

# 35

PRESS PACK

## 35 Communications

### PRESS CONTACTS

We regularly contribute to the press. If you require any further information, please contact:

**Louise Foy on 020 7428 9960**  
**[louise.foy@35communications.com](mailto:louise.foy@35communications.com)**

### SPECIALIST SUBJECTS

Corporate branding and identity development  
Corporate reporting  
Design inclusivity and accessibility  
OFR and legislation  
FTSE best practice  
Digital media

### DIRECTORS' BIOGRAPHIES

**Nigel Forsyth, director**  
**[nigel.forsyth@35communications.com](mailto:nigel.forsyth@35communications.com)**  
**Tel. 020 7428 9960**

Nigel is a communications consultant who has worked in many sectors including finance, leisure, healthcare, transport and the public sector. He has been working in the corporate reporting arena for 25 years, advising FTSE companies on financial reporting and branding issues.

Nigel is a frequent editorial contributor on both branding and corporate reporting issues. Some of his award-winning clients are AMEC, BAA, Centrica, Diageo, Northern Foods, Old Mutual, Prudential, Smith & Nephew, SureStart and The Wellcome Trust.

Nigel, together with Keith Bamber, set up and managed Bamber Forsyth for 20 years, which was sold to CCG (and subsequently WPP) in 2002. Nigel is a founder member of the Design Business Association and a Prince's Trust Mentor.

Nigel started his career by taking a degree in Graphic Design at Central St Martins in London.

#### Recent articles:

The 3 minute test  
The Colour of Money  
Join Forces to Get Ahead



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**Keith Bamber, director**  
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**Tel. 020 7428 9960**

Keith is a communications consultant whose experience spans the private, public and NFP sectors. His recent clients include Aegis, BBC World Service, British Heart Foundation, Dyslexia Action, The Health Foundation, Hilton Group, Kelda Group, Learning & Skills Council, Logica, Provident Financial, Unilever and Zurich Financial Services.

Keith started his career by taking a degree in Graphic Design at Central St Martins in London.

He was a founder partner of Bamber Forsyth in 1978 until its sale to CCG (and subsequently WPP) in 2002, and was also a Managing Partner of Fitch UK.

For the last 24 years Keith has worked in most market sectors including financial services, automotive, utilities/energy, property services and leisure. He has been involved in all aspects of design, covering both traditional and interactive media. Keith has a particular interest in applying best practice from the private sector to the public sector, and vice versa.

As one of our four directors he is also responsible for the financial running of the business. Keith is a member of the Chartered Society of Designers, a Prince's Trust Mentor and, together with Nigel Forsyth, a founder member of the Design Business Association.

Recent articles:  
Design for the 'Minority', it's better for everybody  
35 Communications gives Dyslexia Institute an overhaul  
Annual Reports: More than just a numbers game

**Thom Newton, director**  
**thom.newton@35communications.com**  
**Tel. 020 7428 9960**

Thom is a strategic consultant whose recent clients include The Wellcome Trust, The Home Office, COI, The Royal Albert Hall, Smith & Nephew, National Science Learning Centres, The Learning & Skills Council, Equality and Human Rights Commission, UK Biobank, SureStart, Pathé Film, Radio First, Revlon, Shanks and Unilever.

Thom started his career by taking a degree in Politics.

Thom has worked in marketing and strategy roles at several design and communications businesses including Fitch, Bamber Forsyth and Coley Porter Bell.

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He is a founder director of 35 Communications. Thom has broad communications experience ranging from brand planning to implementation strategy and tone of voice.

Thom ensures all our clients' communications strategies are targeted and on brand.

Recent articles:

Rebranding focus: An emergency hotline

Design Business: Small wonders show the way

**Lee Hoddy, creative director**

**lee.hoddy@35communications.com**

**Tel. 020 7428 9960**

Lee is responsible for creative direction and standards at 35. His recent clients include National Express Group, The Home Office, The Wellcome Trust, Reed Elsevier, The Royal Albert Hall, Diageo, Centrica, Emap, Gatwick Express, Prudential, RNLI, Translucis and Whitbread.

Lee has worked as creative director at many of the large branding consultancies, including Enterprise IG, Bamber Forsyth and Fitch, on identity and corporate reporting projects across a wide range of sectors. Lee has a particular interest in creating and developing brands that target the youth market.

Branding projects include Prudential, Castrol, Gatwick Express, Arriva and RNLI. Annual reporting projects include Whitbread, Barclays, British Biotech, Direct Line, Electra Fleming and Scottish Power.

Lee started his career by taking a degree in Graphic Design at Norwich College of Art.

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FACT SHEET

## 35 Communications

### About us

35 Communications is an independent specialist in Branding and Annual Reporting. Our work is informed by an understanding of the commercial benefits that good communications should bring. Our strength lies in creating, evolving and repositioning both corporate brands and stakeholder communications to help them perform better, whatever the demands of the industry or environment.

### Our design philosophy

We believe that design should be used to raise issues, facilitate debate and find solutions, not simply as an end deliverable. We have a range of tools and techniques that enable us to involve our clients in the process of creating and evolving communications, and take ownership of their brand.

### Core services

Corporate branding and identity development  
Stakeholder and corporate communications  
Digital media  
Brand engagement  
Trends and research

### People

There are 25 of us. Everyone at 35 is a thinker and a doer. Our management team comprises:

Keith Bamber (special focus on Operations and HR)  
Thom Newton (special focus on Strategy and Marketing)  
Nigel Forsyth (special focus on Client Services)  
Lee Hoddy, Creative Director

### Why 35?

It's that age when youth meets experience.

Some of our current clients Aegis, Associated British Foods, BBC, Cadbury Schweppes, Centrica, COI, Diageo, Equality and Human Rights Commission, Emap, The Health Foundation, Home Office, National Express Group, Northern Foods, Reed Elsevier, The Royal Albert Hall and Wolseley.

### PR contact

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**[www.35communications.com](http://www.35communications.com)**



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## **What makes us different?**

### Design inclusivity and accessibility

35 is committed to making design inclusive. Our philosophy is very much one of “If you design first for the minority, you include the majority”. Even on occasions when it is difficult to include everybody – take printed annual reports – there are usually alternatives: the online version could comply with the RNIB’s 14 point text guidelines.

### Green credentials

Our working environment is important to us. Our building recently won an environmental award for its eco friendliness and holds a 2003 RIBA Award for Architecture and 2004 Civic Trust Award. We are committed to recycling. We advise clients how best to use printing resources in a responsible way. The printing suppliers we use conform to FSC (Forest Stewardship Council) and ISO standards. We advise our reporting clients on the benefits of Carbon Neutrality.

### Partnership approach

For growing communications consultancies, partnerships offer all the benefits of a network, without the loss of control. So at 35, we team up with specialists in non-core areas of work for the benefit of our clients. For example, our preferred partner on CR issues is The Corporate Citizenship Company, RDSI on Research, The Writer on Tone of Voice and so on.

### No voicemail

We set up the business so that there are no barriers to clients. When you contact us, you’ll always speak to a real person, not voicemail.

### Student placements

We invest in the next generation of designers and communications professionals. We run a student placement programme in both research and design.

### Business continuity

We have invested in the latest technology. We believe it should be used to improve efficiency and ease of contact, not create barriers by adding unnecessary complexity. All files are backed up daily and stored off-site. If our building suddenly becomes uninhabitable, we have a contingency plan in place to carry on. If all else fails, we have indemnity insurance of £2m!