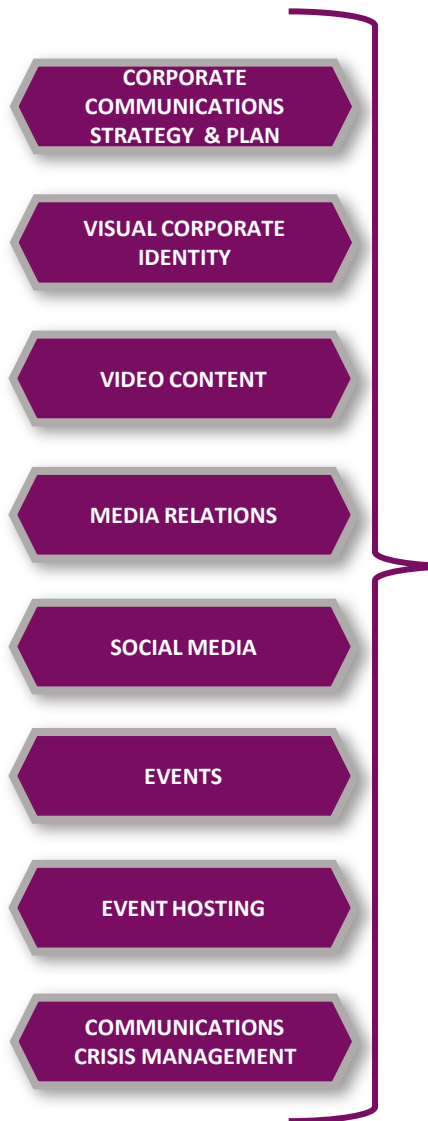




lovering & partners
business performance consultants

BRANDING, COMMUNICATION & BUSINESS REPUTATION MANAGEMENT

“The way to gain a good reputation is to endeavour
to be what you desire to appear” – Socrates



REPUTATION MANAGEMENT

Taking care of our clients in Branding, Communications and Business Reputation Management program is a team of Professionals with a strong range of expertise in both multinational and independent companies, across multiple industries, such as IT&C, real estate, FMCG Business Services and agriculture. They have deep experience in supporting companies build or improve their public image, improve communications and lead generation as well as effectively manage crisis situations and control reputation damage.

The reputation of a business is crucial for its survival and is directly linked to profitability. Once the trust of the customers is gained, they will speak positively about the business to others. Our approach focuses on boosting the performance of all the key elements that build a company's reputation in both the online and offline environment. Our services include content creation, corporate collateral design, media relations management, press conferences, Social Media channels management, website and video production.

Depending on each company's needs we audit the existing communications strategy and suggest changes that can significantly improve the public image and consequently the reputation. We can then train and guide the internal team to implement them and monitor the results.

KEY IMPACTS OF AN EXCELLENT REPUTATION

- A. Increase customer trust & credibility leading to higher revenues
- B. Build a strong employer brand
- C. Greater access to capital markets and investors
- D. Reduce regulatory scrutiny
- E. Higher access to free publicity
- F. Improve local community relations and gain competitive advantage



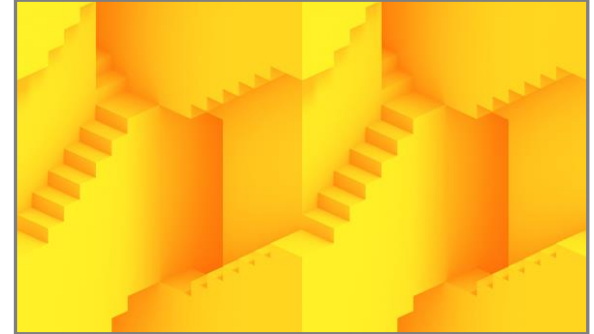
"Your brand name is only as good as your reputation" – Sir Richard Branson

CORPORATE COMMUNICATION STRATEGY

Successful companies are strategic with the way they communicate. One of the most important ways to build a stronger brand and reputation is developing a corporate communications plan which clearly states the steps to be taken in order to achieve the enterprise, corporate and business strategies, as well as other functional strategies like HR.

Another crucial role of the corporate communication plan is fill any gaps between how the organization wants to be perceived and how it is in fact perceived.

