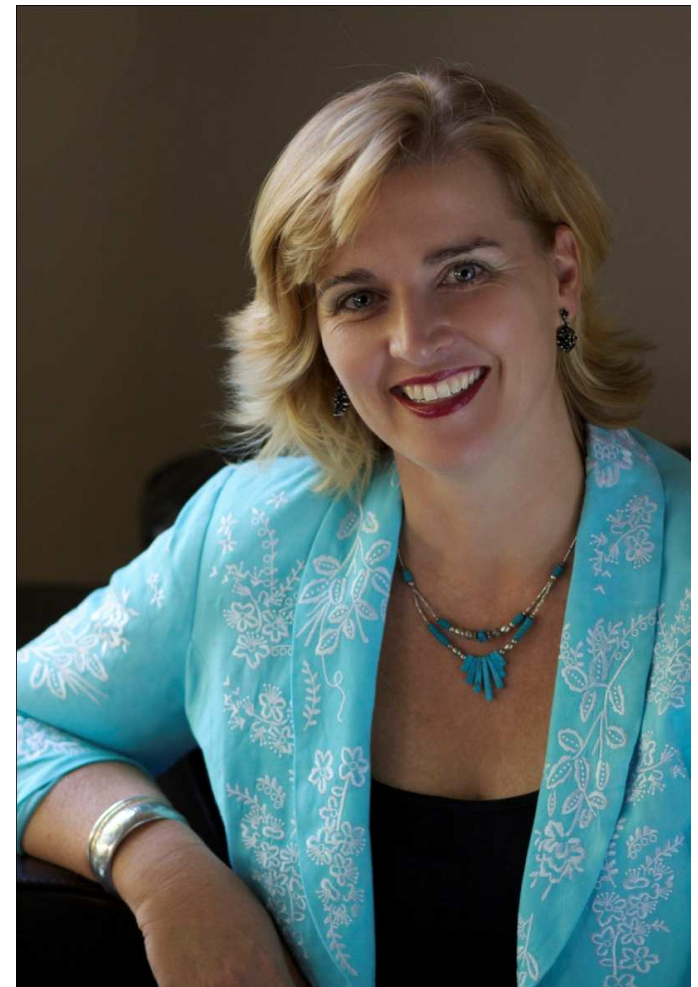
Roz Thomas

Roz Thomas is Managing Director of Corpcom, a position she has held since 2009.

She has more than 12 years of external and internal communications experience working with clients in various sectors including business consulting, financial services, mining, and healthcare amongst others.

While Roz is a well-rounded communicator, she is especially drawn to internal communications. With an Anthropology background, she draws on her understanding of human behaviour and research skills to understand and communicate effectively with many different types of people.

Roz has an innate ability to understand and distil complexity in a way that resonates with external stakeholders and employees at all levels within the organisation. She is equally comfortable giving counsel in the CEO's office as she is conducting focus groups with miners in far flung places.

