



CALGARY

COMMUNICATIONS

COMPANY BROCHURE





01

ABOUT US

We started Calgary Communications in 2014 to help businesses in Scotland and further afield to have better and different conversations with talent by harnessing the power of their brand. As a research and evidenced based agency, our output has grown as more and more clients have joined us, and our range of services has developed as the market has grown to fully embrace the need not only for People Brand and EVP creation, but also for the communications that give the brand structure, clarity and articulation.

It's an amazing job. Every day we learn a little more, and make more new friends and colleagues in across just about every



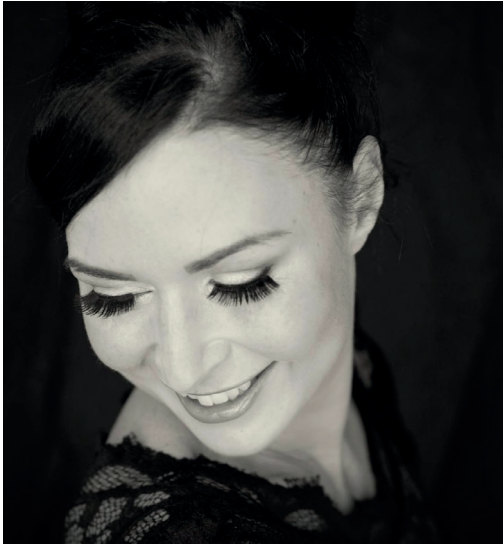
Initially Calgary was Jennifer and Steve. Our backgrounds are in brands both big and small, product advertising agencies, digital, media, and of course recruitment marketing.

Now joined by Sophie as Account Manager from a fashion and design background, our team is expanding into new areas - it gives us a unique background across the disciplines that organisations need to effectively identify and influence top talent, and we have great fun doing it.

02 THE TEAM

JENNIFER MILLAR

DIRECTOR



Steve cut his advertising and marketing teeth in four big agencies before Calgary and has seen technology develop from hot metal and print to digital and iPhones. And been at the front end of that transformation.

As a student of behaviour and what creates it, Steve has a core belief in the power of brand to inspire and influence people. Applying that equally to people and businesses has been a career mission. And he's still curious – you should see his collection of books and articles.

When he's not thinking about clients you'll find him in his workshop.

Jennifer fell in love with branding as a child in the 1980's and is a big believer in the power that brands can create. She has also always been fascinated by human behaviour and how we can influence decision making through clever communication.

This passion has lead her into a career that amalgamates both elements and with over 20 years' experience she has carved a personal reputation in this space.

Jennifer's other love is her dog Romeo who is as cute as a button and the company mascot.



STEVE WHITE

DIRECTOR

SOPHIE IRVING

ACCOUNT MANAGER



Sophie joined the team in 2019 as our new Account Manager. Her previous experience covers fashion branding and social media, which she began after graduating with a First Class Honours degree in Fashion Communication.

Creatively driven, she has a real passion for design and brands. Her background covers graphic design, film, photography and copywriting, making her a fitting addition to the team.

When she's not at Calgary HQ you can find her trying out exciting new restaurants or coffee shops- she's a foodie!

Romeo Millar (the not so teacup, teacup Yorkie) is Calgary's FD. Romeo consults on all things brand and likes to strategize from his very own stress free calming bed located in the far right corner of Arch 5, East Market Street.

It is fair to say that Romeo has an eclectic personality, many talents (obedience not being one of them) and interests as well as some strange idiosyncrasies that make him just perfect to be an integral part of the Calgary team.

He always has something to say and likes the finer things in life (hot smoked salmon for lunch). He has been with Calgary for 5 years making him the longest serving employee and one that makes all of our clients smile when they meet him.



ROMEO MILLAR

FD



03

SERVICES

We're a people focused brand and communications consultancy based in Edinburgh and working locally, nationally, and internationally.

We work at the forefront of resourcing strategy and employer branding. We always have, whatever the new technology or latest trend : ours is a track record of agility and innovation. Proven not promised.

BRAND

A strong employer brand, a positive candidate experience and a compelling employer value proposition are your secret tools to find, and keep hold of, the best talent the market has to offer.

We are curious as to the influencers that guide people's decisions. That's why at Calgary we spend time listening before we plan a course of action. We try to bring that into all of our work, as when you add the objective views and experiences of everyone concerned – the business, the staff, the stakeholders and the customer or end user, you have an evidence based approach that meets the drivers for success.

