

# hopwood

ADVERTISING AND PUBLIC RELATIONS

hopwood is a full service advertising and public relations agency. It's a place to develop intelligent ideas, a place to interact with creative people and a place to count on professionalism and experience.

## New look agency

**Refurbishment of hopwood's city centre offices will create an enhanced visitor experience.**

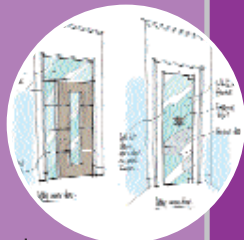
From the outside, the three-storey building retains its period character. Two miniature lavender gardens welcome visitors. Inside, guests make the transition from the busy street to a contemporary reception suite.

There are two new client rooms. One is an original street-level space. The second is a presentation area built out of a cellar kitchen.

The design group has moved into a former boardroom, revamped with new studio furniture, Mac and wireless server technology.

Also scheduled is complete redecoration of the modern extension that houses the client support and media buying team and landscaping of the courtyard garden.

The new-look 55 Regent Road will be uncovered at the agency's 15th birthday event.



*Sarah Davies, client support exec and captain of the refit at 55*

# Odds on

**hopwood is managing a PR campaign to help some of the UK's most disadvantaged children.**



**Beating the odds appeal**

A major appeal called Beating the Odds has been launched to pour extra resources into inner city schools in the Leicester Education Action Zone.

PR in support of the appeal is generating extensive media coverage, helping to attract £1 million in corporate donations.



*John Windeler, chairman of Alliance & Leicester, which has given £250,000 to the appeal, zone chair Judith Mullen, Trade Secretary Patricia Hewitt and zone children.*

## Literature

**The agency's brochure sets out our services while our testimonials piece lets the clients do the talking.**

To receive copies, call Sarah Davies on 0116 254 4472, write to her at 55 Regent Road, Leicester LE1 6YF or email [enquiries@hopwood.co.uk](mailto:enquiries@hopwood.co.uk)



## It's all relative, says Einstein

**Agency staffers explored Einstein's Special Theory of Relativity as part of a series of intellectual imagination sessions.**

The constancy of light speed and its connection with motion and time were distilled into a powerful yet simple conclusion.

In Einstein's theory, the same event can appear differently from different perspectives. But this does not mean that one viewer is right and the other wrong. They are both right.

Indeed, if they were to change places, each would see what the other sees.

His theory is mathematically proven and has been measured in reality. So everything really is relative.



*Einstein also said "Everything should be as simple as possible but not simpler."*

# Is your company benefiting society?



**One of the hottest new themes in PR is corporate social responsibility.**

*Not just because it's there*

Unlike climbing Everest, there should be a better reason for a business to exist (and indeed for going to work) than “because it's there”.

CSR describes a company's role in society – balancing its right to be in business with its responsibilities to the people around it, from shareholders to neighbours.

Accounting scandals give CSR special significance for public companies but there are huge benefits to private businesses as well.

Companies formulate CSR policy based on what motivates them from the top. Depending on the company's principles, that policy could lead it to look after a certain group of people for reasons altruistic, or commercial.

Try answering these two questions:

**What makes your company special?**

**How does it benefit society?**

If you have answers you can believe in, you will be compelled to communicate them. So the next stage is to plan a communications strategy to ensure the right messages reach the most important audiences.

To discuss what CSR could do for you, call us on 0116 254 4472 or email [enquiries@hopwood.co.uk](mailto:enquiries@hopwood.co.uk)

# Client support

Lucy Whitehead has joined hopwood's media buying team to increase the agency's advertising capacity for recruitment agency clients. She will also support PR accounts. A student of media, art and psychology, Lucy previously provided marketing support to the accountancy sector for a specialist training company.



## Contact hopwood

Sarah Davies  
0116 254 4472  
enquiries@hopwood.co.uk  
www.hopwood.co.uk

## Investing in clients

**Hopwood has been awarded Investors in People recognition, following a site visit by assessors, who gave a glowing report.**

**Ruth Regan, lead assessor, said hopwood had clear priorities relating to satisfying clients and demonstrated "continuing commitment and involvement in the achievement of business targets".**

**The agency committed to the standard as part of a plan to grow the business both physically and through intellectual and creative people power.**

**The team believes Investors in People will focus enthusiasm and inspiration on client work.**



INVESTORS IN PEOPLE

# Magic numbers

Science has discovered the universal theory of everything.  
Unravelling the mysteries of communication may be more intractable.

Ever since David Ogilvy met Dr Gallup, the direct response approach has appealed to people who like things cut, dried, weighed and measured. Their philosophy has spread into consumer advertising and PR where we are increasingly concerned with psychology, research and evaluation.

So why do some campaigns fly while others fail?

One possible answer is that people – like the elements - do not respond predictably.

The effect of communicating with an audience is a bit like turbulence, as any live performer will attest (albeit not in those words). A message may become a splash that ripples away to nothing. Or it may be the famous beat of a butterfly's wing that creates a hurricane.