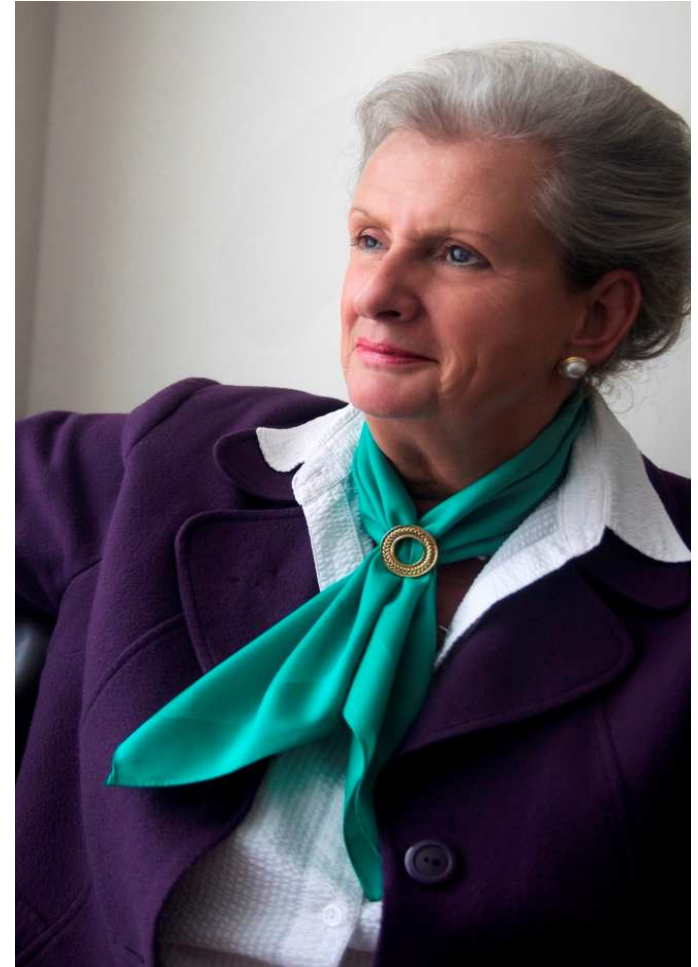


Our Client Counsel

Rosemary Lindsey-Renton

Rosemary has worked in the communications industry for over twenty years with a special focus on coaching executives on their communication style.

Before becoming a director of Corpcom she headed up the research department of leading headhunting firm, Heidrich & Struggles, an experience which built up her deep knowledge of the South African business landscape. While at Corporate Communications Consultants she has worked across diverse sectors including professional services, financial services and healthcare. She is valued for her out-of-box thinking and cool head in crisis communications. She is able to get to grips with her clients' business challenges while in turn allowing them to understand today's media world.



**Corporate Communications
Consultants**

INSIGHT DRIVEN RESULTS

Our Client Counsel

Sue Brewitt

Sue Brewitt, the founder of executive communications agency Corporate Communications Consultants, is arguably one of South Africa's leading and most trusted media relations counsellors.

Sue has counselled the leadership corps of South African companies as well as multinationals on driving value from the most influential intermediary – the media. Sue has been supremely successful in supporting companies to drive brand eminence in what has increasingly become a cluttered market. This she has achieved by looking beyond the 'quick win' mindset that has become the norm amongst media consultants, and she counsels business to differentiate their brand through their presentation in the media.

