

**WE CHAMPIONED.
THEY GREW.**



HELLO

By now, you might be wondering what it's like to work with us.

Rather than tell you ourselves, we think it's better to let our clients do the talking. On the following pages you'll see what they have to say.

If you decide that you'd like a team of Champions on your side too, then let's talk. You'll find our details on the last page.

“CHAMPION IS A FANTASTIC PR CONSULTANCY

Champion created an excellent brief filled with key messaging and talking points aligned with GreyOrange’s business objectives, all of which supported our CTO during a press interview.

Our CTO was really grateful for how well-prepared he was, so thank you Champion!

Champion is a fantastic PR consultancy, and I am delighted with all the great work their team does for us each week.



SUZY SWINDLE
COMMUNICATIONS LEAD, GREYORANGE



“WE HAVE ALREADY SEEN HUGELY IMPRESSIVE RESULTS

We've worked closely with Champion over the past few months, pulling together a strategy to boost awareness and engagement with Clear Junction and effectively communicating our expertise and service offering.

The team at Champion feel more like friends than a PR company. We have already seen hugely impressive results in such a short amount of time with the earned media coverage they have generated and the channels they use to increase engagement.

The relationship is only a few months old, so all of us at Clear Junction are excited about the future of our partnership. Our high expectations have certainly been exceeded!



PAUL REDMOND
CONTENT MANAGER, CLEAR JUNCTION



“THANK YOU, THANK YOU, THANK YOU!

YOU GUYS ROCK! Given the insanity of the world right now I came into this partnership with low expectations. But you really knocked this out of the park! From the initial survey ideation, to pitching the project, to managing it with the utmost detail – and then AWESOME coverage – what more could I ask for!? Seriously, you made this process as easy on us as possible and the results are fantastic. Ten hits on this, nine on day one alone. Anything else will just be icing on the cake.

It gives me such satisfaction to work with agencies like yours, because you just “get it” and can move things forward without needing me to double check on anything. Thank you, thank you, thank you!

I’m sending the results to the leadership team now.



BECCA CHAMBERS
MOBILEIRON



“IMPRESSED WITH... THE RESULTS THEY HAVE DRIVEN

Not only have we been impressed with Champion’s responsiveness and the results they have driven, but the wider sales team and executives also see Champion as crucial to our future success.



FRAN BATTSON
MARKETING CO-ORDINATOR, LOGICALIS UK & IRELAND



A HUGE ASSET TO OUR SALES AND MARKETING STRATEGY

Champion's Coverage Impact Monitor is a huge asset to our sales and marketing strategy. It bridges the gap between the two teams and gives the marketing team valuable insight into which pieces of coverage are most useful to the sales team. For instance, we recently learned that a piece in *Retail Jeweller* led to Go Instore landing two meetings with jewellery industry prospects!



KATIE JAMESON
HEAD OF MARKETING, GO INSTORE



“CHAMPION STANDS OUT IN QUALITY AND KNOWLEDGE

Amongst the PR agencies I have worked with in my 20-year career, Champion Communications stands out in quality and knowledge!

They take the time to listen to and understand our business objectives and challenges, which has resulted in great coverage that brings our value proposition to market. Additionally, some of the Champion staff have an in-depth understand of the HeleCloud's hyper-specialised playing field, which makes them invaluable and saves so much time in back and forth. Highly recommended!



WALTER HECK
CTO, HELECLOUD



A CLEAR AND POSITIVE PATTERN RESULTED FROM EACH RELEASE

As an AIM-listed company, it is important that we attain a consistently strong share price. Analysis over time has shown a direct correlation between our share price and Google searches of Versarien PLC.

We superimposed Champion's PR editorial releases and there was a clear and positive pattern that resulted from each release, proving why a robust PR programme, such as what Champion provides, is essential for success.



NEILL RICKETTS
CEO, VERSARIEN PLC

Versarien[®]
PLC

“THE TEAM IS VERY PROACTIVE

Working with Champion has brought a sales-oriented focus to our international PR strategy. Our local teams in 27 countries have high-quality content and simplified processes, which has led to increased engagement with tier-one media, a significant increase in digital engagement, and closer alignment to our go-to-market global strategies. The Champion team is very proactive and feels like part of our in-house team.



PANOS ANAGNOSTOPOULOS
GROUP MARKETING MANAGER, LOGICALIS



“WE’RE ALREADY SEEING FANTASTIC RESULTS

We started working with Champion five months ago, and right from the get-go they’ve been exceptionally ambitious on our behalf. They’ve fully immersed themselves in the business, taking time to understand our propositions, members, and strategic priorities.

We’re already seeing fantastic results thanks to their hard work and creative ideas, and we’re landing earned media that really matters. And if that weren’t enough, they’re incredibly awesome to work with!



HELEN MOON
SENIOR PRODUCT MARKETING MANAGER, TM FORUM

tmforum

LET'S TALK

 letstalk@championcomms.com

 Telephone +44 (0)20 7030 3818

 championcomms.com

 Champion Communications
16–19 Eastcastle Street, London W1W 8DY