At Lovering & Partners we carefully analyze and assess the way companies share information with external stakeholders (customers, the media, regulators) and internal audiences (employees, leadership teams, managers, and board members) and then build a clear roadmap for efficient impactful communication.



Our Approach:

1. Identify Target Audiences –age, location, job level, interests, and lifestyle;
2. Set the Objectives –closely tied to the overall organizational goals to drive business outcomes;
3. Build Key Messages – that help the company stand out and differentiate from the competition in order to capture the reader's attention.
4. Develop a Message Distribution Strategy - paid, earned, owned, and shared media channels have different benefits for reaching audiences. We recommend the optimum mix.
5. Establishing the Frequency – depending on budget, resources, as well as an understanding of the target audience and being mindful of attention fatigue.
6. Evaluation – at the end of every communication project or action we prepare a thorough evaluation report that tracks progress and shows areas for improvement.

VISUAL CORPORATE IDENTITY

Strong corporate identities are crucial in shaping people's perception about a company and its products or services. A PWC survey on branding has shown that companies with a clear identity, standing for something unique and consistent over time, tend to perform better than others. Visual identity sets a company apart from the competition making it readily recognizable through design. A carefully crafted and cultivated visual corporate identity helps standardize the brand's visual presentation across all channels, whether online or offline.

But developing that identity is not an easy task. The most challenging aspect is defining the identity and determining precisely how the company is going to add value for its customers. Although they realize its value and importance, many companies fail at this task. The result is a poor, chaotic visual representation that confuses the audience and harms the brand's image.

The Lovering & Partners experts help companies shape their visual identity in line with their key objectives, goals and messages for the most impactful visual representation.

What we can deliver:

1. Logo package
2. Slogan
3. Business Cards
4. Website
5. Power Point Templates
6. Bags
7. Brand Book



VIDEO CONTENT

In a world where everything moves on fast forward traditional forms of marketing have stopped being as effective as in the previous years. Companies are permanently challenged to find new ways to capture the customers' attention and maintain it for as long as possible. Creative-looking photos are just not enough anymore. Video content has become a much more powerful tool for a brand to spread its message in a way that is easily accessible to a larger audience, in both B2C and B2B environments.

Major benefits of video content use:

- ✓ Boost conversion: videos support target audiences to have a better understanding of the products and services delivered by a company leading to quicker, better informed purchasing decisions;
- ✓ Build trust: videos will engage users better and evoke different emotions when compared to text or image stills, allowing companies to tell a story and get people excited about the brand.
- ✓ Search engines favour video content: videos encourage users to spend more time on a website, which will show search engines, primarily Google, that the website has good and engaging content.
- ✓ Encourage people to share: statistics show that creative, engaging videos are a lot more likely to be shared on Social Media platforms and create the buzz companies need to sell products.

What we can deliver:

1. Creative concept
2. Detailed script
3. Interviewer/Moderator
4. Speech writing
5. Cast training
6. Video directing & shooting
7. Pre-roll montage
8. Video montage
9. Translation & subtitles

Stats: Most people retain 95% of the message in a video compared to only 10% of what they read

MEDIA RELATIONS

In today's world, everyone is digitally connected. Media relations helps companies create a strong both online and offline presence that is highly visible to their target audience. In this way organizations build public support as they are able to reach out to their audience.

A strong media relations program targeted at the appropriate journalists or outlets can help an organization tell its own story. Organizations still need to tell a good story that will interest journalists, but if they tell it correctly with their target audience in mind it can help drive business and communications goals. This is where the Lovering & Partners Reputation Management team steps in.



Major benefits of Media Relations:

- ✓ **Trust:** when it comes to making purchasing decisions, people are far more likely to trust information coming from a third-party source, such as newspapers and magazines, than the brand's marketing team.
- ✓ **Audience:** media relations puts a brand in front of more eyes than it would have been otherwise. Beyond just increasing brand awareness, media relations can also boost lead generation.
- ✓ **Authority:** companies that prove to be valuable contributors and reliable brands to work with, are more likely to be approached by reporters when they need commentary on an issue or news topic. Potential customers can be first exposed to the brand as a voice of authority and expert within your field.
- ✓ **Growth:** for many new businesses, a key media placement can propel audience growth forward at a much faster pace than they would have been able to accomplish without media relations as part of their strategy.