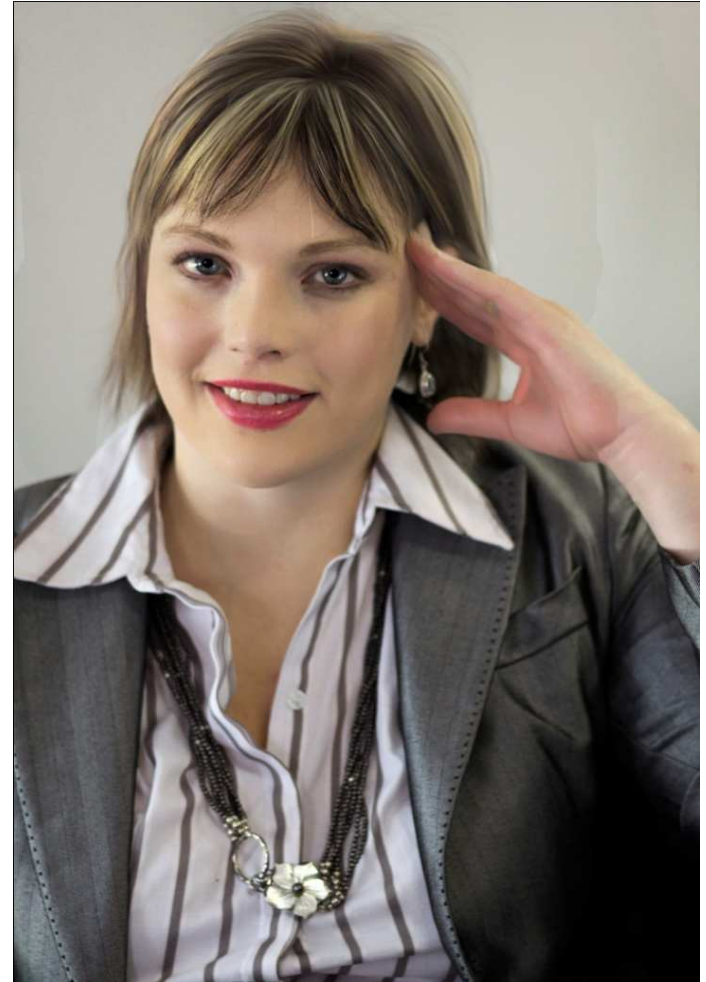


Our Client Counsel

Victoria Williams

Victoria is an account director and shareholder at Corpcom who has worked across various sectors including financial services, healthcare and mining. As an AAA School of Advertising graduate, she makes use of her trained lateral thinking ability to inject freshness to communications campaigns. With impeccable account management skills, Victoria delivers on her clients expectations with a high level of professionalism and efficiency. She is fascinated by how people consume media and especially the rise of social media.

Prior to joining Corpcom she worked as a publicist for clients in the advertising and media field, a sales and marketing role for a multinational food services company and business consulting in the franchise sector. She successfully married her passion for marketing communications and the written word by authoring three business books. She has also lectured on writing skills at a university level.



**Corporate Communications
Consultants**

INSIGHT DRIVEN RESULTS

Our Client Counsel Michelle de Pons-James

Michelle de Pons-James is one of South Africa's leading communications strategists. She boasts 25 years experience in architecting strategy for international and South African companies operating in the financial services industry, ICT, retail, healthcare, as well as business consulting including audit, law and human capital.

Michelle has held senior positions with some of the world's largest communications agencies including Fleishman-Hillard, where she held the position of MD and Partner (Cape Town), and Burson-Marsteller where, out of the New York head office, she provided counsel to American companies.

Over the term of her career Michelle has earned a reputation for actively supporting the leadership team to elevate their individual brands, and thereby presenting the collective IP of the corporate entity.

For her clients she consistently builds a larger-than life brand presence. She works with leadership to leverage economic, business and industry issues of importance and secure interview opportunities with SA's most prestigious business media.



Showcasing Capabilities Mitigating Risk - Loss of Data

The Brief: The South African arm of a global insurance company was responsible for data storage for some of the UK company's clients. A data tape containing personal information of its client base was lost in transit. The brief was to work with the Global Communications Team to manage the flow of information, both locally and internationally, in the best possible way with the least damage to the company's reputation.

The Strategy: A team of international communications specialists was convened and Corpcom represented the company in South Africa. The agency worked closely with the communications team in South Africa and the British office to ensure that all stakeholders were communicated with in a pro-active manner. This included informing the Financial Services Board in SA and the Financial Securities Association in London. Clients were communicated with proactively and informed of the issue honestly and reassured that none of their data had been comprised. Simultaneously a holding statement was prepared and issued through the news wires on a pre-determined date and a Q&A document developed. The executive and communications teams were briefed to deal with media enquiries and to provide answers based on the Q&A. All media including social media were monitored and issues addressed timeously and proactively. During this time, outside experts were tasked to investigate the cause and provide a full report.

Result: From a media perspective, the majority of the reporting was balanced and factual. From the South African company's perspective, few clients were lost as a result of the crisis and stakeholders were understanding of the situation. After the investigation and the release of the report, the UK company received a large fine for the loss.



**Corporate Communications
Consultants**

INSIGHT DRIVEN RESULTS

Showcasing Capabilities Mitigating Risk - Collusion

The Brief: Corporate Communications Consultants was employed by a market-leading law firm to manage market perceptions around a big four bank's disinvestment in the legal firm.

The bank had acquired the law firm with the aim of tapping into a much stronger deal flow in the mergers and acquisitions market, with resultant synergistic benefits in terms of an extended banking relationship. Five years after the acquisition, the law firm's directors re-acquired the firm at a vastly reduced sum. There were allegations of huge destruction of value or of the bank being 'taken for a ride' in the original purchase. In addition, a senior partner of the law firm also sat on the board of the bank.

