

**Building and managing an organisation's reputation, together with establishing strong branding and communication with those who matter most, are key elements for strategic business operation and success.**

BBS' corporate communication specialists are focused on building, sustaining and repairing reputations and relationships.

The strength of an organisation's reputation can dictate customer and client perceptions and behaviours, affect internal corporate culture, and develop or destroy stakeholder loyalty.

Reputation must be actively monitored and managed, and it must be proactively fostered through positive engagement with stakeholders, from customers, clients and staff, through to shareholders, media and government.

## **Our capability**

- Marketing communication
- Reputation and risk management
- Branding and profile building
- Perceptions research
- Internal communications
- Change management
- New business and tender strategies
- Government relations
- Business2Business marketing
- Copywriting and editing
- Collateral audits



## **Our experience**

The BBS team has experience in reputation and brand building across key industry sectors including:

- Property development and infrastructure
- Health and lifestyle
- Education
- Banking and finance
- Resources and energy
- Professional services
- Retail and franchising
- Member-based organisations

## **About BBS**

BBS Communications Group is a national consultancy working across Australasia since 1989.

With expertise in media, marketing, public relations, international relations, change management and commerce, we are problem-solvers who apply critical thinking and a fresh perspective to our clients' challenges.

*insightful, creative, passionate*

corporate communication | stakeholder engagement | media relations | digital communication | investor relations