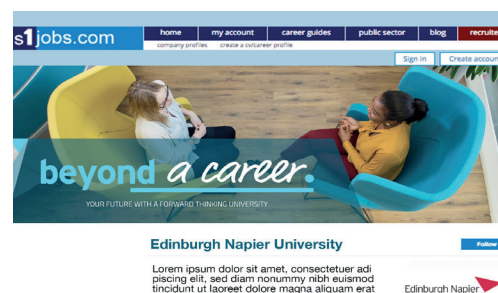
It's an approach developed over many years. Every research and brand project is different, but using our approach you can rise above the clutter of the competition and deliver a clear message that resonates with your desired audience driving tangible results.

We offer a full employer branding agency service with a unique difference: we know recruitment inside out, have worked across all industry sectors and leave clients with practical tools for success.



“ BEING CONSISTENT

OUR BRAND
STANDARDS



- EVP
- IVP
- EB
- STRATEGY
- CREATION
- POSITIONING
- INTERNAL
- EXTERNAL
- LAUNCHES
- TOOLKITS
- MANUALS
- CUSTOMER / PEOPLE BRAND ARTICULATION



- VISION
- VALUES
- STORIES
- EXPERIENCES
- DIGITAL
- BEHAVIOURS
- RECOGNITION
- EXTERNAL BENCHMARKING

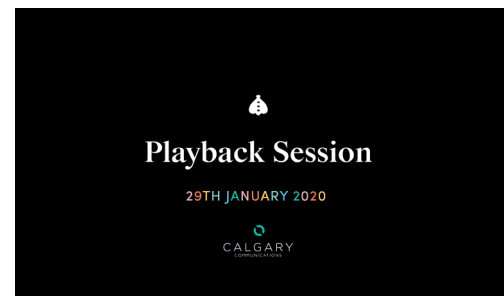
CULTURE

Brand, EVP, culture and Behaviours are inextricably linked. Culture - the way people work and behave in an organisation - is a result of a number of factors: the right people aligned to vision, values and clarity of purpose: the right environment – physically as well as culturally: the right leadership and the right communications.

Our research phases in Brand and EVP creation illuminate culture and behaviours and can help shape how organisations see and create the environments where great culture and behaviours flourish.

INSIGHT

All of our work at some point involves research. It's the engine room of our work. From the start of any brand or EVP work it shows us the way people interact, and why. We call it insight, and it provides the evidence base for practical decision making – whether for informing direction in our brand work, assessing markets, strategies or positioning your offer in the market.



- MARKETS
- STRATEGY
- EVP / IVP
- POSITIONING
- DIRECTION
- ROLE
- DEFINITION





A toolkit for talking to talent



- INTERNAL
- EXTERNAL
- INDUCTION
- CRISIS
- REFERRAL
- ALUMNI
- ONBOARDING
- EVENTS

COMMS

It's an often misunderstood word. We never lose sight of that fact that all communication is a message, and how it lands and is interpreted – its “why” - depends on a wide range of factors.

One of our clients has a value “treat others as you’d like to be treated yourself”, and it’s something we have adopted as a yardstick when we create any communication. That means having grown up thinking and human language, whatever the message.

ACTIVATION

This where all the work pays off. Activation – marketing speak for the process of tying all the elements of the brand, EVP, positioning, and creative work into the marketplace in a way that maximises the investment – is where our work meets the target talent and stakeholder populations.

We call it where the proposal meets the practical and should, in theory, be the successful culmination of a well thought out process. We see it in two scenarios. Firstly our clients frequently ask us to take our work to market for them. Secondly, we see clients who ask us to take work that has been supplied to them from previous activity, or from a Group directive, and localise it to the markets they need to influence and tap into. It can be part of a project or it can be a project all on its own, with both ranging from a full market appraisal to tactical collateral.



“And what kind of risk profile would you like for your pension fund?”

Customer Operations Representatives, Edinburgh

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If you're good with customers, you'll be great with us.