The timing and history of this transaction was problematic for the firm and had to be positioned in the context of "crisis management". It was anticipated that there would be criticism of the senior partner, from a governance point of view, and allegations of personal enrichment at the expense of the bank's shareholders. It was also possible that there would be calls for his resignation from the bank's board.

The Strategy: Corporate Communications Consultants' developed a holistic strategic approach for the law firm. This included media training the law firm's spokespeople. A key imperative was to help the spokespeople to understand the importance of transparency, sensitivity and humility in the situation, especially as the firm was regarded with much hostility by the media. The goal was to ensure that the parties involved in the deal would be respected for their actions. In addition the agency counselled the partners on dealing with criticism regarding the empowerment issues as well as a name change and re-branding and architecting and managing an internal communications strategy.

Result: As a result of this strategy and the unwavering support of Corpcom's strategy from the leadership of the law firm, the law firm suffered minimal reputational damage to its brand and was able to successfully rebrand itself in what could have been difficult circumstances.



Showcasing Capabilities Change Management

AREVA Resources Southern Africa Strength in internal marketing



Internal newsletter



Organisational map



Health and wellness programme

Internal brands developed for AREVA

The Brief: Global nuclear giant AREVA acquired UraMin a locally based uranium company with mining interests in South Africa, Namibia and CAR in late 2007. From April 2008 to July 2009, Corpcom was tasked with rebranding the company amongst internal and external stakeholders as well as setting up the communications structure within the organisation.

The Strategy: A key part of the strategy was to convince senior management that change management and ongoing communications was important, particularly given the very French culture of the one firm and a predominantly South African one of the other. Once senior management buy-in had been achieved, as the company did not have a full-time communications resource within the company, a Corpcom representative was present at the company's headquarters in Johannesburg for a certain number of hours per week to fulfil that role and develop and implement a communications strategy until a full-time resource was appointed.

The Result: A new identity for AREVA Resources Southern Africa was forged and numerous teambuilding interventions and workshops succeeded in bridging the divide between local management and the French expatriate contingent. Communications tools were conceptualised, branded and embraced by the organisation. All external and internal activities were tied back to the business's strategic objectives and milestones in establishing the company's mines.



Showcasing Capabilities Building Brand Eminence

Challenge: CorpCom was appointed by Deloitte in 1996 to create market awareness shortly after the relaxation of advertising restrictions on professional services firms. The agency brief was to position the firm as a market leader and to present it as a full-service, professional services firm delivering solutions in audit, tax, risk, financial advisory and consulting. Our remit included the profiling of the firm nationally and in targeted regions including Namibia.

The Strategy: The agency worked with the Deloitte team to leverage the full power of the media. However in order to drive maximum value out of the programme, an education process needed to be conducted with key spokespeople who had no experience of working with the press. Our team engaged with spokespeople to educate them on the importance of developing issues editorial and of being accessible to media. Our goal was to arm spokespeople with insight into the media environment in order to support them to become pre-eminent market analysts. In addition, the agency worked with Deloitte to host a series of in-depth technical educational sessions for journalists. The aim was to present Deloitte as a knowledge leader and the expert on relevant issues. Our team partnered with spokespeople to monitoring issues and develop content for journalists covering vertical sectors, to present research in a user-friendly manner, and to ensure Deloitte was first to market on regulatory and legislative issues.

The Result: Corpcom was the partner of choice to Deloitte for 15 years. Our strategy – to position Deloitte as the leading professional services firm – proved successful with Deloitte enjoying a leading share of voice as determined by independent analysis from the early days until May 2011. In addition, agency counsel supported Deloitte leadership to mitigate the risk associated with crises including Leisurenent and Landbank. Corpcom also supported Deloitte to take and own a market leadership position in specific areas, namely the annual national budget, the corporate governance arena with the Corporate Governance Awards running for 8 years and in human capital with Best Company to Work For.



