

Precedent

We exist to make our clients more successful

Precedent exist to make their clients more successful. This is their purpose and reason for being as a company. They have been operating for 20 years as a communications consultancy, with offices in London, Cardiff, Edinburgh and most recently Perth, Australia. They investigate and discover as much as they can about their clients organisations, and the people they are trying to reach. Using a combination of consultancy, design and technology they find the best ways to express organisations more clearly, more powerfully and more personally.

Precedent's key sectors are health, government, education, the Third Sector and professional services. Their extensive client list includes: The Pensions Regulator, Serious Fraud Office, Intellectual Property Office, NHS Direct, NHS London, London Stock Exchange, Financial Services Authority, Allen & Overy, London School of Economics, University of Southampton, University of London, British Heart Foundation, RSPCA, Crimestoppers and the Equality and Human Rights Commission.

Their services can be broken down as follows:

Digital

Strategy begins with listening. Precedent gained a solid understanding of their clients and their audiences by asking questions in order to define the project's strategy and delivery. Their work covers user centred design, content, site development, CMS and systems integration, hosting and support, digital marketing and e-publishing. They support clients with practical, realistic plans.

Branding

For them, branding is all about communication. All successful organisations have something that sets them apart from their competitors, something that gives them an edge. They help organisations find that something – the essence of their brand, and translate it into a name, an identity, a set of messages or a creative style. They help to communicate the brand through digital and printed communications.

Strategy and research

Before plunging into the development of new communications assets, some vital questions about the desired direction need to be answered. They have been publishing industry specific reports for many years, and offer tailored solutions to answer these questions, as well as providing strategically aligned recommendations that support each client's needs and digital objectives on a case by case basis.

Thought leadership

Precedent's combined experience allows them to report with authority on the communication needs of various sectors, including health, education and professional services. Their research is well respected and trusted, and they are frequently asked to speak at various external events such as Communicate 09 and CASE, as well as presenting at their own seminars. The Precedent Seminar Series is a wide selection of popular morning seminars which are held across the country, varying from sector specific to more generic topics on issues such as social media and how to create appropriate content for websites.