



listen
think
talk



finance media

A Professional Public Relations Agency
Specialising in Financial Communication in Africa

Finance Media

Finance Media is a professional public relations firm specialising in financial communication in African markets. We help our clients to craft and deliver their key messages to journalists in South Africa and other African economies, while also keeping them informed of constantly changing issues that could have a bearing on their business and its reputation.

Working with our clients, we develop and implement communication strategies that support their business objectives. We deliver measurable results in the form of media coverage, and an enhanced understanding of the issues that have a bearing on reputation.

Our approach is centred on the fact that effective communication involves two activities, listening (issues management) and talking (media relations) - preferably in that order, with pause for thought.

Public Relations

Communication strategy
Operational communication
Crisis communication
Media monitoring and analysis

Public relations is focused on maximising client coverage in the independent editorial media with the objectives of raising awareness, building the brand, and positively influencing target audience perceptions.

Our services include:

- Writing and distributing news and media releases
- Writing and placing opinion and thought leadership articles
- Arranging executive interviews with journalists from the print and electronic media
- Providing spokesperson training and interview preparation

Communication Strategy

The communication cycle involves developing clearly defined key messages to be communicated using the most appropriate vehicles in each case.

Message consistency and synergy is sought across the target audiences:

- Customers and prospects
- Shareholders and analysts
- Public
- Staff
- Other stakeholders in government, labour and the regulatory authorities



Operational Communication

This involves implementing media plans that support communication strategy. Communication vehicles – determined by amongst others, relative news value – include:

- News and media releases
- Photographs, captions and graphics
- News conferences and media briefings
- Thought leadership and feature articles
- Interviews
- Handling media queries and requests for information

We ensure timeous and focused distribution of media communications to journalists and news desks nationally, ensuring that the right journalist receives the right communication on time.

Our expertise covers the entire media spectrum to include:

- Mainstream print and electronic (radio and TV)
- Wire services and news agencies
- Internet news media
- Specialist and trade media
- Community media
- Social media and social networks

Crisis Communication

While crisis communication is always best handled on a proactive basis (when problems are predictable), this is not always possible, requiring a damage control policy to effectively minimise negative publicity resulting in harm to reputation and brand.

We have significant experience in handling crisis communications and are able to quickly deploy tested communication models.

Media Monitoring and Analysis

Sometimes using the services of outside media tracking agencies, we monitor coverage achieved as a result of implemented communication plans. Coverage can be analysed qualitatively and quantitatively.

Issues and Reputation Management

Finance Media's issues management capabilities enable a clear understanding of all the issues that could affect business, brand and stakeholders. Our Headlines service informs clients timeously of breaking news that helps ensure that reputation management is dealt with proactively as part of strategic management.

Today's public affairs professionals work in a complex environment, overseeing costly programmes that communicate with a diverse range of audiences. Proper issues management is key to the effectiveness of these programmes.

In Africa, our issues management capabilities span the following countries: South Africa, Botswana, Ghana, Kenya, Malawi, Namibia, Nigeria, Swaziland and Zimbabwe.

Where South Africa is concerned, specific issues management services cover finance and financial services, banking, asset management, short-term insurance, healthcare and medical aid, government and regulation, and the economy. We also cover the political arena and provide tailor-made issues management services for clients requiring bespoke solutions.

Headlines Email Service

Our Headlines Email Service informs clients timeously of breaking news. If you would like to sign up for this service visit www.financemedia.co.za for more information.



Financial Writing

We offer a combination of professional writing skills and insight into the financial services sector. These allow us to present information and key messages in a manner appropriate to the audience and, in the process, assist our clients in making financial information accessible. Products include:

- Client communications
- Retirement fund trustee communications
- Corporate citizenship reports
- Annual reports
- Website copy
- Speeches
- Thought leadership features

Our Clients

Finance Media has an eight-year track record of superior delivery for a range of clients that include some of South Africa's top companies.

We provide strategic public relations, reputation management and financial writing services to clients in the United Kingdom, South Africa, Nigeria and Mauritius in support of their businesses in life assurance, banking, fund management, family office, retirement funds, health care and information technology.

Our People

Finance Media's partners and staff are specialist communicators with a wealth of experience in public relations, corporate communications, financial journalism and reputation management. Our collective skills and expertise cover all aspects of modern media communication, including:

- Traditional media: print, radio and television
- Mainstream and community media
- Specialist and trade media
- Internet news media
- Social networks
- Social media
- Digital photography



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