

Isle of Man Advertising & PR



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Welcome to Isle Of Man Advertising & Public Relations. Isle of Man Advertising & Public Relations is a full-service communications agency offering integrated public relations, graphic and digital design and website development services in the Isle of Man, Channel Islands and other international business centres. Our in-house PR professionals, marketers, web developers, graphic designers and project managers constantly deliver creativity, strategic insight, practical advice and innovative and efficient implementation - it's our passion! Established in 1986 with just a phone, desk and typewriter by our founder and now chairman, over the years we've evolved an enviable list of clients and a hugely talented team. We're based in Quay House overlooking South Quay in Douglas, Isle of Man, and we pride ourselves in being approachable, flexible and professional as standard. In addition to our attentive account management skills, we have unrivalled in-house PR resources - including three former journalists in our team - and a well nurtured network of contacts within the industry. We also boast of team of three full-time graphic designers who produce beautiful yet commercially viable creative solutions. It's highly unlikely the 1986 version of us could have predicted digital media would become such a huge part of what Isle of Man Advertising & PR does, but our specialist MANXWEB.GURU team delivers digital projects on any scale, while our experts have the knowledge to give you a voice on social media.

As the Island's only member of the Institute of Practitioners in Advertising (IPA) all

the team must sign up to a continuous professional development programme, ensuring we are fully conversant with the latest industry knowledge and thus maintaining high service standards.

And if being a full-service agency wasn't enough, we're also exclusive advertising agents for all the Island's key ambient media sites at the Isle of Man Airport and the Sea Terminal, the poster sites and sponsorship packages on board all Isle of Man Steam Packet vessels and at its UK Terminals, external and internal advertising on the Island's bus fleet and the advertising reel at the Palace and Broadway cinemas. In our 25th year of business we were winners of the Isle of Man Newspapers

Freedom to Flourish Award. Isle of Man Advertising & PR is a full-service communications agency, covering graphic and digital design, press and public relations, social media strategy, web design and development, and event management. We're also exclusive advertising agents for all the key ambient media channels around the Island, including Isle of Man Airport, Isle of Man Sea Terminal, on board Isle of Man Steam Packet Company vessels, at Palace Cinema and on the Island's Bus Vannin fleet. Founded in 1986, we're the Island's longest-standing advertising and PR agency, and the only Isle of Man member of the Institute of Practitioners in Advertising (IPA). If you'd like to know more about who we are and what we do, please get in touch for an informal chat or to arrange a meeting. That's where we come in. Our experienced team includes three press and broadcast journalists and three members of the Chartered Institute Public Relations. Public Relations

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Relations. Communication Strategy & Planning

Communication isn't just about talking - it is also about being heard. Our experienced team will help you to plan a strategic approach suited to you, which will ensure your message is delivered to the people you want to hear it,

consistently, clearly and concisely. Marketing Communications

How do you explain what you do? Too technical and people switch off, too general and you don't stand out. Let our team weave its magic and help you to craft a message which will engage, excite and inform your clients, staff and the

media. Crisis Management

You hope it will never happen, but when a crisis hits you'll be glad you page 2 / 5

prepared. In the midst of a business-critical storm you'll have enough to deal with without planning and implementing a media strategy, which is why you need our experts on your side.

Press Releases, Public & Media Relations

Anyone can write, right? Well no, there is a craftsmanship to drafting a statement for the media, which delivers your message with clarity and precision. Then the experience and excellent contacts of our team help to ensure it appears in all the right places.

Social & Digital Media

New media, whether it is Google+, Pinterest or your own website, needs new thinking to deliver your message well. Share our extensive online experience as we guide you, train your staff or manage your digital messaging so it works.

Copywriting

Summing up your services or a new product in catchy copy customers will respond to and promotional material that can't be ignored takes experience and skill. We can make your message stand out from the crowd.

Media Training

How do you speak to the press? Don't wait until you have a microphone in your face or reporter taking notes before finding out. Our team has more than 30 years' experience working in the media and will share the secrets of giving a great interview.

Press Conference Management

"Like herding cats"...that sums up press conferences pretty well. If you need to speak to the assembled media, we bring order and precision by looking after everything from invites and location hire to equipment provision and media access control.

Media Planning & Buying

Our experience and strong market position allow us to secure the very best advertising rates to deliver your media strategy in print and online, plus we're ideally placed to seek out short notice deals which deliver exceptional value for money and excellent coverage.

Design

And creating an eye-catching advertising campaign isn't just about conjuring up a snappy slogan. It's the bigger picture that counts - pulling together your brand, your target markets, knowing where and when to advertise, adapting taglines to suit different elements of your campaign, making sure everything online looks great on desktop and mobile - and this is where our in-house team excels. Since 1986 we've been behind some of the most memorable advertising campaigns and rebrands in the Isle of Man. We work with a truly diverse range of clients, from private banks to hotel groups, from Government departments to retailers, throughout the Isle of Man, Jersey, Guernsey and other international business centres.

Website Development

Whatever you're looking for, we offer the complete

online package, tailoring our services to suit your business. From smaller developments to full scale bespoke websites, ecommerce platforms, content management systems, hosting and archiving services, MANXWEB.GURU can provide a solution to meet your needs and budget. Whether it's your company's first website which you want to easily update, an online store or a platform that has to do it all, our experienced team will support you from the earliest planning stage, through the build to day-to-day maintenance. And our in-house design team will make sure your website looks great too. We offer secure and cost effective hosting services, using dedicated servers, equipped to meet the most demanding requirements. Our team is fully accredited by the Isle of Man Government Department of Economic Development to work on projects which fall under the Department's Business Support Scheme umbrella. We can help you to complete the application, which if successful, could expand your website budget significantly. In short, we are with you every step of the way, from the initial briefing and agreeing the budget, through the design and build stages, to the final delivery of your website – not forgetting full training for those within your organisation who will update the site.

Mobile responsive websites & apps
The way we browse online has changed. With more and more people using phones or tablets, we would argue that making all new websites responsive to those devices is essential. Apps also have many advantages over traditional software through increased accessibility, engagement and brand loyalty.

Social Media integration
Love it or loathe it, social media has reformed the way we communicate. But which networks really matter and how should they be used? MANXWEB.GURU can create new and tidy-up existing accounts, manage multiple channels and help you find your 'voice' to get the most out of your posts. Wondering why you would spend all that time on Facebook/Twitter/LinkedIn when you have a perfectly functioning website? The answer lies in integrating your content, so the two work in perfect harmony. MANXWEB.GURU can show you how.

With you every step of the way
We like to get to know our clients, to really understand what you are trying to achieve and how we can help you to succeed. We don't see this as a short term relationship; the MANXWEB.GURU team will be friends for life should you need us. We'll be here if you need secure hosting and support, website maintenance and

updates or advice on how you can get the best out of your content management system.

Advertising Sites

We are also the exclusive agents for key advertising sites around the Isle of Man, including the Airport, Sea Terminal, Palace and Broadway Cinemas, Bus Vannin fleet, Isle of Man Steam Packet Company vessels and UK ferry terminals. We are also the exclusive agents for key advertising sites around the Isle of Man, including the Airport, Sea Terminal, Palace and Broadway Cinemas, Bus Vannin fleet, Isle of Man Steam Packet Company vessels and UK ferry terminals.

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