Standard Life

www.standardlife.com/careers

- EVENTS
- POSTINGS
- DESIGN
- CREATIVE
- CONCEPTS
- ARTWORK
- COPYWRITING
- DIRECT
- ATTRACTION
- SOCIAL
- DIGITAL
- VIDEO
- WEBSITES / CAMPAIGN SITES

A
NEW
APPROACH

FOR YOUR

POSTINGS

CAMPAIGNS

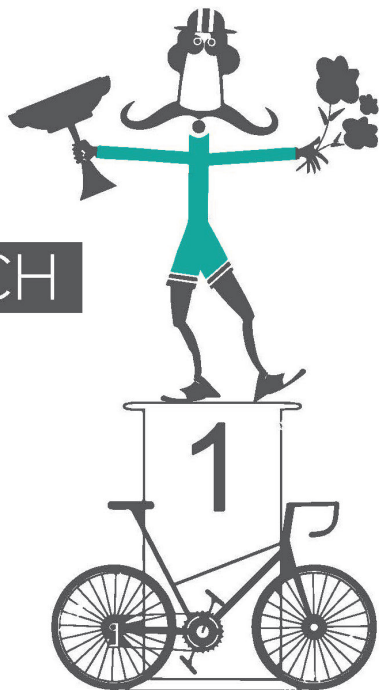
PRINT

COPYWRITING

CREATIVE

DESIGN

ARTWORK



CALGARY WORKS

Over the last few projects it has become clear that there is a demand not only for our strategic brand creation, direction, culture articulation and communications, but also for translating that into tactical deliverables that make a practical difference. These range from the ads, social, posters, stands, leaflets, digital brochures and toolkits that speak directly to the candidate pool.

With the demise of the old style big recruitment ad agency, and the people in client companies who used to create new attraction material, these are now not readily available – but the need for effective candidate communications is still there, and with a good employer brand message can make all difference when attracting every type of talent.

We have decided to expand Calgary to offer these not only to our current clients, but to any company that is looking to upgrade their market appeal and to have a better, more professional set of collateral to take to market. As we know from delivering our brand projects, there is a constant ask for postings to be rewritten and for campaigns to be generated in a compelling and attractive creative style that showcases the brand and all that it offers. So we will offer design, creative and advertisement and digital production services based on an ad hoc buy-as-you-go service.



We work with a diverse range of clients across all industry sectors from global Blue Chips to niche specialists and everything in between. Every client has a different need or want, and we pride ourselves on taking time to listen and understand so we can map out the correct solution and deliver the results desired.

Most of our projects come from personal recommendation as we offer more than a service - we offer trust, partnership and passion. We also like to think our work stands for itself. Here are a list of some of the amazing clients that we have had the privileged of working with.

04 OUR CLIENTS



TESTIMONIALS

MARTIN GLOVER

HRD

MORTON FRASER

"We worked with the team at Calgary Communications to help us define our EVP. Calgary were a great fit for us, taking time to really understand our people, what mattered to them and how to translate those thoughts and beliefs into a compelling proposition which was uniquely us. They not only challenged us to think bigger and better, they also did this themselves and the final result is truly outstanding, creating a real sense of pride among our people. We highly recommend Calgary and look forward to working with them in the future".

"Steve and Jennifer are probably the most passionate communications and marketing professionals I have ever had the pleasure of working with. Over the 10 years I have known them, they have delivered a number of projects including recruitment branding, media buying, crisis management comms, EVP, graduate assessment centres and copywriting training. I believe one of their biggest strengths is the ability to get under the bonnet of the problem and really understand what you are trying to achieve".

PAUL MOTION

FUNCTIONAL ENGINEERING
MANAGER

BAE SYSTEMS

"I have had the pleasure of partnering with Jennifer and Steve for over 10 years, across a number of different organisations/sectors. Calgary Communications not only bring their specialist EVP knowledge, but also their wealth of knowledge across a range of People workstreams – employee lifecycle, culture and behaviours, employee engagement, onboarding and resourcing. Calgary Communications are always generous with their time and their network, and have connected me to many specialists who have supported me in delivering the very best for my organisations. Calgary Communications are not afraid to challenge opinions at Board level to reach the optimum outcome. I trust Jennifer and Steve to do the right thing, and would partner with them again without hesitation".

YVONNE MOFFAT
CEO & FOUNDER
NET TALENT

CAROLE LAMOND
PEOPLE DIRECTOR
BUZZWORKS HOLDINGS

We started working with Calgary Communications in Of 2019 to support us identify our brand, who are we and what do we do best. They were not only professional with their project planning and communication with our team but offered great advice and support all the way through this project. They took the time to understand our culture and bring it to life

Working with Jennifer and Steve through this process was seamless, effortless and not intrusive to our daily running of our business. They are still working with us on many other exciting projects and will be our partner in many things in our future as we grow. Thank you to Calgary for helping us identify ourselves as a Brand.



GET IN TOUCH

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