What we can deliver:

1. Media Relations Strategy
2. Media Network Management
3. Press Releases
4. Interviews
5. Articles
6. Advertorials
7. TV News
8. TV Reports

SOCIAL MEDIA

The 2021 Edelman Trust Barometer found that business is an institution with a 61 percent level of trust. People are looking to brands for insights and information and there's no better place to share that than social media. Social media offers the opportunity to establish a brand as a thought leader. With over half of the world's population using social media, platforms like Facebook, Instagram, LinkedIn or Twitter, Social Media is a natural place to reach new and highly targeted potential customers.

Social media posts and ads are key ways to drive traffic to a company's website. Sharing great content from the company's blog or website to the social channels is a great way to get readers as soon as a new article is posted. A company's social accounts are a critical part of its sales funnel, stimulating new contacts to become customers and thus, boosting sales.

Users ask, recommend, but they also share reviews. They are the best source of information for product development. They are the ones who use your service so they know best what can be improved to fit their needs. Their feedback is significant for getting answers about customers' preferences and behavior.

Lovering & Partners Corporate Communications Team helps companies develop and implement an effective Social Media strategy that increases brand awareness, improves customer relationships and stirs people's interest in the products and service provided by the company.

What we can deliver:

1. Social Media Strategy
2. Copy Writing
3. Visual Design
4. Facebook Ads Campaigns



“Social Media is about the people! Not about your business. Provide for the people and the people will provide for you” – Matt Goulart

EVENTS

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What we can deliver:

1. Event Concept
2. Venue Proposal
3. Venue Decoration
4. Guest Inviting & RSVP
5. Moderator Selection
6. Entertainment Options
7. Photo & Video Services
8. Speech Writing

“Your brand name is only as good as your reputation” – Sir Richard Branson

EVENT HOSTING

Colin Lovering has been the familiar face of business events throughout Romania for the past 12 years working with major and local organizations, Associations and Charities.

Colin is a seasoned moderator as well as MC, motivational and keynote speaker within all markets and will always deliver an exceptional and professional performance for the needs of our clients.

Colin can moderate and present the following types of events:

1. High-Level large-scale events with hundreds of participants and international speakers .
2. Business Galas organized by publications, Chambers of Commerce, or any other organization.
3. Charity Galas organized by non-profit organizations. He has presented events such as St. Georges Day and Burns supper organized by Light Into Europe
4. Product launch cocktails organized by clients for their partners and customers
5. Employee reunion, team-building and parties



COMMUNICATIONS CRISIS MANAGEMENT

“Crisis? What are you talking about? We are too small to go through any crisis other than financial. And to get through that we need money, not communication crisis management” The mentality that only established large size companies can be hit by a crisis and therefore they are the only ones that need a communication crisis management strategy and resources to implement it, is quite common. The word “crisis” seems like such a daunting concept, something that happens to other companies not to the one we are managing or working for.



Any company, of any size and with any kind of history or expertise could go through a crisis at any moment: if we needed more evidence, the COVID-19 pandemic has proven that to all of us. Secondly any entity that deals with customers has a reputation to defend and a crisis is a significant threat to the reputation of the company. Injuries or deaths will result in financial and reputation loss while reputations have a financial impact on organizations. This is where the role of the communications professional, which provides clarity and direction for the employees, stakeholders, partners and media is crucial. Clear, consistent communication is vital to successfully maintain business continuity and recover from crisis.

Managing a crisis is obviously not an easy job, especially when you are very aware of the fact that failure can result in serious harm to stakeholders, losses for an organization, or end its very existence. You need communication crisis management knowledge, an efficient strategy, a competent team and good management skills. The Lovering & Partners Communications team can provide you with that.

What we can deliver:

1. Crisis Communications Plan & Implementation
2. Crisis Team Management
3. Statement Writing
4. Media & Social Media Monitoring of the Crisis
5. Crisis Log
6. Q&A Preparation
7. Spokesperson Training
8. Reputation Recovery Plan



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