Showcasing Capabilities Corporate Social Investment



Look Good, Feel Better



SOS Children's Villages



"Corpcom has been the catalyst for heightening awareness of teachers' profiles in the public eye through interviews with leading media"
Nomzamo Ntuli,
TEACHSouthAfrica



Client References



“Corpcom have added an invaluable dimension to our PR and marketing initiatives. They are lateral thinkers and solution orientated and are a pleasure to work with.”

**Russell Loubser, Chief Executive,
JSE**



“Corpcom formed an integral part of the Deloitte team for 16 years and proved to be extremely proactive in helping us to manage the reputation of our firm.”

**Grant Gelink, Chief Executive,
Deloitte**

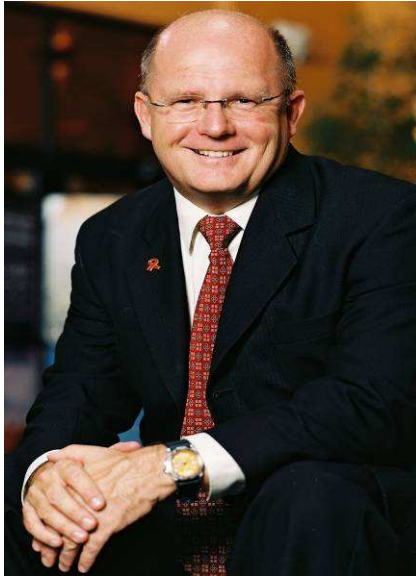
**“New clients
are most
often
referred to
us by past
or present
clients or
industry
colleagues.”**



**Corporate Communications
Consultants**

INSIGHT DRIVEN RESULTS

Client References



"GIBS has greatly enjoyed working with Corpcom over the years these past few years. They effectively managed to project our overall positioning as a new business school with a different offering for South African business through multiple media across the business community."

**Prof. Nick Binedell, Director
GIBS**

"The media training that you provided exceeded our expectations – I know because I made sure to ask all the "victims"! I was particularly pleased to hear from Colin (colleague in London Office) that the training you provided beat what they had received in London, hands down!"

**Simon Burdett, Former Head of
ACSA**

"Their ability to convert an idea and information into readable, useful content that can be disseminated through the correct media to educate and communicate to our market is greatly appreciated."

**Marc Thomas, Former Marketing Director,
The Income Specialists**



Media References

"I have worked with Corporate Communications for over 12 years now and it is one of the few public relations agencies in South Africa that I think offers a quality service both to its clients and to financial journalists. Requests for information are always answered timeously and I like working with Corporate Communications because there is no spin involved - it's just good, honest communication that I can rely on. Because of Corporate Communications good relationships with many of the most influential journalists around town, I think this firm is able to ensure that their clients are understood and get balanced, well-informed coverage."

Renee Bonorchis, Markets Journalist, Bloomberg

Central to Corpcom's success is strategy: executives say you can't convey a company's message unless you get under its skin, understand its DNA and its business objectives.

Jeremy Maggs, Anchor, eTV



**Corporate Communications
Consultants**

INSIGHT DRIVEN RESULTS

Media References

"I have worked with Corpcom on a professional basis for the past eight years. Unlike many agencies with whom I deal on a regular basis I find their approach unique. There is no shotgun approach to dealing with media. They take the time to get to know the journalists with whom they work and are thus most effective in ensuring that their clients are advised appropriately when dealing with either particular individuals or their organisations."

Bruce Whitfield, Presenter, Talk Radio 702 The Money Show

"At Finweek we are exposed to quite a number of PR firms, IR firms and Marketing specialists. Although all of them market themselves as specialists in their field, it is easy to distinguish between those who could be classified as bordering on a mere irritation and those who not only serve their clients well but also know how to deal with the media. Corporate Communication Consultants undoubtedly falls into the second category."

Colleen Naudé, Former Editor, FinWeek



Our Values

- Integrity Doing the right thing for the right reason
- Knowledge A knowledge-sharing culture
- Quality Getting it right the first time
- Passion Loving what we do

“If you lose money for the firm through making bad decisions, I will be understanding... if you lose reputation for the firm, I will be ruthless.”

Warren Buffet

