Instinctif Partners new name for College Hill Group

The international business communications consultancy, College Group has rebranded its business operations under one brand - Instinctif Partners.

This incorporates its existing brands of College Hill, The College, College Public Policy, Policy Action, Green Issues Communique, Stockheim Media and Instinctif across its 20 wholly owned offices across 12 countries.

This change took effect from Monday 3 February 2014 and will be rolled out operationally throughout the whole organisation during the month of February.

Commenting on the change, Richard Nichols, CEO, said, "This is a pivotal moment in our journey to becoming one of the world's most successful international business communications consultancies, and reflects the significant growth and progress we have achieved in recent years. Indeed, after recording double-digit revenue growth in 2013, we have enjoyed another record year.

New branding

"We recognise that in an ever-changing corporate world, the needs and concerns of our clients are also changing. We know reputations are more vulnerable and complex, traditional audiences are fragmenting, and new influential voices are multiplying in number and form. We are increasingly working across our various specialist practices and across geographies for many clients, as they seek strategic counsel from a single firm capable of interconnecting financial and corporate communications, government relations and public affairs, employee and customer engagement, and research disciplines. We now deliver this under a single brand.

"This is a brand that we believe will work very well for us. It implies everything we are about: investing our insight, intelligence and understanding to help our clients increase their influence in a challenging world, allowing us to inform and enhance their reputations.

"Our collaborative partnership model, enhanced by a single distinctive brand, will also help our clients grow and prosper by connecting our specialist communications skills to market leading insights, creativity and digital capability. By bringing all

20 worldwide offices together, I am confident we will be better able to serve our clients and this reflects our ambitions to see further international growth in key global financial and business markets."

Nicholas Williams, Managing Partner in South Africa concludes, "It is a transformation well in line with the enhanced service offering we have already been delivering to our clients in South Africa. It also underpins the evolution of the entire group into a global business communications consultancy."

The rebrand includes the new website www.instinctif.com.

For more, visit: https://www.bizcommunity.com