Compare one person transmitting a thought to another, which you can represent as a linear equation, to what happens when a crowd panics (non-linear). Isn't that like the difference between focused direct response marketing and broad-based PR and marketing tactics – guerrilla or viral marketing for example?

## Tantalising

If you're now thinking "let's solve the non-linear equation", think again. It turns out this is the most intractable problem of applied mathematics.

It has been calculated that the world's most prodigious computer would take 7,000 years to work out the turbulent flow around an aircraft. We know more about black holes than we do about what happens as water twists and spirals from a tap.

## Enlightenment

So how to cope with this unanswered question? The positive attitude to our uncertain place in the universe is that quite a lot of the time we really don't know for certain what's going to happen, especially when we're trying something new, such as innovative and creative communications programmes.

When success (or failure) comes, professional observers are quick to identify cause and effect. Journalists make it look as though successful people had it all planned from Day 1 and that failures should have seen it coming years ago. David Bowie is rich and famous but he admits his career was more like QBZ than ABC.





*Unpredictable,  
like people.*

Observers are not so good at predicting outcomes in advance, even though – like stock market analysts - they have more power than most to create self-fulfilling prophecies. But that is why statues are built for people who get criticised, not those that do the criticising.

The no-direct-return-no-investment view could be summed up more succinctly: no risk. It is blinkered to the fact that, often, the really big rewards, the spectacular successes, the unstoppable growth come indirectly.

Communicate well and often with many people. Perhaps (and this is radical) take a risk with what programmers call a hopeful monster, a risky experiment that might just work.

When computers advance sufficiently and mathematicians finally solve the problem of turbulence, you'll be able to prove that everything from corporate advertising to viral marketing has a direct return. Until then, at least part of the time, be brave.

**Eureka!**

**Hurting our brains to solve your problems.**

[www.hopwood.co.uk/eureka.htm](http://www.hopwood.co.uk/eureka.htm)



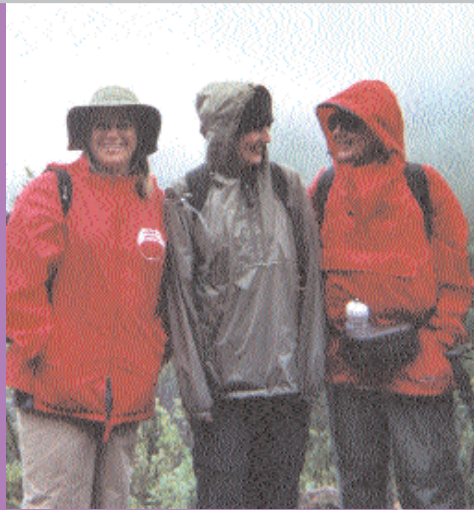
# Hot news

Executives from recruitment agency Susan Hamilton Group left the relative safety of London to trek the Conquerors Route through Mexico.



The group, including md Susan Hamilton, covered 80 miles at high altitude tackling fierce heat and gale force winds to raise £10,000 for the Breast Cancer Campaign.

A rip-roaring account of the experience ran in the group's newsletter Recruitment Matters published by hopwood. Other news in the spring edition included the acquisition of Reading-based Action Recruitment – bringing the number of group offices to nine - and a Q&A feature on the controversial agency worker's directive.

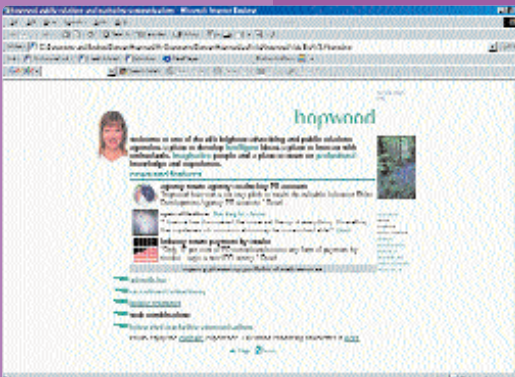


Client Susan Hamilton (right) and colleagues endured the elements to save lives.

[www.bcc-uk.org/](http://www.bcc-uk.org/)

## Online overhaul

New sections on the revamped hopwood website include an online newsletter and a secure area reporting media coverage for key PR clients.



# Reliance relies on hopwood

hopwood is managing recruitment advertising and marketing communications for Reliance Care, the market leader in social care recruitment.

The agency has supported Reliance Care through a three-year growth period during which the client has opened new offices and expanded existing branches.

Reliance recruits and places into temporary and permanent positions the complete range of social care professionals from qualified social workers to community support workers.

hopwood plans and buys recruitment media nationally and for all 17 regional offices, including national and regional newspapers as well as Internet media.

To support Reliance to win new business and attract candidates, the agency handles design and print projects ranging from diaries and year planners to brochures and newsletters.

Reliance Care is affiliated to REC, the National Institute of Social Workers and the British Association of Social Workers. Its parent company, Select Appointments, part of the publicly listed Dutch group Vedior, adds an international dimension.



Reliance MD Jayne Hanson, managing growth

