



chazbrookscommunications

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PR Specialists expand global reach

Chazbrooks Communications (CBC) joins forces with Mexican communications agency Lead Image to offer complete local media campaigns

Chazbrooks Communications (CBC), the award-winning PR and marketing communications company, has today announced the latest addition to its affiliations with complementary agencies around the world. The Surrey based firm has formed a strategic partnership with Lead Image, a specialised communication agency from Mexico.

The importance of localisation when thinking about going global applies just as much to PR and media relations as market research, translation and cultural awareness. As such, the benefits of having a local agency on the ground that knows the media, and how it works is vital if trying to launch a product or service in a new territory.

“As companies continue to expand into emerging markets like Mexico it’s important for them to have somebody on the ground that understands media and PR tactics and culture, as well as local market knowledge,” says Chaz Brooks, Communications Director, Chazbrooks Communications. “It’s important for us as an agency to be able to offer our clients a global communications strategy - this latest affiliation provides this for us with unrivalled local market knowledge”

CBC now has affiliations with communications agencies in Europe, the US and now in Mexico, and enables the Company to provide a full international service for its clients. Some bigger agencies with satellite offices around the globe, would try to cover Latin America from the US, which may work to some extent, but the key to a successful launch is having a local presence with local people who know the media and varying nuances that go with working in a new territory.

“Mexico is a great export opportunity for UK-based companies,” said Steve Smith, Executive Committee member for Communications, at The British Chamber of Commerce in Mexico. “We have seen an increase in the number of companies operating here in the last few years, and encourage European companies to seek help to market through partnerships with local agencies and ourselves at the Chamber of Commerce. Mexico is a country of huge potential, covering an area the same size as Western Europe. It is the largest trading nation in Latin America and one of the world's top ten.”

In addition, the new partnership will work the other way across the Atlantic, with customers of Lead Image being provided with the opportunity to get communications, business advice and services for the UK through CBC.

“Lead Image is excited to be working with CBC to create a stronger presence in Europe for our clients and to do the same in Mexico for their clients” says Laura Corzo, Director General of Lead Image. “In today’s business world, conquering one market isn’t enough. You have to be in a position to offer your clients multiple options. I believe that our alliance with CBC will provide greater scope for successful International Campaigns and produce great results.”

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Pictures are available on request.

About ChazBrooks Communications:

ChazBrooks Communications (CBC) is a Guilford area based PR agency specialising in the IT and communications industry. Offering an extremely targeted service geared to the needs of high tech companies, CBC’s innovative, creative and highly personalised approach ensures that its clients’ interests are promoted through first class media coverage, PR services and support.

About Lead Image:

Lead Image has 23 years of experience in Mexico and Latin America, Media management is one of Lead Image strengths when it comes to experience. With a personalised approach Lead Image creates smart communication, understanding, shaping and restating the very soul of companies concern about their image. Also, Lead Image combines strategic aptitudes to create innovative communication concepts to guarantee the acceptance and stability of its clients.

About British Chamber of Commerce in Mexico

The British Chamber of Commerce is an Organisation that promotes trade and investment between the United Kingdom and Mexico through the provision of a range of high quality services and facilities to our members, which are delivered on a financially self sufficient basis. The Chamber is independent of any government, a self-supporting, non-profit organisation, currently of 240 members.

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