



At a Glance

A Short Introduction to Gaught Conlon & Associates

Q1 - 2012

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About Us

Gaught Conlon helps organisations in emerging economies achieve their strategic and tactical objectives by designing and implementing smart, pragmatic marketing and communications solutions.

Gaught Conlon's Associates have considerable experience and have advised on communications projects for over 80 leading corporations and public-sector institutions, spanning more than 50 countries across the globe. Projects have ranged from marketing campaigns and pan-national media launches to re-branding global corporations, producing international conferences and supporting internal change-management programmes.

Our Associates are straight talking, problem solving advisors. They combine practical expertise in their field with creative thinking and an unwavering passion for achieving excellence for their clients.

Services

- **Stakeholder analyses**
- **Strategic positioning**
- **Storyline development**
- **Creating and implementing communication strategies**
- **Monitoring and evaluating campaigns**
- **Building internal communication capabilities**
- **Providing 'pulse checks' and long-term advice**

International Experience

Our ability to adapt rapidly to different cultures and environments is reflected in the fact that we've worked in more than 50 countries worldwide, with an increasing emphasis on developing countries.

Africa

Botswana
Ghana
Kenya
Nigeria
Rwanda
South Africa
Sudan

Asia Pacific

Australia
India
Indonesia
Hong Kong
Nepal
New Zealand
Singapore
South Korea
Sri Lanka
Taiwan
Thailand
Vietnam

Europe & Central Asia

Belgium, Bosnia & Herzegovina, Czech Republic, Denmark, France, Finland, Georgia, Germany, Greece, Ireland, Italy, Netherlands, Norway, Romania, Russia, Serbia, Ukraine, Spain, Sweden, Switzerland, Turkey

MENA

Bahrain, Jordan, Kuwait, Lebanon, Morocco, Palestine, Qatar, Saudi Arabia, Tunisia, UAE

The Americas

Brazil
Canada
Colombia
Honduras
Mexico
USA

Clients

Together, our Associates have worked with more than 80 public and private organisations across most sectors, highlighting our versatility and providing us with valuable insights into what works in different situations, and what doesn't. Here's a selection of our clients, past and present:

Energy

BP
BG Group
Contact Energy
Elf (Oil) UK
GDF Suez
Scottish Power
Shell

Finance

AEGON
Allied Irish Bank
Barclays
Citigroup
Clydesdale Bank
Foreign & Colonial
GE Capital
ING
Liberty Re-Insurance
Merrill Lynch
National Bank of Dubai
NatWest
Swiss Re
Standard Chartered Bank

Health

GlaxoSmithKline
Norton Healthcare
Novo Nordisk
Pharmacia & Upjohn
Serono
UCB
Xenova

Consumer

Coca Cola
Colgate
SABMiller
Unilever

International Development

Alliance for Financial Inclusion/
GiZ
Atos Consulting
Belgian Technical Cooperative
CHF International
DFID
Human Rights Commission (NZ)
OECD (DAC/DCD)
OSCE
Oxford Policy Management
UNDP
UNCTAD
UNSRID
UNICEF
World Bank

Management Consultancy

Andersen
AS Kearney
Boston Consulting Group
Grant Thornton
McKinsey & Company
WS Atkins

Research

Economic and Social Research
Council
European Science Foundation
IMMPACT (Initiative for
Maternal Mortality Assessment
Programme)
Police Research Group

Technology

Intel
Parity
Racal Avionics
Telstra

Telecommunications

BT
Cesky Telecom
Eire Telecom
ICO Global
Kordia
Mercury One-2-One
Nokia
OTE
Taiwan Mobile

Other

Audit Commission (UK)
BBC
De Beers
European Agency for Safety
& Health at Work
Financial Times Group
NHS
Royal Mail
United Parcel Services (UPS)
World Trade Organisation

“From my first conversations with Gaught Conlon, it was clear that they were intellectually a cut above other marketing and branding agencies. Without hesitation I recommended them to work on a branding project that my organization was working on. Gaught Conlon showed brilliant insights into the branding process throughout and focused on the business impact at every stage.

They were able to win over a broad range of stakeholders from five different cultures and delivered intelligent and concise strategic advice at very reasonable rates, while giving the same level of attention to a small project as they would a large one. Highly recommended.”

David Humphries, Director of Communications, CHF International

“The value became clear in the clarity the project provided which allowed the Commission to optimise its positioning. The identified values have helped to focus our work in communications strategy and policy and human rights disputes resolution, all key functions the Commission performs under its legislation.”

Gilbert Wong, Director of Communications, Human Rights Commission (NZ & Pacific Isles)

“Gaught Conlon have worked successfully with DCD-DAC at the OECD for more than a year. Throughout this time, they have provided a professional, high-quality service in a number of areas, including helping to redesign and rewrite our website, supported by training, and helping to develop a communications strategy for the forthcoming 4th High Level Forum on Aid Effectiveness.”

Christine Graves, Communications & Management Support, DCD-DAC OECD

“They have challenged our thinking and listened to our comments, and we would whole heartedly recommend them as a partner.”

Simon Hunt, Managing Director, Oxford Policy Management

To find out more about Gaught Conlon please contact:

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